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& Embroidery



CENTRAL COAST
COUNCIL

CENTRAL COAST COUNCIL

TOWN CENTRE COMMUNITY INSIGHTS REPORT
V1 February 2020

ABOUT PLACE SCORE AND THIS RESEARCH

Place Score offers two sophisticated data collection tools, Care Factor and Place Experience (PX) Assessments. Together they help you identify what is important, how a place is performing and what the focus of change should be.

Place Score's Care Factor tool acts like a 'place census', capturing what your community really values, while PX Assessments measure the community's lived experience. An attribute with a high Care Factor but a low PX Assessment should be a priority for investment.

There are many benefits in using Place Score for your project research:

- Community segmentation; geographic and demographic
- Insights that can be used for strategic planning and implementation of projects
- Quantitative data for evidence based planning to measure the impact of investment over time
- Identification of place attributes that the community all cares about as well as potential conflicts to minimise risk

HOW DOES THE PLACE SCORE SYSTEM WORK?



$$\begin{array}{c} \text{value} \end{array} + \begin{array}{c} \text{rate} \end{array} = \begin{array}{c} \text{prioritise} \end{array}$$

The diagram shows a heart icon labeled 'value' followed by a plus sign, a green '100' with a diagonal line through it labeled 'rate', an equals sign, and three stacked numbers: '#1', '#2', and '#3' labeled 'prioritise'.

A place attribute with a high Care Factor but a low PX Score should be prioritised

WHERE AND WHEN WAS THIS DATA COLLECTED?

Between 16th December 2019 and 7th February 2020 Place Score, on behalf of Central Coast Council, collected Town Centre Care Factor Surveys and PX Assessments for Penguin and Ulverstone. This data is the basis for your Town Centre Community Insights Report.

TOWN CENTRE CARE FACTOR SURVEY

Which place attributes are most important to you in your ideal town centre?

- 564 respondents
- Online data was collected between 16th December 2019 and 20th January 2020

STREET PX ASSESSMENTS

How is each place attribute impacting your personal enjoyment of this place?

- 2 main street environment
- 104 local residents, workers and visitors completed a PX Assessment
- Face-to-face data was collected on the 6th and 7th of February, 2020

A total of 668 responses were collected during the data collection period.

ABOUT THE RESPONDENTS

Data was collected via online and face-to-face surveys during the period 16th December 2019 to 7th February 2020. A total of 668 responses were collected.

CONFIDENCE LEVEL:

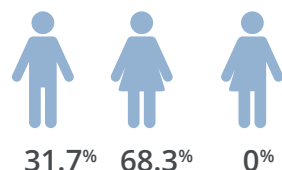
Unless noted otherwise, a **95% confidence level** with a margin of error of $\pm 5\%$ can be expected for all Care Factor Data.

	Demographic	Low Target	Achieved	Remark
CF	CF Sample	n = 400 for $\pm 4.9\%$ at 95% Confidence	n = 564	Target achieved
	15-24 yrs	13.3% $\pm 5\%$	5%	3.3% below target margin
	25-44 yrs	23.8% $\pm 5\%$	40.1%	11.3% above target margin
	45-64 yrs	36% $\pm 5\%$	35.8%	Target Achieved
	65+ yrs	26.8% $\pm 5\%$	19.1%	2.7% below target margin
	Male	48.6% $\pm 5\%$	31.7%	11.9% below target margin
PX	Female	51.4% $\pm 5\%$	68.3%	11.9% above target margin
	PX sample	n = 80 for $\pm 5.5\%$ at 95% Confidence	n = 104	Above target
	15-24 yrs	13.3% $\pm 5\%$	13.5%	Target Achieved
	25-44 yrs	23.8% $\pm 5\%$	25%	Target Achieved
	45-64 yrs	36% $\pm 5\%$	33.7%	Target Achieved
	65+ yrs	26.8% $\pm 5\%$	27.9%	Target Achieved
	Male	48.6% $\pm 5\%$	41.3%	2.3% below target margin
	Female	51.4% $\pm 5\%$	57.7%	1.3% above target margin

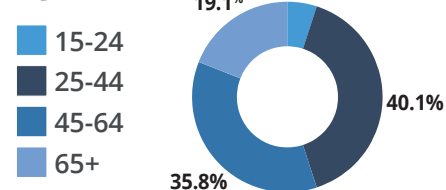
CARE FACTOR DATA

Data was collected online during the period 16th December 2019 to 19th January 2020. A total of 564 people participated.

n=564
GENDER



AGE¹



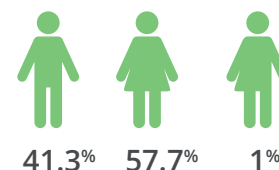
COUNTRY OF BIRTH

Australia	89%
United Kingdom ²	6%
Netherlands	1.4%
New Zealand	1.1%
South Africa	0.7%

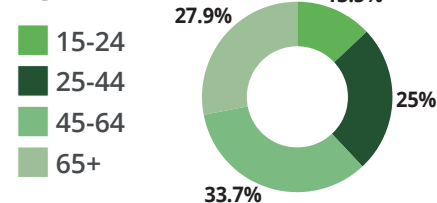
PX DATA

Data was collected via face-to-face surveys on the 6th and 7th of February 2020. A total of 104 people participated.

n=104
GENDER



AGE¹



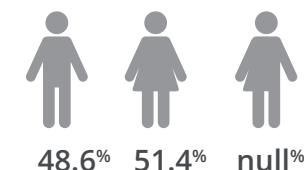
COUNTRY OF BIRTH

Australia	85.6%
United Kingdom ²	5.8%
Philippines (the)	2.9%
New Zealand	1.9%
Brazil	1%

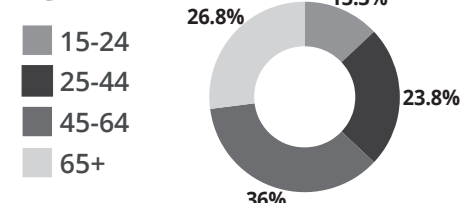
2016 CENSUS DATA

This column captures the make-up of our population in accordance with the 2016 census.

N=21,362
GENDER



AGE¹



COUNTRY OF BIRTH

Australia	84.2%
England	3.8%
Netherlands	0.9%
New Zealand	0.8%
Scotland	0.4%

Notes: ¹Place Score does not actively collect surveys from people aged under 15. When collecting face to face data, Place Score is unable to survey people under the age of 15 years without parental consent. The ABS percentage of people aged 0-15 have been redistributed across other age groups. ²Place Score groups the United Kingdom.

EXECUTIVE SUMMARY

THIS SECTION PROVIDES AN EXECUTIVE SUMMARY OF
KEY FINDINGS FOR **CENTRAL COAST COUNCIL**

CENTRAL COAST LGA AT A GLANCE

Place Score conducted Place Experience (PX) Assessments and Care Factor Surveys at Penguin and Ulverstone in the Central Coast LGA to understand the strengths and priorities of their main streets. 668 people participated in the research which revealed that Council should protect and enhance the visual appeal, safety and accessibility of its main streets, but should improve the variety and number of things to do, invest in public assets and ensure care and maintenance of the public realm to improve their place experience.

carefactor town centre

The Care Factor survey invites respondents to prioritise the place attributes that are most important to them in their ideal main street or town centre environment.

The following 5 attributes were selected by the majority of your community as being important to them in their ideal town centre:

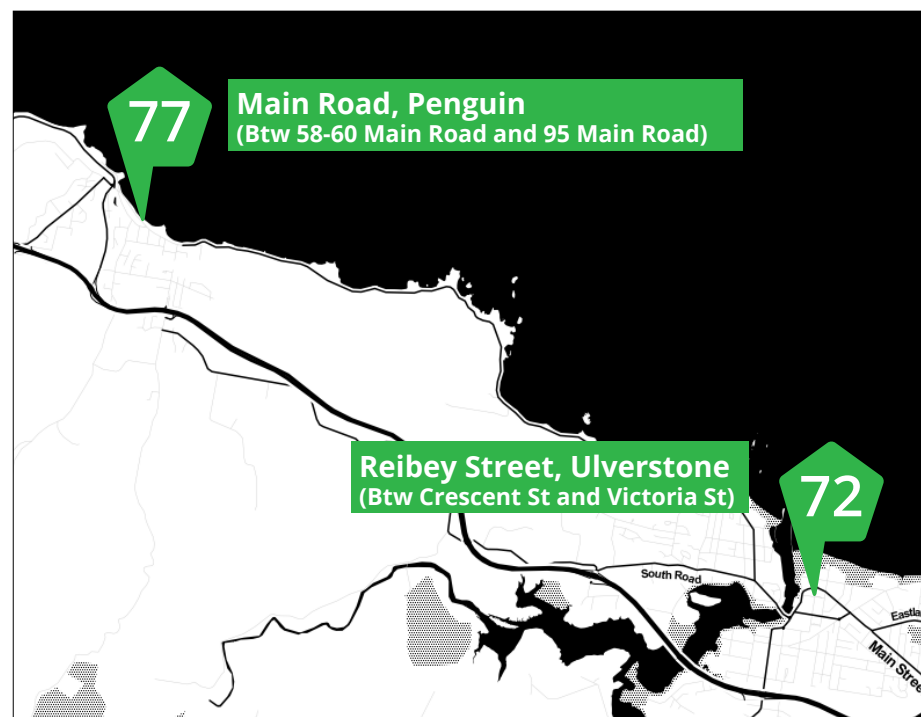
RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	76% CARE
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	57% UNIQUE
#3	Maintenance of public spaces and street furniture	54% CARE
#4	Local history, heritage buildings or features	51% UNIQUE
#5	Overall look and visual character of the area	47% LOOK & FUNCTION
#5	Outdoor restaurant, cafe and/or bar seating	47% THINGS TO DO

PXassessment street

A PX (Place Experience) Assessment is an observation study that asks respondents to rate how different aspects of a street are performing, resulting in a PX Score. The PX Score provides you with a number between 0 and 100 that captures your community's place experience. PX Assessments were undertaken at two locations in Penguin and Ulverstone on 6th and 7th February 2020.

Here is how respondents rated their Place Experience:

THE AVERAGE
CENTRAL COAST LGA
PX SCORE IS:



DIRECTIONS FOR CENTRAL COAST LGA (PENGUIN AND ULVERSTONE)

After reviewing the Care Factor results against the PX Assessment, the following discussion points have been identified:

WHAT WE CAN BUILD ON

Aspects of the Central Coast LGA that are highly valued by the community and are currently perceived as performing well.

VISUAL APPEAL OF THE AREA

The visual character of the area and presence of natural features are strengths of the LGA overall.

- *'Overall look and visual character of the area', 'Elements of the natural environment (views, vegetation, topography, water etc.)', 'Vegetation and natural elements (street trees, planting, water etc.)' and 'Local history, heritage buildings or features'* are considered strengths of Penguin
- *'Cleanliness of public space'* which contributes to an overall pleasing visual character is a strength of Ulverstone

SAFETY AND ACCESSIBILITY

Sense of safety for all people is a strength of both the surveyed locations in the LGA.

- *'Sense of safety (for all ages, genders, day/night etc.)'* is a strength of Penguin
- In the case of Ulverstone, along with safety, *'Ease of walking around (including crossing the street, moving between destinations)'* and *'Car accessibility and parking'* are also considered strengths

WHAT COULD BE IMPROVED

Aspects of the Central Coast LGA that are valued by the community and are currently perceived as performing poorly.

THINGS TO DO

Improving the variety and number of things to do is of high priority for both the surveyed locations in the LGA.

- *'Outdoor restaurant, cafe and/or bar seating'* is an improvement priority while *'Evidence of public events happening here (markets, street entertainers etc.)'* and *'Things to do in the evening (shopping, dining, entertainment etc.)'* are considerations for Penguin
- In the case of Ulverstone, *'Evidence of public events happening here (markets, street entertainers etc.)'* and *'Outdoor restaurant, cafe and/or bar seating'* are improvement priorities while improving *'Things to do in the evening (shopping, dining, entertainment etc.)'* is a consideration

PUBLIC ASSETS OFFERING COMFORT

Improving public amenities and facilities is a priority for the LGA's main streets

- *'Amenities and facilities (toilets, water bubblers, parents rooms etc.)'* is an overall priority for both the locations and for Ulverstone specifically
- Improving the *'Quality of public space (footpaths and public spaces)'* is another improvement priority for both the locations that will enhance comfort in the public realm and potentially encourage longer outdoor stays

CARE OF THE PUBLIC REALM

Improving care and maintenance of public spaces and vegetation is a priority for the LGA overall.

- *'Cleanliness of public space', 'Maintenance of public spaces and street furniture' and 'General condition of vegetation, street trees and other planting'* are improvement priorities for the Central Coast LGA's main streets

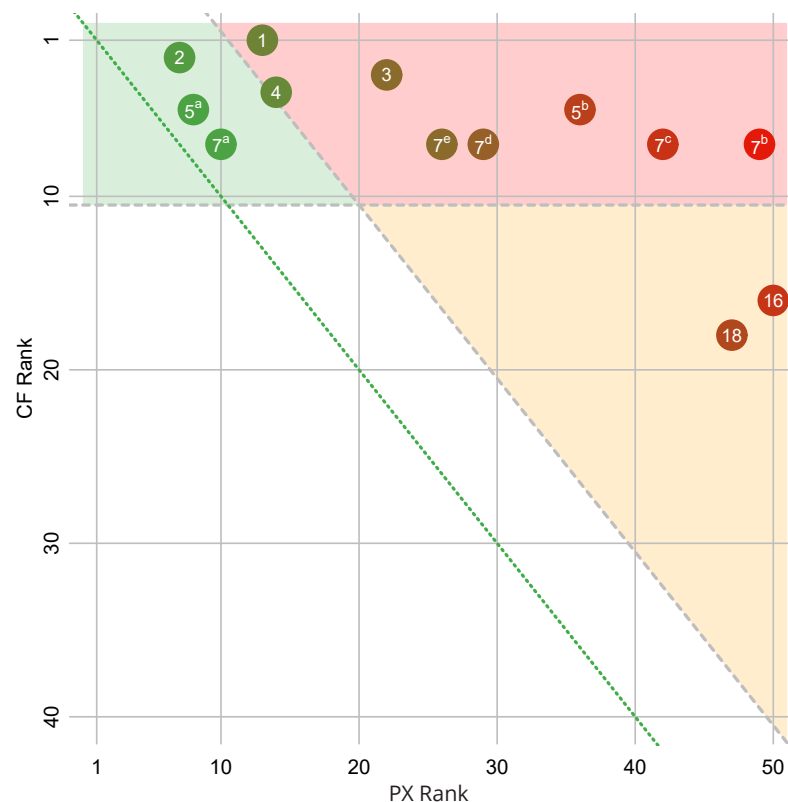
CENTRAL COAST LGA STRENGTHS AND PRIORITIES

These tables and graph illustrate your town centre's strengths, priorities, and things to consider.

STRENGTHS should be celebrated and protected.

PRIORITIES identify the aspects of your neighbourhood that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

CONSIDERATIONS identify attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.



LEGEND

-- Vertical: Top 10 CF threshold

Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking¹ (PX=CF+10)

..... Equal CF rank and PX Score (PX=CF)

Strength (Protect and build upon these attributes)

Priority (Focus on improving these attributes)

Consideration (Focus on improving these attributes AFTER all priorities have been addressed)

CF	STRENGTHS
5 ^a	Overall look and visual character of the area
7 ^a	Sense of safety (for all ages, genders, day/night etc.)
2	Elements of the natural environment (views, vegetation, topography, water etc.)

CF	IMPROVEMENT PRIORITIES
7 ^b	Evidence of public events happening here (markets, street entertainers etc.)
7 ^c	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
5 ^b	Outdoor restaurant, cafe and/or bar seating
7 ^d	General condition of vegetation, street trees and other planting
7 ^e	Quality of public space (footpaths and public spaces)
3	Maintenance of public spaces and street furniture
1	Cleanliness of public space
4	Local history, heritage buildings or features

CF	FOR CONSIDERATION
16	Things to do in the evening (shopping, dining, entertainment etc.)
18	Public art, community art, water or light feature

Notes: CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. 1A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

HOW DO YOU COMPARE?

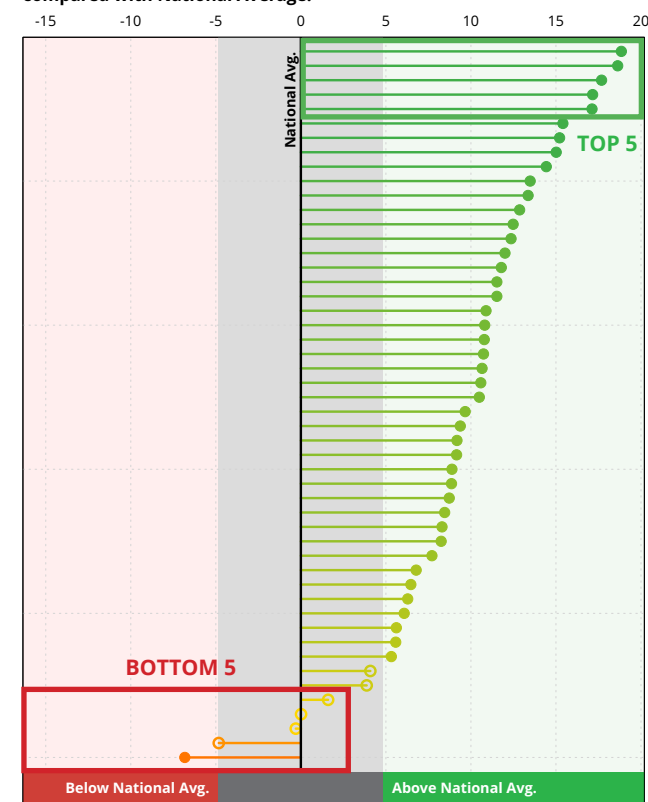
Central Coast LGA is performing 10 points better than the National Benchmark Average with a PX Score of 75/100.

PX Scores:

- 76** Indigo Shire LGA Average, VIC
- 75** Central Coast LGA Average, TAS
- 71** Hesse Street Average, Queenscliff, VIC
- 69** Ballina Street, Lennox Head, NSW
- 65** National Average
- 58** Kingston Town Centre Average, TAS

TOP FIVE ATTRIBUTES COMPARED TO THE NATIONAL BENCHMARK AVERAGE		DIFFERENCE (/100)
Local history, heritage buildings or features		+18.8
Grocery and fresh food businesses		+18.6
Elements of the natural environment (views, vegetation, topography, water etc.)		+17.7
Free and comfortable places to sit alone		+17.2
Landmarks, special features or meeting places		+17.1
BOTTOM FIVE ATTRIBUTES COMPARED TO THE NATIONAL BENCHMARK AVERAGE		DIFFERENCE (/100)
Things to do in the evening (shopping, dining, entertainment etc.)		-6.8
Culturally diverse businesses (range of ethnicities and interests etc.)*		-4.8*
Unique mix or diversity of people in the area*		-0.3*
Walking, cycling or public transport options*		+0.0*
Evidence of public events happening here (markets, street entertainers etc.)*		+1.6*

PX Scores of all 50 attributes of Central Coast Avg. compared with National Average.



TOWN CENTRE CARE FACTOR

YOUR CARE FACTOR DATA ACTS AS A 'PLACE CENSUS', IDENTIFYING WHAT IS MOST IMPORTANT TO YOUR COMMUNITY REGARDING THEIR IDEAL TOWN CENTRE. THE DATA IS VALID FOR 3-5 YEARS AND CAN BE USED FOR A VARIETY OF STRATEGIC AND TACTICAL PROJECTS.

TOWN CENTRE PLACE VALUES

Place Score conducted a Town Centre Care Factor Survey in the Central Coast LGA asking respondents to select the attributes that were most important to them in their ideal town centre. 564 people participated in the survey. Cleanliness and maintenance of the public realm, presence of natural and built heritage, a choice of things to do, and safety, accessibility and convenience were among the top Care Factors for the Central Coast LGA community.

WHAT DO WE ALL CARE ABOUT?

The Central Coast Community values a town centre that is:

CLEAN AND WELL-MAINTAINED

Respondents highly value care and maintenance of natural features.

- *'Cleanliness of public space'* is the #1 Care Factor attribute overall and for all demographics
- Respondents also highly value *'Maintenance of public spaces and street furniture'* (Care Factor #3 overall and for Ulverstone associates and #4 for Penguin associates). *'Maintenance of public spaces and street furniture'* is the #2 Care Factor attribute for men, women, people aged 25-64, residents, workers and visitors
- *'Quality of public space (footpaths and public spaces)'* is also within the top 10 Care Factor attributes of the survey respondents
- Men, people aged 25-64, and people who identified as workers and visitors also care about *'General condition of vegetation, street trees and other planting'* in their ideal town centre

FULL OF CHARACTER AND INTEGRATED WITH NATURE

Respondents highly value a town centre which has a great visual character, is connected well with history and heritage and has the presence of natural elements.

- *'Elements of the natural environment (views, vegetation, topography, water etc.)'*, *'Local history, heritage buildings or features'* and *'Overall look and visual character of the area'* are within the top 5 Care Factor attributes overall
- While *'Overall look and visual character of the area'* is the #2 Care Factor for Penguin associates, it is not within the top 10 Care Factor attributes of Ulverstone associates
- Penguin associates and people who identified as visitors also care about *'Vegetation and natural elements (street trees, planting, water etc.)'* (Care Factor #10)

OFFERING A CHOICE OF THINGS TO DO

Respondents highly value a town centre offering a choice of things to do.

- *'Outdoor restaurant, cafe and/or bar seating'* and *'Evidence of public events happening here (markets, street entertainers etc.)'* are the #5 and #7 Care Factor attributes overall
- However, *'Evidence of public events happening here (markets, street entertainers etc.)'* is not within the top 10 Care Factor attributes of people over 45 years, visitors and overall for Penguin
- *'Outdoor restaurant, cafe and/or bar seating'* is not within the top 10 Care Factor attributes for women and people over 65 years of age

SAFE, ACCESSIBLE AND CONVENIENT







Your respondents value the presence of local businesses and entertainment options.





- *'Sense of safety (for all ages, genders, day/night etc.)'* and the presence of *'Amenities and facilities (toilets, water bubblers, parents rooms etc.)'* are the #7 Care Factor attributes for overall respondents
- Women, people above 45 years, workers and visitors place *'Ease of walking around (including crossing the street, moving between destinations)'* in their top 10 Care Factor attributes
- Women, people under 24 years and over 65 years as well as visitors also place *'Car accessibility and parking'* within their top 10 Care Factor attributes

CENTRAL COAST LGA TOP 10 CARE FACTORS






The Top 10 Care Factors are ranked based on how many people selected each attribute as being important to them.

n=564

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	76% 
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	57% 
#3	Maintenance of public spaces and street furniture	54% 
#4	Local history, heritage buildings or features	51% 
=#5	Overall look and visual character of the area	47% 
=#5	Outdoor restaurant, cafe and/or bar seating	47% 

RANK	ATTRIBUTE	% OF PEOPLE
=#7	Sense of safety (for all ages, genders, day/night etc.)	46% 
=#7	Quality of public space (footpaths and public spaces)	46% 
=#7	Evidence of public events happening here (markets, street entertainers etc.)	46% 
=#7	Amenities and facilities (toilets, water bubblers, parents rooms etc.)	46% 

THE FIVE PLACE DIMENSIONS ARE:

- CARE**
 How well a place is managed, maintained and improved. It considers care, pride, personal and financial investment in the area.
- LOOK & FUNCTION**
 Physical characteristics of a place: how it looks and works, the buildings, public space and vegetation.
- SENSE OF WELCOME**
 The social characteristics of a place, and how inviting it feels to a range of people regardless of age, income, gender, ethnicity or interests.
- THINGS TO DO**
 Activities, events and inviting spaces to spend time in a place that might lead to a smile or a new friend.
- UNIQUENESS**
 Physical, social, cultural or economic aspects of an area that make a place interesting, special or unique.

DEMOGRAPHIC BREAKDOWN

The following tables illustrate the differences in values between demographic groups. The circled numbers refer to the Central Coast LGA Top 10 Care Factors, while the colour identifies a demographic's top three attributes.

DEMOGRAPHIC BREAKDOWN												
ALL	564	#1	#2	#3	#4	#5	#5	#7	#7	#7	#7	Attributes with rank #3 and higher if not in the overall Top 10
Male	179	71%	56%	56%	46%	47%	52%	39%	49%	45%	44%	
Female	385	78%	57%	53%	53%	47%	44%	50%	45%	46%	46%	
Age												
0-24	28	75%	29%	50%	50%	43%	57%	29%	36%	57%	43%	Things to do in the evening (shopping, dining, entertainment etc.) (68%)
25-44	226	76%	61%	55%	42%	43%	48%	44%	52%	49%	52%	
45-64	202	72%	56%	57%	53%	50%	46%	50%	41%	44%	46%	
65+	108	81%	56%	46%	66%	49%	43%	48%	46%	41%	32%	
Country of birth (Top 3)												
Australia	502	76%	55%	54%	51%	46%	47%	46%	45%	47%	47%	
United Kingdom	34	71%	79%	56%	53%	50%	41%	41%	53%	41%	24%	General condition of vegetation, street trees and other planting (62%)
Netherlands	8	88%	50%	50%	75%	50%	25%	63%	38%	38%	50%	
Ancestry (Top 3)												
Australasian	370	78%	55%	55%	48%	44%	45%	45%	46%	48%	46%	
European (including United Kingdom)	136	70%	60%	55%	56%	55%	46%	48%	46%	41%	46%	General condition of vegetation, street trees and other planting (57%)
Mixed	31	71%	65%	48%	61%	48%	58%	42%	42%	39%	39%	

DEMOGRAPHIC BREAKDOWN												
ALL	564	#1	#2	#3	#4	#5	#5	#7	#7	#7	#7	Attributes with rank #3 and higher if not in the overall Top 10
Identity												
Residents	494	76%	56%	54%	51%	47%	46%	47%	46%	46%	45%	
Visitors	151	79%	58%	60%	50%	42%	52%	42%	46%	46%	51%	
Workers	61	66%	51%	59%	30%	54%	54%	51%	44%	44%	44%	Ease of walking around (including crossing the street, moving between destinations) (54%)
Students	12	25%	42%	67%	42%	42%	42%	50%	58%	42%	50%	Things to do in the evening (shopping, dining, entertainment etc.) (75%), Interaction with locals/ other people in the area (smiles, customer service etc.) (58%)
Neighbourhood Type												
Rural/Suburban – Low density	468	75%	58%	54%	51%	47%	47%	46%	46%	45%	47%	
Inner-urban – Low / medium density	85	76%	51%	52%	47%	47%	47%	53%	42%	49%	35%	
Inner-urban – Medium / high density	10	90%	40%	80%	90%	30%	40%	20%	50%	30%	70%	
City – High density	1	0%	0%	0%	0%	100%	0%	0%	100%	100%	100%	

LEGEND

- #1 attribute
- #2 attribute
- #3 attribute

CENTRAL COAST LGA OVERALL (n=564)

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	76%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	57%
#3	Maintenance of public spaces and street furniture	54%
#4	Local history, heritage buildings or features	51%
#5	Overall look and visual character of the area	47%
#5	Outdoor restaurant, cafe and/or bar seating	47%
#7	Sense of safety (for all ages, genders, day/night etc.)	46%
#7	Quality of public space (footpaths and public spaces)	46%
#7	Evidence of public events happening here (markets, street entertainers etc.)	46%
#7	Amenities and facilities (toilets, water bubblers, parents rooms etc.)	46%

PENGUIN (n=167)

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	80%
#2	Overall look and visual character of the area	59%
#3	Elements of the natural environment (views, vegetation, topography, water etc.)	58%
#4	Maintenance of public spaces and street furniture	54%
#5	General condition of vegetation, street trees and other planting	51%
#6	Local history, heritage buildings or features	49%
#7	Sense of safety (for all ages, genders, day/night etc.)	47%
#8	Vegetation and natural elements (street trees, planting, water etc.)	46%
#9	Outdoor restaurant, cafe and/or bar seating	45%
#10	Quality of public space (footpaths and public spaces)	44%

ULVERSTONE (n=397)

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	74%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	56%
#3	Maintenance of public spaces and street furniture	54%
#4	Local history, heritage buildings or features	51%
#5	Car accessibility and parking	50%
#6	Evidence of public events happening here (markets, street entertainers etc.)	48%
#7	Amenities and facilities (toilets, water bubblers, parents rooms etc.)	47%
#7	Outdoor restaurant, cafe and/or bar seating	47%
#7	Quality of public space (footpaths and public spaces)	47%
#10	Ease of walking around (including crossing the street, moving between destinations)	46%

LEGEND

- #1 attribute
- #2 attribute
- #3 attribute
- #1 Different from LGA top 10 CF

LEGEND
#1 attribute #2 attribute #3 attribute
#1 Different from all respondents top 10 CF

OVERALL (n=564)

RANK	ATTRIBUTE	% OF N
#1	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	56%
#2	Sense of personal safety (for all ages, genders, day or night)	55%
#3	Things to do in the evening (bars, dining, cinema, live music etc.)	54%
=#4	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	52%
=#4	General condition of public open space (street trees, footpaths, parks etc.)	52%
#6	Sustainable behaviours in the community (water management, solar panels, recycling etc.)	50%
=#7	Protection of the natural environment	48%
=#7	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	48%
#9	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	47%
#10	Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)	45%

MEN N=179

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	71%
=#2	Elements of the natural environment (views, vegetation, topography, water etc.)	56%
=#2	Maintenance of public spaces and street furniture	56%
#4	Outdoor restaurant, cafe and/or bar seating	52%
#5	Quality of public space (footpaths and public spaces)	49%
#6	Overall look and visual character of the area	47%
=#7	Local history, heritage buildings or features	46%
=#7	General condition of vegetation, street trees and other planting	46%
#9	Evidence of public events happening here (markets, street entertainers etc.)	45%
#10	Amenities and facilities (toilets, water bubblers, parents rooms etc.)	44%

WOMEN N=385

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	78%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	57%
=#3	Maintenance of public spaces and street furniture	53%
=#3	Local history, heritage buildings or features	53%
#5	Sense of safety (for all ages, genders, day/night etc.)	50%
=#6	Car accessibility and parking	47%
=#6	Overall look and visual character of the area	47%
=#8	Amenities and facilities (toilets, water bubblers, parents rooms etc.)	46%
=#8	Ease of walking around (including crossing the street, moving between destinations)	46%
=#8	Evidence of public events happening here (markets, street entertainers etc.)	46%

LEGEND
#1 attribute #2 attribute #3 attribute
① Different from all respondents top 10 CF

PEOPLE AGED 15-24 (n=28)

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	75%
#2	Things to do in the evening (shopping, dining, entertainment etc.)	68%
#3	Evidence of public events happening here (markets, street entertainers etc.)	57%
#3	Outdoor restaurant, cafe and/or bar seating	57%
#5	Buildings and shop fronts*	50%
#5	Local history, heritage buildings or features*	50%
#5	Maintenance of public spaces and street furniture*	50%
#8	A cluster of similar businesses * (food, cultural traders, fashion etc.)	43%
#8	Amenities and facilities * (toilets, water bubblers, parents rooms etc.)	43%
#8	Car accessibility and parking*	43%

PEOPLE AGED 25-44 (n=226)

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	76%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	61%
#3	Maintenance of public spaces and street furniture	55%
#4	Amenities and facilities (toilets, water bubblers, parents rooms etc.)	52%
#4	Quality of public space (footpaths and public spaces)	52%
#6	Evidence of public events happening here (markets, street entertainers etc.)	49%
#6	Things to do in the evening (shopping, dining, entertainment etc.)	49%
#8	Outdoor restaurant, cafe and/or bar seating	48%
#9	General condition of vegetation, street trees and other planting	46%
#10	Sense of safety (for all ages, genders, day/night etc.)	44%

PEOPLE AGED 45-64 (n=202)

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	72%
#2	Maintenance of public spaces and street furniture	57%
#3	Elements of the natural environment (views, vegetation, topography, water etc.)	56%
#4	Local history, heritage buildings or features	53%
#5	Overall look and visual character of the area	50%
#5	Sense of safety (for all ages, genders, day/night etc.)	50%
#7	Walking paths that connect to other places	49%
#8	General condition of vegetation, street trees and other planting	48%
#8	Ease of walking around (including crossing the street, moving between destinations)	48%
#10	Outdoor restaurant, cafe and/or bar seating	46%

PEOPLE AGED 65+ (n=108)

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	81%
#2	Local history, heritage buildings or features	66%
#3	Elements of the natural environment (views, vegetation, topography, water etc.)	56%
#4	Car accessibility and parking	55%
#4	Ease of walking around (including crossing the street, moving between destinations)	55%
#6	Overall look and visual character of the area	49%
#7	Sense of safety (for all ages, genders, day/night etc.)	48%
#8	Maintenance of public spaces and street furniture	46%
#8	Quality of public space (footpaths and public spaces)	46%
#8	Walking paths that connect to other places	46%

LEGEND
#1 attribute #2 attribute #3 attribute
#1 Different from all respondents top 10 CF

OVERALL (n=564)

RANK	ATTRIBUTE	% OF N
#1	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	56%
#2	Sense of personal safety (for all ages, genders, day or night)	55%
#3	Things to do in the evening (bars, dining, cinema, live music etc.)	54%
#4	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	52%
#4	General condition of public open space (street trees, footpaths, parks etc.)	52%
#6	Sustainable behaviours in the community (water management, solar panels, recycling etc.)	50%
#7	Protection of the natural environment	48%
#7	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	48%
#9	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	47%
#10	Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)	45%

RESIDENTS¹ N=494

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	76%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	56%
#3	Maintenance of public spaces and street furniture	54%
#4	Local history, heritage buildings or features	51%
#5	Overall look and visual character of the area	47%
#5	Sense of safety (for all ages, genders, day/night etc.)	47%
#7	Outdoor restaurant, cafe and/or bar seating	46%
#7	Evidence of public events happening here (markets, street entertainers etc.)	46%
#7	Quality of public space (footpaths and public spaces)	46%
#10	Amenities and facilities (toilets, water bubblers, parents rooms etc.)	45%

WORKERS¹ N=61

RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	66%
#2	Maintenance of public spaces and street furniture	59%
#3	Ease of walking around (including crossing the street, moving between destinations)	54%
#3	Outdoor restaurant, cafe and/or bar seating	54%
#3	Overall look and visual character of the area	54%
#6	Elements of the natural environment (views, vegetation, topography, water etc.)	51%
#6	Sense of safety (for all ages, genders, day/night etc.)	51%
#8	General condition of vegetation, street trees and other planting	46%
#9	Amenities and facilities * (toilets, water bubblers, parents rooms etc.)	44%
#9	Evidence of public events happening here * (markets, street entertainers etc.)	44%

VISITORS¹ N=151

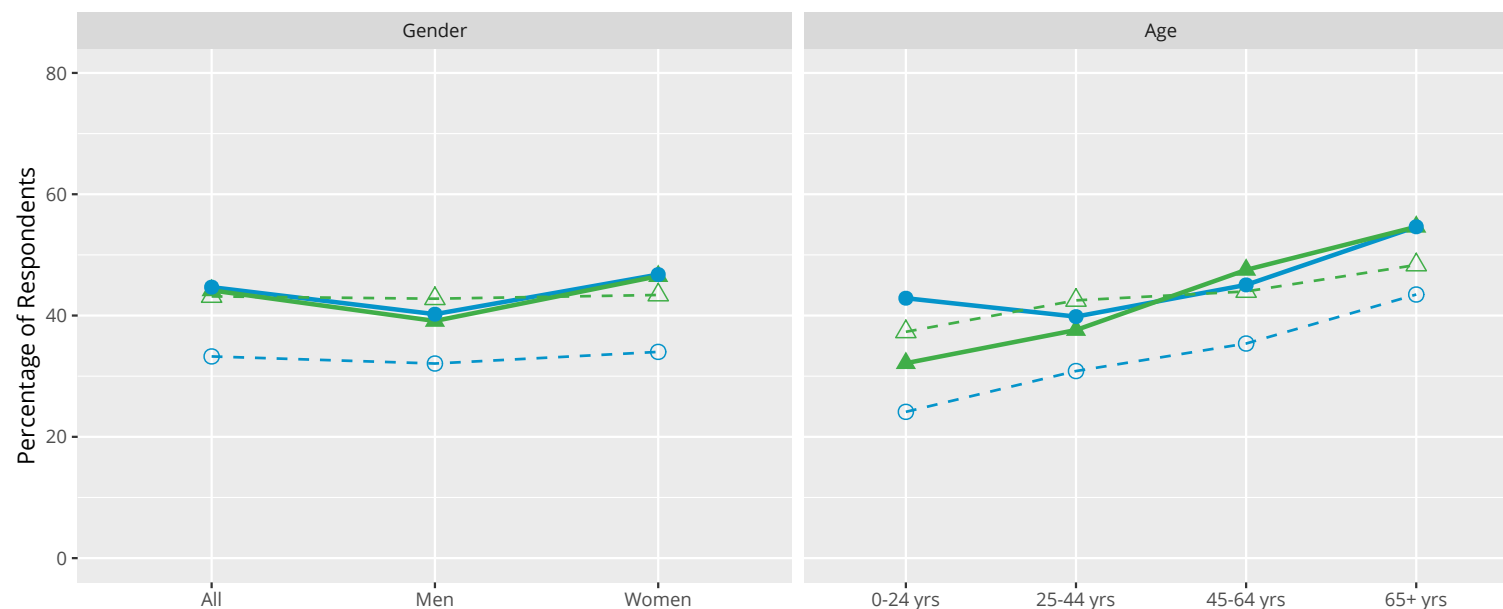
RANK	ATTRIBUTE	% OF N
#1	Cleanliness of public space	79%
#2	Maintenance of public spaces and street furniture	60%
#3	Elements of the natural environment (views, vegetation, topography, water etc.)	58%
#4	Outdoor restaurant, cafe and/or bar seating	52%
#5	Amenities and facilities (toilets, water bubblers, parents rooms etc.)	51%
#6	Local history, heritage buildings or features	50%
#7	Ease of walking around (including crossing the street, moving between destinations)	49%
#7	General condition of vegetation, street trees and other planting	49%
#9	Car accessibility and parking	47%
#9	Vegetation and natural elements (street trees, planting, water etc.)	47%

CARE FACTOR COMPARISON WITH NATIONAL BENCHMARK

The following graphs reveal that the Care Factor survey respondents in Central Coast care about 'Car accessibility and parking' more than the National Average. Interestingly, women and people over 45 years of age also care about 'Ease of walking around (including crossing the street, moving between destinations)' more than the National Average.

Overall respondents in the Central Coast are closely aligned in terms of their value for private vehicular transport and walking, which contrasts with the National Benchmark where there is a greater interest in walking than private vehicular transport.

Central Coast vs National Benchmark Care Factor



Attributes

- Car accessibility and parking, Central Coast (n = 564)
- Car accessibility and parking, National (n = 22576)
- ▲ Ease of walking around (including crossing the street, moving between destinations), Central Coast (n = 564)
- △ Ease of walking around (including crossing the street, moving between destinations), National (n = 22576)

PX ASSESSMENTS

THE PX SCORE IS A NUMBER BETWEEN ZERO AND 100 THAT MEASURES YOUR COMMUNITY'S LIVED PLACE EXPERIENCE. IT ALLOWS YOU TO IDENTIFY WHAT ATTRIBUTES ARE CONTRIBUTING POSITIVELY AND NEGATIVELY TO HOW YOUR STREET IS PERFORMING.

HOW ARE YOUR STREETS PERFORMING?

Place Score conducted Place Experience (PX) Assessments at two main street locations in the Central Coast LGA asking respondents to rate 50 unique attributes of the street. 104 people participated, identifying the Central Coast LGA's main streets to be welcoming, convenient and having a unique character, but lacking things to do, art and cultural diversity, and infrastructure investment overall.

HOW ARE YOUR STREETS PERFORMING?

People identified Central Coast LGA's main streets to be performing as follows:

CONVENIENT AND WELCOMING

Respondents rated both surveyed streets highly in terms of the offer of essential businesses and the overall sense of welcome.

- 'Grocery and fresh food businesses' is the best performing attribute overall (attribute score 8.5/10 for both locations) followed by 'Welcoming to all people' (attribute score 8.6/10 and 8.2/10 for Penguin and Ulverstone respectively)
- 'Service businesses (post offices, libraries, banks etc.)' and 'Walking paths that connect to other places' are the second best performing attributes at Ulverstone (attribute scores 8.3/10 each)
- 'Interaction with locals/ other people in the area (smiles, customer service etc.)' has a high attribute score of 8.8/10 at Penguin and 7.9/10 at Ulverstone

HAVING A UNIQUE VISUAL CHARACTER

Respondents consider Central Coast LGA streets to have great landmarks and a good visual character overall.

- 'Landmarks, special features or meeting places' is among the top 3 attributes overall with an attribute score of 8.7/10 at Penguin and 8.2/10 at Ulverstone
- 'Overall look and visual character of the area' is the best performing attribute at Penguin (attribute score 9/10)
- 'Elements of the natural environment (views, vegetation, topography, water etc.)' performs well at both Penguin and Ulverstone (attribute score 8.9/10 and 7.8/10 respectively)

LACKING THINGS TO DO

The streets are perceived to be performing poorly in terms of a choice of things to do.

- 'Things to do in the evening (shopping, dining, entertainment etc.)' is the worst performing attribute overall (attribute score 4.6/10 at Penguin and 5.5/10 at Ulverstone)
- 'Evidence of public events happening here (markets, street entertainers etc.)' also performs poorly at both the locations, with attribute scores of 5.6/10 and 6.5/10 at Penguin and Ulverstone respectively

LACKING ART AND CULTURAL DIVERSITY

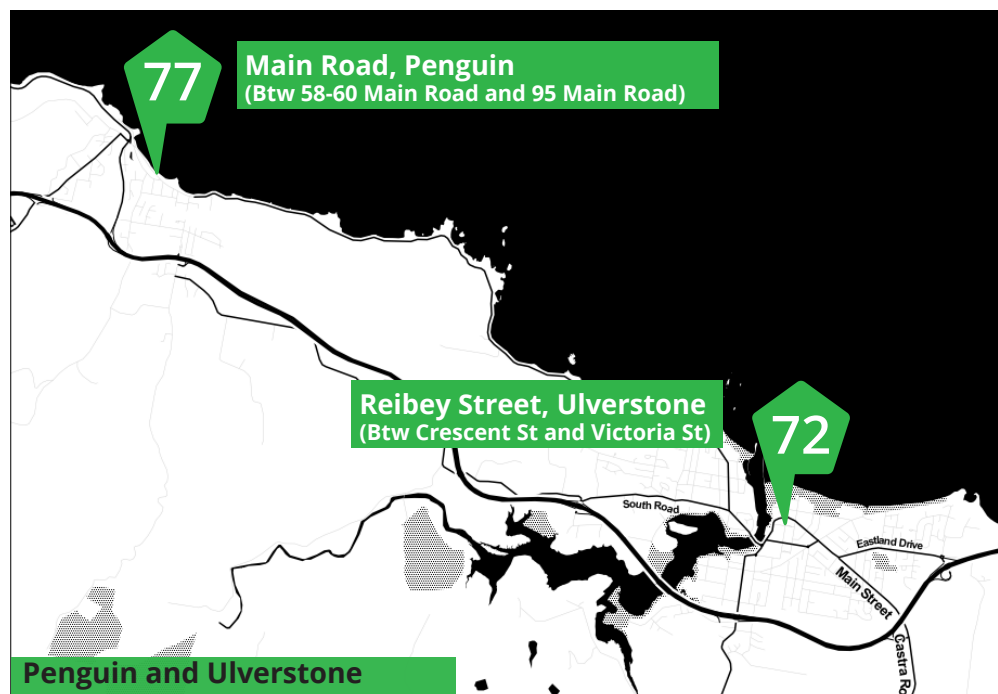
Respondents consider the Central Coast LGA's main streets to lack culturally diverse businesses and art.

- 'Culturally diverse businesses (range of ethnicities and interests etc.)' is among the lowest performing attributes overall (attribute scores 5.8/10 and 6.7/10 at Penguin and Ulverstone respectively)
- In case of Ulverstone, 'Public art, community art, water or light feature' performs poorly (attribute score 5.9/10)

LACKING INFRASTRUCTURE INVESTMENT

The streets are perceived to be performing poorly in terms of investment in infrastructure supporting outdoor activities.

- 'Shelter/awnings (protection from sun, rain etc.)' and 'Amenities and facilities (toilets, water bubblers, parents rooms etc.)' are rated 6.1/10 and 6.4/10 respectively at Penguin
- 'Evidence of recent private investment (new buildings, painting etc.)' and 'Evidence of recent public investment (new planting, paving, street furniture etc.)' are rated 6/10 and 6.3/10 at Ulverstone



THE AVERAGE
CENTRAL COAST LGA
PX SCORE IS:

75

BREAKING DOWN YOUR PX SCORES

Your PX Score provides you with a measure of place performance from a representative sample of main street users. In addition it can be further analysed to reveal the scores of different demographic groups.



LEGEND

- Under 10 respondents
- PX 70+ Performing well
- PX 50-69 Room for improvement
- PX <50 Urgent care needed

Location	n=	Total PX Score	Men	Women	15-24	25-44	45-64	65+	Resident ¹	Worker ¹	Visitor ¹
OVERALL CENTRAL COAST LGA	104	75	73	76	77	75	75	73	74	76	78
MAIN ROAD, PENGUIN (BTW 58-60 MAIN RD AND 95 MAIN RD)	44	77	77	77	77	80	79	74	76	80	76
REIBEY STREET, ULVERSTONE (BTW CRESCENT ST AND VICTORIA ST)	60	72	70	76	78	72	73	73	72	72	79

BETWEEN THE TWO LOCATIONS, MAIN ROAD, PENGUIN HAS A HIGHER PX SCORE OF 77

This page identifies how each Place Dimension is performing as well as the best and worst performing attributes for each main street. Each Place Dimension is scored out of 20 with a total PX Score out of 100.

LGA AVERAGE

75
/100

LOOK & FUNCTION



SENSE OF WELCOME



THINGS TO DO



UNIQUENESS



CARE



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- *1 Grocery and fresh food businesses
- *2 Welcoming to all people
- *3 Landmarks, special features or meeting places

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- *50 Things to do in the evening (shopping, dining, entertainment etc.)
- *49 Evidence of public events happening here (markets, street entertainers etc.)
- *48 Culturally diverse businesses (range of ethnicities and interests etc.)

MAIN ROAD, PENGUIN BTW 58-60 MAIN ROAD AND 95 MAIN ROAD

77

LOOK & FUNCTION



SENSE OF WELCOME



THINGS TO DO



UNIQUENESS



CARE



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- *1 Overall look and visual character of the area
- *2 Elements of the natural environment (views, vegetation, topography, water etc.)
- *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 Things to do in the evening (shopping, dining, entertainment etc.)
- *49 Evidence of public events happening here (markets, street entertainers etc.)
- *48 Culturally diverse businesses (range of ethnicities and interests etc.)

REIBEY STREET, ULVERSTONE BTW CRESCENT ST AND VICTORIA ST

72

LOOK & FUNCTION



SENSE OF WELCOME



THINGS TO DO



UNIQUENESS



CARE



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- *1 Grocery and fresh food businesses
- *2 Service businesses (post offices, libraries, banks etc.)
- *3 Walking paths that connect to other places

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- *50 Things to do in the evening (shopping, dining, entertainment etc.)
- *49 Public art, community art, water or light feature
- *48 Evidence of recent private investment (new buildings, painting etc.)

UNDERSTANDING YOUR CENTRES

THE NEXT SECTION HIGHLIGHTS THE PERFORMANCE AND
PRIORITIES FOR PENGUIN AND ULVERSTONE

MAIN ROAD, PENGUIN, TAS

BTW 58-60 MAIN ROAD AND 95 MAIN ROAD

This PX Assessment is for Main Road in Penguin. The street is composed of one and two storey commercial buildings on the western side, and views to the coastal reserve on the eastern side. The street features a cafes and a bakery, an independent grocer, retail businesses, a post office and library. Significant greenery is provided by the coastal reserve at the beach. The area offers on-street parking.

KEY FINDINGS:

- 44 people completed an on-site assessment via face-to-face surveys on 6th February 2020
- Main Road (Btw 58-60 Main Road and 95 Main Rd) received a PX Score of 77/100.
- The strongest rated attribute is 'Overall look and visual character of the area'.
- The poorest rated attribute is 'Things to do in the evening (shopping, dining, entertainment etc.)'.
- Men rate 'Walking, cycling or public transport options' 17.1% higher than women
- Women rate 'One of a kind, quirky or unique features' 11.5% higher than men
- 15-24 yrs olds rate 'Culturally diverse businesses (range of ethnicities and interests etc.)' 28.5% higher than 65+ yrs olds
- 45-64 yrs olds rate 'Unique mix or diversity of people in the area' 30.3% higher than 15-24 yrs olds
- 65+ yrs olds rate 'Spaces suitable for specific activities (play, entertainment, exercise etc.)' 6.5% higher than 45-64 yrs olds
- Residents rate 'Free and comfortable places to sit alone' 13.9% higher than Visitors
- Visitors rate 'Car accessibility and parking' 19.6% higher than residents
- People born in United Kingdom of Great Britain and Northern Ireland (the) rate 'One of a kind, quirky or unique features' 13.3% higher than people born in Australia
- People with Australasian ancestry rate 'Evidence of public events happening here (markets, street entertainers etc.)' 23% higher than people with European (including United Kingdom) ancestry

THE PX SCORE IS:



How does this compare with other similar places?



REIBEY STREET,
ULVERSTONE, TAS (BTW
CRESCENT STREET AND
VICTORIA STREET)



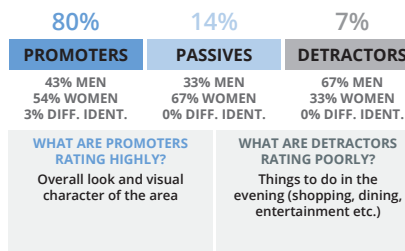
CHANNEL HIGHWAY,
KINGSTON, TAS (BTW
HUTCHINS STREET AND
FREEMAN STREET)

NET PROMOTER SCORE (NPS)³

How likely are your community to recommend this place?

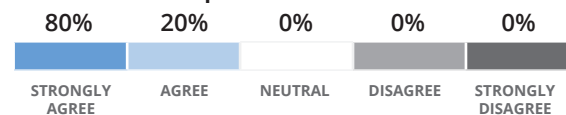


NPS
-100 TO +100



How did your community respond to the statement...

"I care about this place and its future"

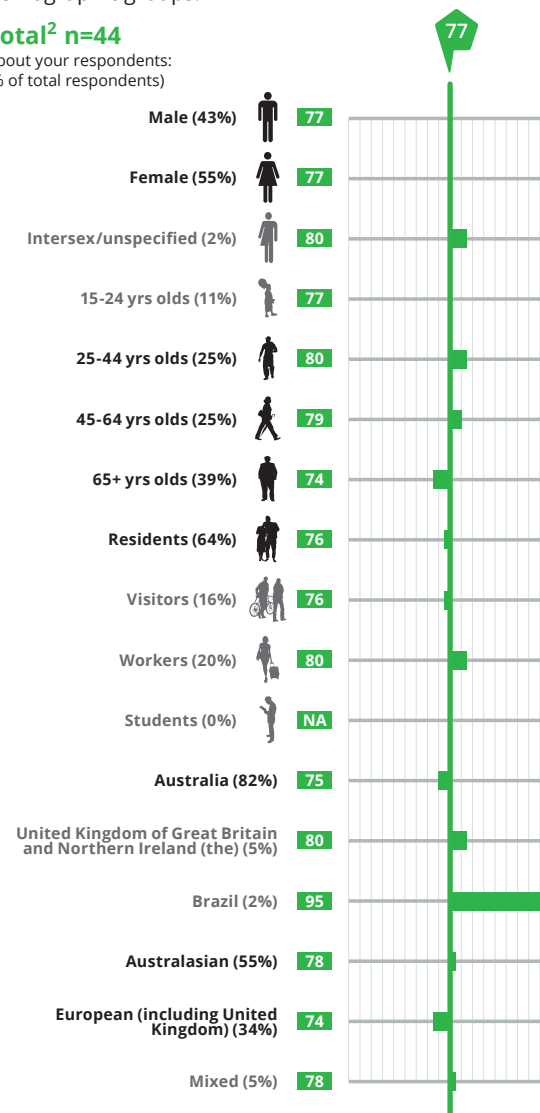


COMMUNITY GROUP PX SCORES

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

Total² n=44

About your respondents:
(% of total respondents)



MAIN ROAD, PENGUIN, TAS

BTW 58-60 MAIN ROAD AND 95 MAIN ROAD

THE FIVE DIMENSIONS OF GREAT PLACES

The Place Score 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 five key place dimensions. The strongest and poorest attributes, and their contribution to the overall PX Score are noted under the respective place dimension.



LOOK & FUNCTION

The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation

16 /20

STRONGEST PERFORMING (SCORE/10)

Overall look and visual character of the area	9
Physical comfort (impacts from noise, smells, temperature)	8.4
Amount of public space (footpaths and public spaces)	8.4



SENSE OF WELCOME

Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests

15 /20

Welcoming to all people	8.6
Sense of safety (for all ages, genders, day/night etc.)	8.6
Grocery and fresh food businesses	8.5



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

14 /20

Free and comfortable places to sit alone	8.4
Free and comfortable group seating	8.1
Interesting things to look at (people, shops, views etc.)	8.1



UNIQUENESS

Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place

16 /20

Elements of the natural environment (views, vegetation, topography, water etc.)	8.9
Landmarks, special features or meeting places	8.7
One of a kind, quirky or unique features	8.3



CARE

How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment

16 /20

Interaction with locals/ other people in the area (smiles, customer service etc.)	8.8
Maintenance of public spaces and street furniture	8.4
General condition of vegetation, street trees and other planting	8.3

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

POOREST PERFORMING (SCORE/10)

Shelter/awnings (protection from sun, rain etc.)	6.1
Quality of public space (footpaths and public spaces)	7.8
Buildings and shop fronts	8
Culturally diverse businesses (range of ethnicities and interests etc.)	5.8
Amenities and facilities (toilets, water bubblers, parents rooms etc.)	6.4
Car accessibility and parking	6.7
Things to do in the evening (shopping, dining, entertainment etc.)	4.6
Evidence of public events happening here (markets, street entertainers etc.)	5.6
Evidence of community activity (community gardening, art, fundraising etc.)	6.7
Public art, community art, water or light feature	7
Unique mix or diversity of people in the area	7.1
A cluster of similar businesses (food, cultural traders, fashion etc.)	7.3
Evidence of recent private investment (new buildings, painting etc.)	7.4
Evidence of recent public investment (new planting, paving, street furniture etc.)	7.8
Evidence of management (signage, information, street cleaners etc.)	7.8

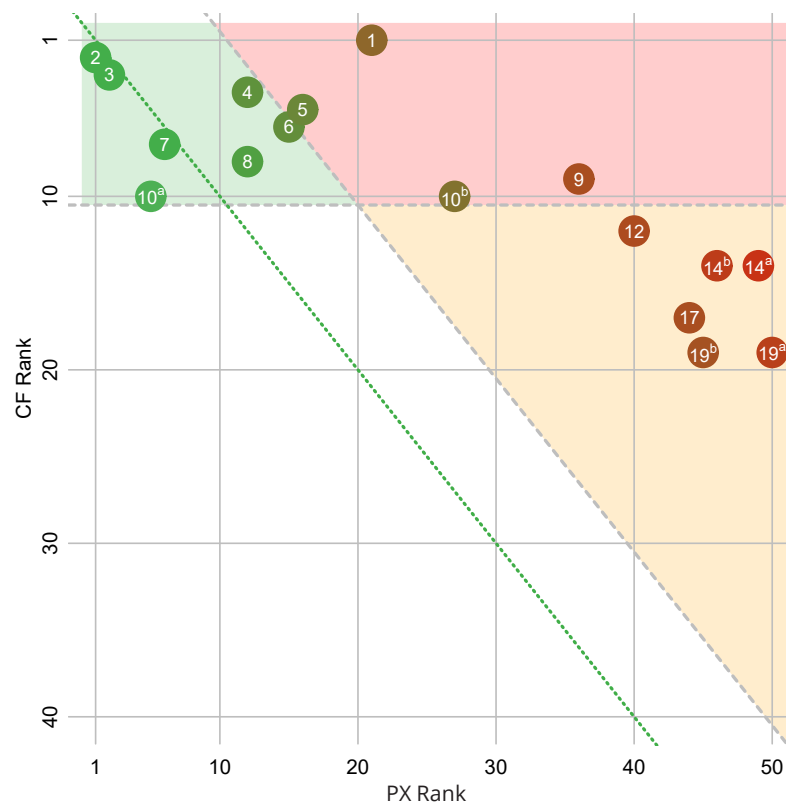
MAIN ROAD, PENGUIN, TAS STRENGTHS AND PRIORITIES

These tables and graph illustrate your town centre's strengths, priorities, and things to consider.

STRENGTHS should be celebrated and protected.

PRIORITIES identify the aspects of your neighbourhood that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

CONSIDERATIONS identify attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.



LEGEND

-- Vertical: Top 10 CF threshold

Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking¹ (PX=CF+10)

..... Equal CF rank and PX Score (PX=CF)

Strength (Protect and build upon these attributes)

Priority (Focus on improving these attributes)

Consideration (Focus on improving these attributes AFTER all priorities have been addressed)

CF	STRENGTHS
10 ^a	Welcoming to all people
2	Overall look and visual character of the area
7	Sense of safety (for all ages, genders, day/night etc.)
3	Elements of the natural environment (views, vegetation, topography, water etc.)
8	Vegetation and natural elements (street trees, planting, water etc.)
4	Maintenance of public spaces and street furniture
6	Local history, heritage buildings or features

CF	IMPROVEMENT PRIORITIES
9	Outdoor restaurant, cafe and/or bar seating
1	Cleanliness of public space
10 ^b	Quality of public space (footpaths and public spaces)
5	General condition of vegetation, street trees and other planting

CF	FOR CONSIDERATION
14 ^a	Evidence of public events happening here (markets, street entertainers etc.)
14 ^b	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
19 ^a	Things to do in the evening (shopping, dining, entertainment etc.)
12	Walking paths that connect to other places
17	Evidence of community activity (community gardening, art, fundraising etc.)
19 ^b	Car accessibility and parking

Notes: CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. 1A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

REIBEY STREET, ULVERSTONE, TAS

BTW CRESCENT STREET AND VICTORIA STREET

This PX Assessment is for Reibey Street in Ulverstone. The street is composed of one and two storey commercial buildings on both sides. The street features eateries, cafés, fresh food businesses, retail businesses, a post office, a bank and other local businesses. The footpaths are largely protected by awnings and greenery is provided by street trees down the length of the street. The area offers on-street parking.

KEY FINDINGS:

- 60 people completed an on-site assessment via face-to-face surveys on 7th February 2020
- Reibey Street (Btw Crescent St and Victoria St) received a PX Score of 72/100.
- The strongest rated attribute is 'Grocery and fresh food businesses'.
- The poorest rated attribute is 'Things to do in the evening (shopping, dining, entertainment etc.)'.
- Men rate 'Things to do in the evening (shopping, dining, entertainment etc.)' 9.5% higher than women
- Women rate 'Public art, community art, water or light feature' 17.8% higher than men
- 15-24 yrs olds rate 'General condition of vegetation, street trees and other planting' 27.1% higher than 65+ yrs olds
- 65+ yrs olds rate 'Things to do in the evening (shopping, dining, entertainment etc.)' 32.9% higher than 25-44 yrs olds
- Residents rate 'A cluster of similar businesses (food, cultural traders, fashion etc.)' 15.7% higher than Workers
- Visitors rate 'Point of difference from other similar streets of places' 30.9% higher than Workers
- People born in United Kingdom rate 'Evidence of recent public investment (new planting, paving, street furniture etc.)' 19.4% higher than people born in Australia
- People with Australasian ancestry rate 'Evidence of recent private investment (new buildings, painting etc.)' 18.8% higher than people with Aboriginal or Torres Strait Islander ancestry

THE PX SCORE IS:

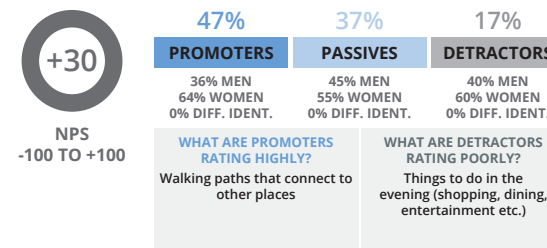


How does this compare with other similar places?



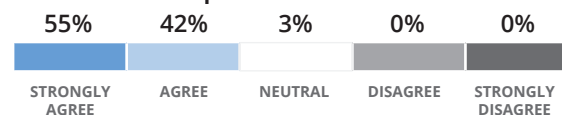
NET PROMOTER SCORE (NPS)³

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"

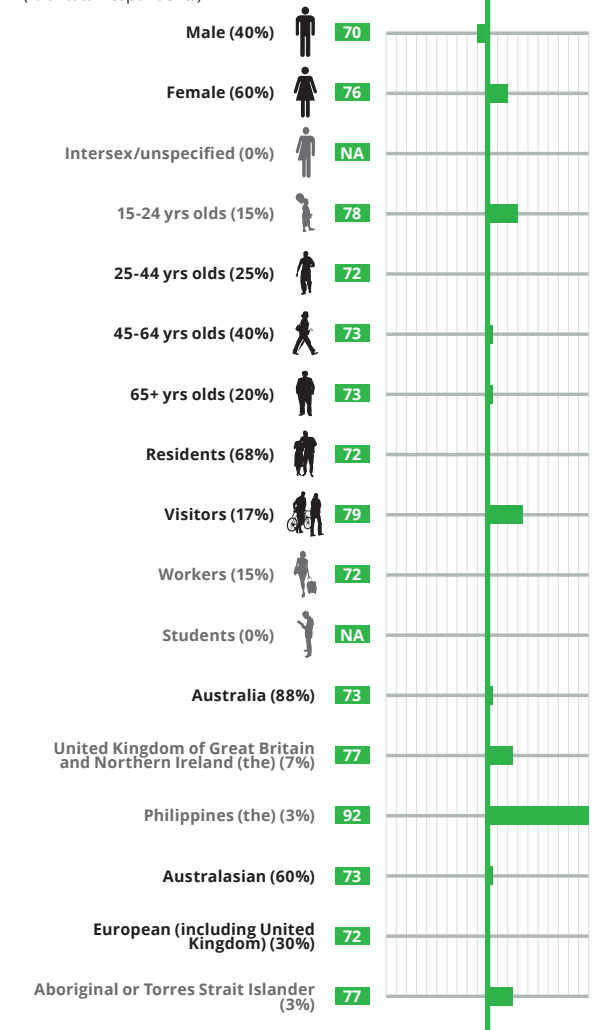


COMMUNITY GROUP PX SCORES

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

Total² n=60

About your respondents:
(% of total respondents)



REIBEY STREET, ULVERSTONE, TAS

BTW CRESCENT STREET AND VICTORIA STREET

THE FIVE DIMENSIONS OF GREAT PLACES

The Place Score 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 five key place dimensions. The strongest and poorest attributes, and their contribution to the overall PX Score are noted under the respective place dimension.



LOOK & FUNCTION

The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation

15 /20

STRONGEST PERFORMING (SCORE/10)

Amount of public space (footpaths and public spaces)	8.2
Ease of walking around (inc. crossing the street, moving btw destinations)	8.1
Physical safety (paths, cars, lighting etc.)	7.8



SENSE OF WELCOME

Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests

15 /20

Grocery and fresh food businesses	8.5
Service businesses (post offices, libraries, banks etc.)	8.3
Welcoming to all people	8.2



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

14 /20

Walking paths that connect to other places	8.3
Free and comfortable places to sit alone	8.1
Free and comfortable group seating	7.7



UNIQUENESS

Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place

14 /20

Landmarks, special features or meeting places	8.2
Elements of the natural environment (views, vegetation, topography, water etc.)	7.8
Local history, heritage buildings or features	7.7



CARE

How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment

14 /20

Cleanliness of public space	7.9
Interaction with locals/ other people in the area (smiles, customer service etc.)	7.9
General condition of buildings	7.7

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

POOREST PERFORMING (SCORE/10)

Vegetation and natural elements (street trees, planting, water etc.)	6.8
Shelter/awnings (protection from sun, rain etc.)	6.9
Street furniture (including benches, bins, lights etc.)	7.3

Culturally diverse businesses (range of ethnicities and interests etc.)	6.7
Walking, cycling or public transport options	7.2
Amenities and facilities (toilets, water bubblers, parents rooms etc.)	7.2

Things to do in the evening (shopping, dining, entertainment etc.)	5.5
Evidence of public events happening here (markets, street entertainers etc.)	6.5
Evidence of community activity (community gardening, art, fundraising etc.)	6.6

Public art, community art, water or light feature	5.9
Point of difference from other similar streets of places	6.3
Unique mix or diversity of people in the area	6.5

Evidence of recent private investment (new buildings, painting etc.)	6
Evidence of recent public investment (new planting, paving, street furniture etc.)	6.3
General condition of vegetation, street trees and other planting	6.9

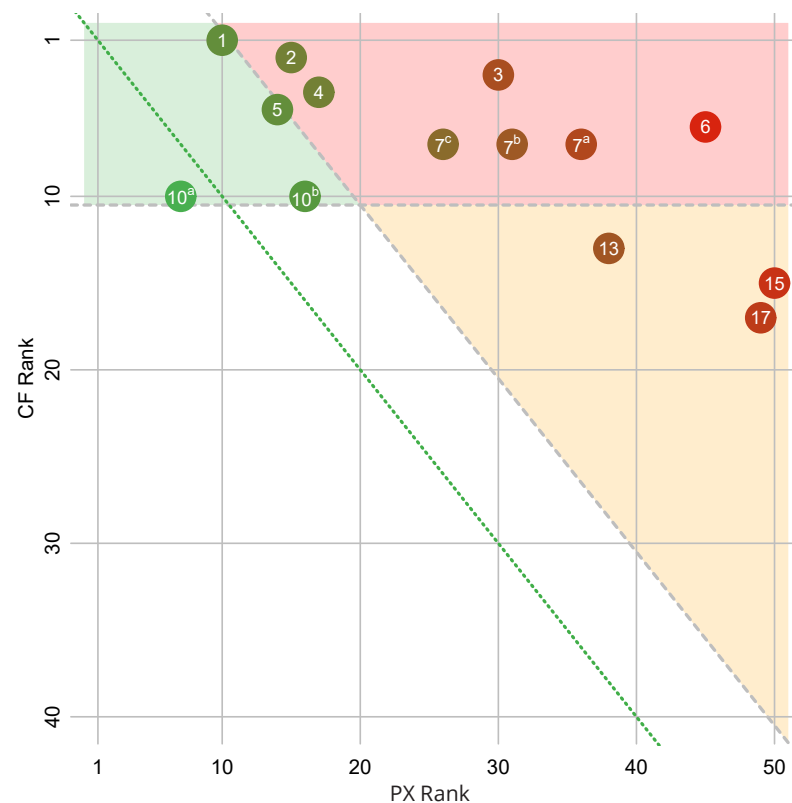
REIBEY STREET, ULVERSTONE STRENGTHS AND PRIORITIES

These tables and graph illustrate your town centre's strengths, priorities, and things to consider.

STRENGTHS should be celebrated and protected.

PRIORITIES identify the aspects of your neighbourhood that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

CONSIDERATIONS identify attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.



LEGEND

-- Vertical: Top 10 CF threshold

Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking¹ (PX=CF+10)

..... Equal CF rank and PX Score (PX=CF)

Strength (Protect and build upon these attributes)

Priority (Focus on improving these attributes)

Consideration (Focus on improving these attributes AFTER all priorities have been addressed)

CF	STRENGTHS
10 ^a	Ease of walking around (including crossing the street, moving between destinations)
10 ^b	Sense of safety (for all ages, genders, day/night etc.)
5	Car accessibility and parking
1	Cleanliness of public space

CF	IMPROVEMENT PRIORITIES
6	Evidence of public events happening here (markets, street entertainers etc.)
7 ^a	Outdoor restaurant, cafe and/or bar seating
3	Maintenance of public spaces and street furniture
7 ^b	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
7 ^c	Quality of public space (footpaths and public spaces)
2	Elements of the natural environment (views, vegetation, topography, water etc.)
4	Local history, heritage buildings or features

CF	FOR CONSIDERATION
15	Things to do in the evening (shopping, dining, entertainment etc.)
17	Public art, community art, water or light feature
13	General condition of vegetation, street trees and other planting

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THANK YOU

FOR MORE INFORMATION
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