PLACESCORE™

BALLINA SHIRE COUNCIL LENNOX HEAD

TOWN CENTRE
COMMUNITY INSIGHTS REPORT
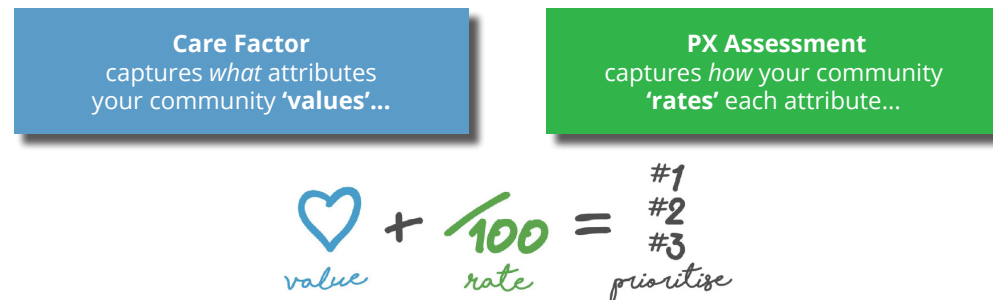V2 October 2019

ABOUT PLACE SCORE AND THIS RESEARCH

PLACE SCORE offers two sophisticated data collection tools, Care Factor and Place Experience (PX) Assessments. Like a 'place census', Care Factor captures what your community really values, while PX Assessments measure the community's lived experience.

Together they help you identify what is important, how a place is performing and what the focus of change should be. 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 THE PLACE SCORE SYSTEM WORKS:

Care Factor captures *what* attributes your community **'values'**...	**PX Assessment** captures *how* your community **'rates'** each attribute...

♡ value + 100 rate = #1 #2 #3 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 the 28th and 29th of September 2019 Ballina Shire Council, community volunteers and PLACE SCORE, collected Town Centre Care Factor surveys and PX Assessments for Ballina Street in Lennox Head. 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?

- 253 respondents

- Face-to-face data was collected between the 28th and 29th September, 2019.

STREET PX ASSESSMENTS

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

- 1 main street environment

- 87 local residents, workers and visitors completed a PX Assessment

- Face-to-face data was collected between the 28th and 29th September, 2019.

A total of 340 responses were collected during the survey collection period.

ABOUT THE RESPONDENTS

CONFIDENCE LEVEL:

Unless noted otherwise, a **95% confidence level** with a margin of error of ±6.1% can be expected for all Care Factor Data and a **95% confidence level** with a margin of error of less than ±5.3 pts for PX Data.

	Demographic	Low Target	Achieved	Remark
CF	Town Centre	n = 200 for ±6.9% at 95% Confidence	n = 253	Target achieved
	15-24 yrs	12.6% ±5%	9.8%	Target achieved
	25-44 yrs	29.4% ±5%	37.3%	2.9% above target margin
	45-64 yrs	39.0% ±5%	37.7%	Target achieved
	65+ yrs	18.9% ±5%	15.2%	Target achieved
	Male	47.9% ±5%	45.5%	Target achieved
	Female	52.1% ±5%	53.4%	Target achieved
PX	PX2 sample	n = 40	n = 87	Above target
	15-24 yrs	12.6% ±5%	6.9%	0.7% below target margin
	25-44 yrs	29.4% ±5%	32.2%	Target achieved
	45-64 yrs	39.0% ±5%	33.3%	0.7% below target margin
	65+ yrs	18.9% ±5%	27.6%	3.7% above target margin
	Male	47.9% ±5%	54%	1.1% above target margin
	Female	52.1% ±5%	46%	1.1% below target margin

CARE FACTOR DATA

Data was collected via face-to-face survey during the period 28th and 29th of September 2019. A total of 253 people participated.

n=253
GENDER

45.5% 53.4% 1.2%
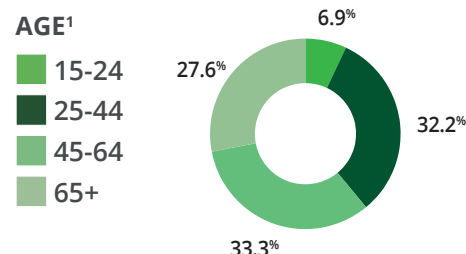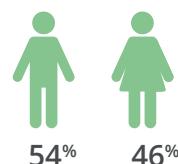
AGE[1]

- 15-24
- 25-44
- 45-64
- 65+

9.8%
15.2%
37.3%
37.7%
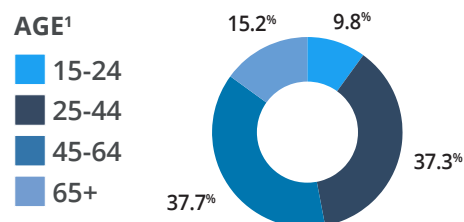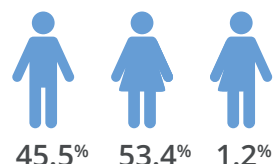
COUNTRY OF BIRTH

Australia	84.2%
New Zealand	4.0%
United Kingdom[2]	2.4%
France	1.2%
South Africa	1.2%

PX DATA

Data was collected via face-to-face survey during the period 28th and 29th of September 2019..A total of 87 people participated.

n=87
GENDER

54% 46%

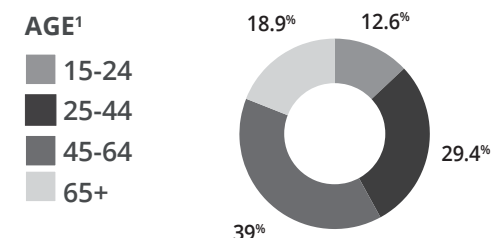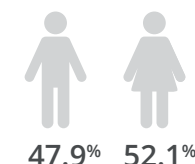#### AGE[1]

- 15-24
- 25-44
- 45-64
- 65+

6.9%
27.6%
32.2%
33.3%

COUNTRY OF BIRTH

Australia	85.1%
United Kingdom[2]	4.6%
New Zealand	3.4%
Hong Kong	2.3%
PNG	1.1%

2016 CENSUS DATA

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

N=6,407
GENDER

47.9% 52.1%

AGE[1]

- 15-24
- 25-44
- 45-64
- 65+

12.6%
18.9%
29.4%
39%

COUNTRY OF BIRTH

Australia	81.4%
England[2]	3.9%
New Zealand	1.9%
South Africa	0.7%
U.S.A.	0.6%

Notes: [1]Place 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. [2]Place Score groups the United Kingdom.

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EXECUTIVE SUMMARY

THIS SECTION PROVIDES AN EXECUTIVE SUMMARY OF KEY FINDINGS FOR LENNOX HEAD

LENNOX HEAD AT A GLANCE

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	Elements of the natural environment (views, vegetation, topography, water etc.)	70%	UNIQUE
#2	Cleanliness of public space	66%	CARE
#3	General condition of vegetation, street trees and other planting	58%	CARE
#4	Overall look and visual character of the area	57%	LOOK & FUNCTION
#5	Sense of safety (for all ages, genders, day/night etc.)	55%	SENSE OF WELCOME

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 one location on Ballina Street between 28th and 29th of September 2019.

Here is how respondents rated their Place Experience:

THE PX SCORE FOR BALLINA STREET IS:

69


PRIORITIES FOR BALLINA STREET

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

STRENGTHS should be celebrated and protected.

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

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

CF	STRENGTHS
7	Welcoming to all people
10	Walking paths that connect to other places
5	Sense of safety (for all ages, genders, day/night etc.)
8	Outdoor restaurant, cafe and/or bar seating
1	Elements of the natural environment (views, vegetation, topography, water etc.)
4	Overall look and visual character of the area
2	Cleanliness of public space
9	Ease of walking around (including crossing the street, moving between destinations)
6	Vegetation and natural elements (street trees, planting, water etc.)
3	General condition of vegetation, street trees and other planting
	IMPROVEMENT PRIORITIES
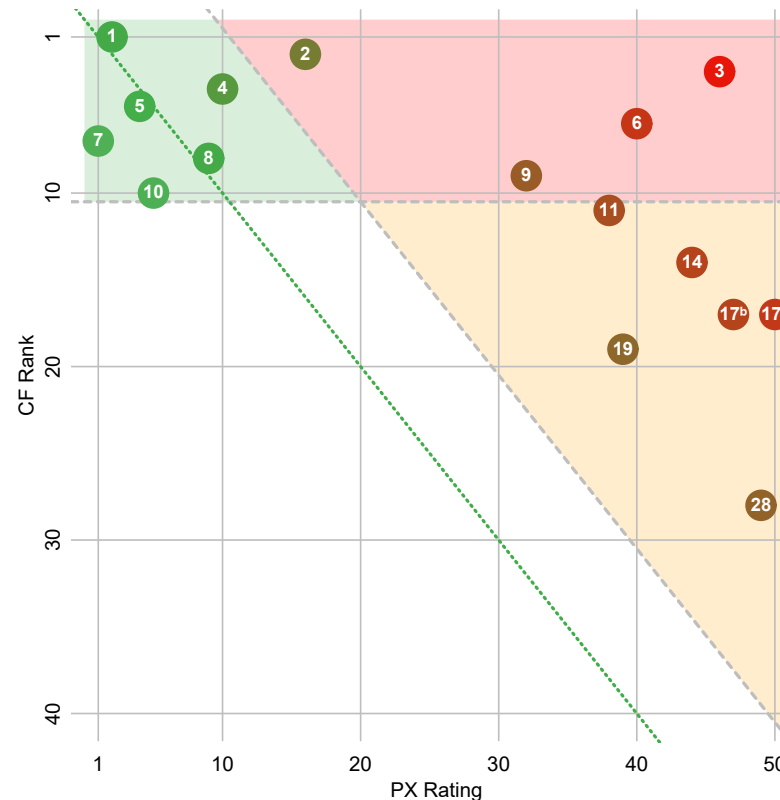
CF	FOR CONSIDERATION
17a	Evidence of recent public investment (new planting, paving, street furniture etc.)
14	Quality of public space (footpaths and public spaces)
17b	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
11	Maintenance of public spaces and street furniture
28	Public art, community art, water or light feature
19	Local history, heritage buildings or features

LEGEND

Horizontal: Top 10 CF threshold Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)

Equal CF rank and PX Score (PX=CF)

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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. [1]A 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.

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HOW DO YOU COMPARE?

BALLINA STREET IS IS PERFORMING SLIGHTLY ABOVE THE NATIONAL AVERAGE

Your PX Scores acts as a benchmark to track liveability performance over time and allows for comparison against other locations.

PX Scores:

69 Geelong Average, VIC

69 Ballina Street, Lennox Head, NSW

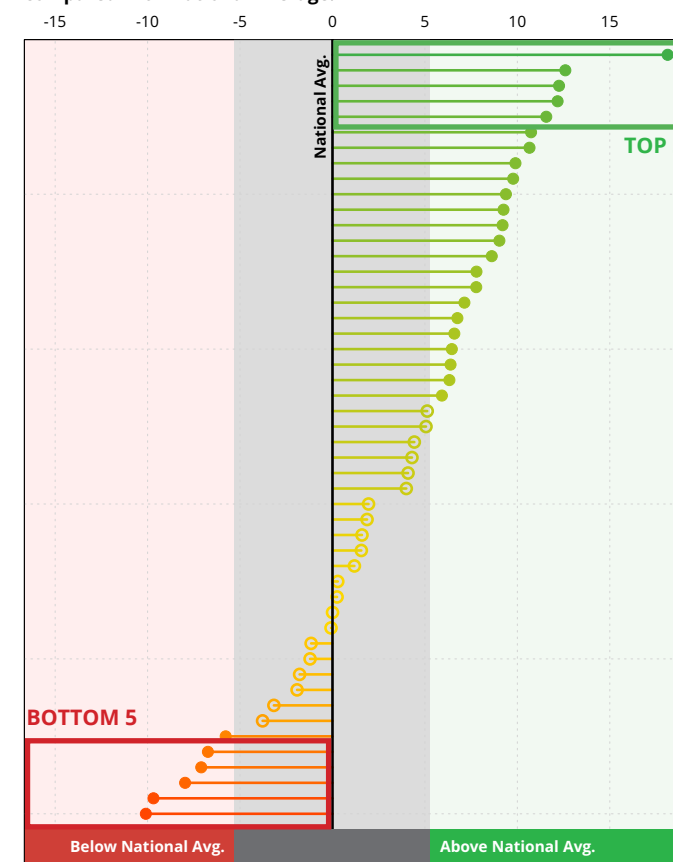**66** Northern Beaches Average, NSW

65 National Average

63 Sydney Metro Average, NSW

60 Newcastle Average, NSW

YOUR TOP 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE ARE:	DIFFERENCE FROM NATIONAL AVERAGE
Elements of the natural environment (views, vegetation, topography, water etc.)	+18.13
Outdoor restaurant, cafe and/or bar seating	+12.59
Shop window dressing (visual merchandising)	+12.25
Interesting things to look at (people, shops, views etc.)	+12.18
Interaction with locals/ other people in the area (smiles, customer service etc.)	+11.56

YOUR BOTTOM 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE ARE:	DIFFERENCE FROM NATIONAL AVERAGE
Amount of public space (footpaths and public spaces)	-6.74
Culturally diverse businesses (range of ethnicities and interests etc.)	-7.10
Ease of walking around (including crossing the street, moving between destinations)	-7.97
General condition of vegetation, street trees and other planting	-9.68
Quality of public space (footpaths and public spaces)	-10.10

PX Scores of all 50 attributes of Lennox Head Average compared with National Average.

National Avg.

TOP 5

BOTTOM 5

Below National Avg.   Above National Avg.

Notes: *Follow this link to see how all 50 Place Score attributes are performing compared to the national average. Each attribute is scored out of 100. *Within the margin of error. The grey area illustrates attributes that are within the margin of error, meaning you should be cautious as they could be a bit lower, higher or the same as the national average. National average sample used n=11,723 (October 2019)*

DISCUSSION POINTS FOR BALLINA STREET

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

WHAT WE CAN BUILD ON
Aspects of a town centre that are highly valued by the community and are currently perceived as performing well in Ballina Street.

WHAT COULD BE IMPROVED
Aspects of a town centre that are valued by the community and are currently perceived as performing poorly in Ballina Street.

SURROUNDINGS

The Lennox Head community values a town centre that offers 'Elements of the natural environment' and great overall look and visual character. Both are currently perceived as performing well. Make sure that change builds upon rather than takes away from these features.

INTEGRATION OF NATURE

Your community values 'Vegetation and natural elements (street trees, planting, water etc.)' as well its general condition, yet both are perceived as performing poorly. Integrating well looked-after greenery or other natural elements could be the best way to improve place experience.

CARE AND MAINTENANCE

For your community, care is not limited to the condition of vegetation. Clean public spaces are also an important part of their ideal town centre. Users of Ballina Street rated the current level of cleanliness and maintenance as contributing negatively to their place experience. Consider clean-up programs or the use of high quality and clean-looking materials.

WELCOMING COMMUNITY

People perceive Ballina Street as a place where they can go and feel welcomed and safe. Part of it can potentially be attributed to the community's love and appreciation of current outdoor restaurant, cafes and/or bars. Make sure to maintain and build upon these strong social ties as well as the infrastructure that allowed it to flourish.

WALKABILITY

Getting around on foot is highly valued by your community, however 'Ease of walking around (including crossing the street, moving between destinations)' is not perceived as performing well. Consider ways to improve the permeability and walkability of the centre such as high quality and even paving or offering more pedestrian crossings.

LOCAL PRIDE

The Lennox Head community rated 'Evidence of recent public investment (new planting, paving, street furniture etc.)' as performing poorly. While the improvement interventions noted here, may contribute to changing this perception, in additon, you may want to consider investing in other elements currenlty underperforming such as public art, amenities and facilities or local history or heritage features.

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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

THE LENNOX HEAD COMMUNITY VALUES A TOWN CENTRE THAT IS:

CONNECTED TO NATURE

'*Elements of the natural environment (views, vegetation, topography, water etc.)*' is your community's #1 Care Factor. The Lennox Head top 10 Care Factors also includes '*Vegetation and natural elements (street trees, planting, water etc.)*', making greenery and natural elements a must have in your community's ideal town centre.

LOOKED AFTER

The pride that people take in their town centre is important to your community. Clean public spaces and healthy vegetation are essential in your community's ideal town centre.

WELCOMING

Your community values a town centre that makes everyone feel welcomed and safe, regardless of their gender, age, or time of day.

LIVELY

'*Outdoor restaurant, cafe and/or bar seating*' are an important part of the Lennox Head community's ideal town centre.

WALKABLE

'*Ease of walking around (including crossing the street, moving between destinations)*' and '*Walking paths that connect to other places*' are the only transport related attribute in your community's top 10 Care Factors.

WHO DOES NOT AGREE?

While there are some small differences between different demographic groups, most respondents' top three Care Factors are represented in Lennox Head's top 10 Care Factors.

DEMOGRAPHIC DIFFERENCES IN TOWN CENTRE VALUES	
25-44 YEARS OLD	42% of people aged 25-44 care about 'Things to do in the evening (shopping, dinining entertainment etc.)' compared to only 24% of people aged 45-64.
45-64 YEARS OLD	55% of people aged 45-64 care about 'Walking paths that connect to other places' compared to only 35% of people aged 25-44.
MEN	43% of Men care about 'Things to do in the evening (shopping, dining, entertainment etc.)' compared to only 29% of Women.
WOMEN	60% of Women care about 'Vegetation and natural elements (street trees, planting, water etc.)' compared to only 47% of Men.
RESIDENTS	45% of Residents care about 'Interaction with locals/ other people in the area (smiles, customer service etc.)' compared to only 26% of Visitors.
VISITORS	62% of Visitors care about 'Welcoming to all people' compared to only 48% of Residents.

TOWN CENTRE PLACE VALUES

The Care Factor survey asks respondents to select what is most important to them in each of five Place Dimensions.

The Place Dimensions, and their associated ten Place Attributes, reveal what attracts and attaches people to a town centre or main street environment, as well as the barriers to entry or connection.

LENNOX HEAD TOP 10 CARE FACTORS
The top 10 Care Factors are ranked based on how many people selected each attribute as being important to them.

RANK	ATTRIBUTE	% OF PEOPLE	
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	71%	UNIQUE
#2	Cleanliness of public space	66%	CARE
#3	General condition of vegetation, street trees and other planting	58%	CARE
#4	Overall look and visual character of the area	57%	LOOK & FUNCTION
#5	Sense of safety (for all ages, genders, day/night etc.)	55%	SENSE OF WELCOME

RANK	ATTRIBUTE	% OF PEOPLE	
#6	Vegetation and natural elements (street trees, planting, water etc.)	54%	LOOK & FUNCTION
#7	Welcoming to all people	51%	SENSE OF WELCOME
#8	Outdoor restaurant, cafe and/or bar seating	49%	THINGS TO DO
#9	Ease of walking around (including crossing the street, moving between destinations)	47%	LOOK & FUNCTION
#10	Walking paths that connect to other places	46%	THINGS TO DO

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.

TOWN CENTRE PLACE VALUES

DEMOGRAPHIC BREAKDOWN

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

DEMOGRAPHIC BREAKDOWN[1]		#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Highest rated attributes if not in the overall top ten
ALL	253											
Male	115	67%	65%	54%	60%	57%	47%	51%	57%	44%	44%	
Female	135	74%	67%	63%	55%	54%	60%	50%	43%	49%	47%	
Age												
0-24	33	52%	64%	45%	39%	61%	52%	55%	36%	48%	42%	
25-44	91	78%	60%	59%	60%	52%	60%	52%	41%	47%	35%	
45-64	92	75%	70%	59%	62%	57%	53%	51%	57%	43%	55%	
65+	37	59%	73%	68%	51%	54%	43%	43%	62%	51%	51%	
Country of birth (Top 3)												
Australia	213	72%	66%	58%	57%	57%	55%	48%	49%	50%	45%	
New Zealand	10	60%	100%	70%	60%	50%	90%	50%	40%	20%	60%	
United Kingdom	6	50%	67%	67%	33%	50%	50%	33%	83%	33%	50%	
Ancestry (Top 3)												
Australasian	168	70%	68%	59%	57%	55%	57%	48%	49%	51%	48%	
European (including United Kingdom)	62	69%	65%	60%	56%	61%	52%	53%	55%	47%	40%	
Mixed	13	77%	38%	69%	77%	46%	46%	46%	15%	15%	46%	Interaction with locals/ other people in the area (smiles, customer service etc.) (69%)

DEMOGRAPHIC BREAKDOWN[1]		#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Highest rated attributes if not in the overall top ten
ALL	253											
Identity												
Residents	196	72%	65%	60%	57%	54%	55%	48%	49%	47%	46%	
Visitors	53	68%	68%	57%	55%	57%	45%	62%	49%	45%	45%	
Workers	19	84%	74%	58%	74%	53%	74%	53%	42%	37%	32%	
Students	5	80%	40%	60%	20%	40%	100%	80%	0%	20%	20%	
Neighbourhood Type												
Rural/Suburban (Low density)	130	73%	65%	57%	63%	55%	62%	55%	48%	45%	49%	
Inner-urban (Low-medium density)	91	79%	70%	64%	47%	56%	46%	43%	49%	51%	44%	
Inner-urban (Medium-high density)	24	38%	58%	58%	58%	58%	46%	50%	50%	50%	42%	
City (High density)	8	38%	63%	25%	63%	38%	38%	75%	50%	13%	25%	

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

LENNOX HEAD PLACE VALUES

USERS BREAKDOWN
The following tables illustrate the differences in values between demographic groups based on their connection to the town centre.

LEGEND

#1 Different from overall Lennox Head top 10 Care Factors

LENNOX HEAD OVERALL
n=253

RANK	ATTRIBUTE	% OF N
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	71%
#2	Cleanliness of public space	66%
#3	General condition of vegetation, street trees and other planting	58%
#4	Overall look and visual character of the area	57%
#5	Sense of safety (for all ages, genders, day/night etc.)	55%
#6	Vegetation and natural elements (street trees, planting, water etc.)	54%
#7	Welcoming to all people	51%
#8	Outdoor restaurant, cafe and/or bar seating	49%
#9	Ease of walking around (including crossing the street, moving between destinations)	47%
#10	Walking paths that connect to other places	46%

RESIDENTS[1]
n=196

RANK	ATTRIBUTE	% OF N
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	72%
#2	Cleanliness of public space	65%
#3	General condition of vegetation, street trees and other planting	60%
#4	Overall look and visual character of the area	57%
#5	Vegetation and natural elements (street trees, planting, water etc.)	55%
#6	Sense of safety (for all ages, genders, day/night etc.)	54%
#7	Outdoor restaurant, cafe and/or bar seating	49%
#8	Welcoming to all people	48%
#9	Ease of walking around (including crossing the street, moving between destinations)	47%
#10	Walking paths that connect to other places	46%

WORKERS[1]
n=19

RANK	ATTRIBUTE	% OF N
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	84%
=#2	Cleanliness of public space	74%
=#2	Overall look and visual character of the area	74%
=#2	Vegetation and natural elements (street trees, planting, water etc.)	74%
#5	General condition of vegetation, street trees and other planting*	58%
=#6	Culturally diverse businesses * (range of ethnicities and interests etc.)	53%
=#6	Quality of public space * (footpaths and public spaces)	53%
=#6	Sense of safety * (for all ages, genders, day/night etc.)	53%
=#6	Welcoming to all people*	53%
#10	Evidence of recent public investment * (new planting, paving, street furniture etc.)	47%

VISITORS[1]
n=53

RANK	ATTRIBUTE	% OF N
=#1	Cleanliness of public space	68%
=#1	Elements of the natural environment (views, vegetation, topography, water etc.)	68%
#3	Welcoming to all people	62%
=#4	General condition of vegetation, street trees and other planting	57%
=#4	Sense of safety (for all ages, genders, day/night etc.)	57%
#6	Overall look and visual character of the area	55%
#7	Outdoor restaurant, cafe and/or bar seating	49%
=#8	Landmarks, special features or meeting places*	47%
=#8	Maintenance of public spaces and street furniture*	47%
#10	Ease of walking around * (including crossing the street, moving between destinations)	45%

Notes: [1]Respondents were allowed to select more than one identity. *Confidence level for this attribute is below the 95% threshold.

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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.

BALLINA STREET (BTW PARK LN AND BYRON ST) LENNOX HEAD

PEOPLE GAVE THIS PLACE A SCORE OF:

69

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

LOOK & FUNCTION
13 /20

SENSE OF WELCOME
14 /20

THINGS TO DO
15 /20

UNIQUENESS
13 /20

CARE
14 /20

WHAT IS IMPACTING OUR PLACE EXPERIENCE TODAY
These tables identify the highest and lowest rated attributes that are contributing to Place Experience.

RATE	TOP 5 PLACE EXPERIENCE CONTRIBUTORS
#1	**Welcoming to all people**
#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)
#3	**Interaction with locals/ other people in the area** (smiles, customer service etc.)
#4	**Sense of safety** (for all ages, genders, day/night etc.)
#5	**Walking paths that connect to other places**

RATE	BOTTOM 5 PLACE EXPERIENCE CONTRIBUTORS
#50	**Evidence of recent public investment** (new planting, paving, street furniture etc.)
#49	**Public art, community art, water or light feature**
#48	**Unusual or unique buildings or public space design**
#47	**Amenities and facilities** (toilets, water bubblers, parents rooms etc.)
#46	**General condition of vegetation, street trees and other planting**

PLACE EXPERIENCE BY DEMOGRAPHIC
This table identifies the Street PX Scores as rated by different demographic groups.

Total PX Score	Men	Women	Intersex/ Unspecified	0-24	25-44	45-64	65+	Resident	Worker	Student	Visitor
69	69	69	NA	76	70	66	71	67	81	NA	78

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

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Notes: *PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.*
n=87

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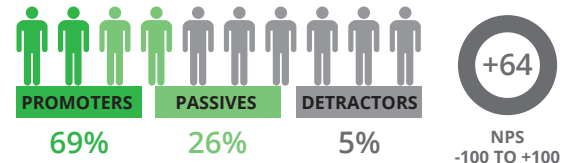Place Score©2019 | www.placescore.org

HOW IS BALLINA STREET PERFORMING?

PEOPLE ARE LIKELY TO RECOMMEND BALLINA STREET, WITH A HIGH PERCENTAGE OF USERS CARING ABOUT ITS FUTURE. VERY FEW PEOPLE ARE DETRACTORS.

Using demographics and the Net Promoter Score[1], you can identify market gaps and plan Ballina Street in a way that may convert detractors and passives into promoters.
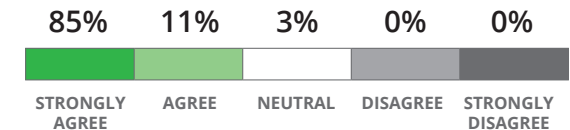
BALLINA STREET (BTW PARK LN AND BYRON ST)

How likely are your community to recommend this place?

PROMOTERS	PASSIVES	DETRACTORS
69%	26%	5%

+64
NPS
-100 TO +100

How did your community respond to the statement...

"I care about this place and its future"

85%	11%	3%	0%	0%
STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE

MEN

WHAT THEY RATE HIGHLY[2]

- Welcoming to all people
- Sense of safety (for all ages, genders, day/night etc.)
- Elements of the natural environment (views, vegetation, topography, water etc.)
- Interaction with locals/ other people in the area (smiles, customer service etc.)
- Physical comfort (impacts from noise, smells, temperature)

WHAT THEY RATE POORLY[2]

- Evidence of recent public investment (new planting, paving, street furniture etc.)
- Public art, community art, water or light feature
- **Car accessibility and parking**
- Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- Unusual or unique buildings or public space design

WOMEN

WHAT THEY RATE HIGHLY[2]

- Interaction with locals/ other people in the area (smiles, customer service etc.)
- Elements of the natural environment (views, vegetation, topography, water etc.)
- Walking paths that connect to other places
- Welcoming to all people
- **Interesting things to look at (people, shops, views etc.)**

WHAT THEY RATE POORLY[2]

- Evidence of recent public investment (new planting, paving, street furniture etc.)
- Unusual or unique buildings or public space design
- Public art, community art, water or light feature
- General condition of vegetation, street trees and other planting
- Amenities and facilities (toilets, water bubblers, parents rooms etc.)

PROMOTERS[1]

47% MEN - 53% WOMEN
8% WORKER - 80% RESIDENT - 12% VISITOR

WHAT THEY RATE HIGHLY[2]

- Elements of the natural environment (views, vegetation, topography, water etc.)
- Welcoming to all people
- Interaction with locals/ other people in the area (smiles, customer service etc.)
- Walking paths that connect to other places
- Sense of safety (for all ages, genders, day/night etc.)

WHAT THEY RATE POORLY[2]

- Public art, community art, water or light feature
- Evidence of recent public investment (new planting, paving, street furniture etc.)
- Unusual or unique buildings or public space design
- Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- General condition of vegetation, street trees and other planting

PASSIVES[1]

74% MEN - 26% WOMEN
4% WORKER - 87% RESIDENT - 9% VISITOR

WHAT THEY RATE HIGHLY[2]

- Welcoming to all people
- Interaction with locals/ other people in the area (smiles, customer service etc.)
- **Businesses that reflect the local community and values**
- Sense of safety (for all ages, genders, day/night etc.)
- Elements of the natural environment (views, vegetation, topography, water etc.)

WHAT THEY RATE POORLY[2]

- Evidence of recent public investment (new planting, paving, street furniture etc.)
- Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- **Car accessibility and parking**
- **Vegetation and natural elements (street trees, planting, water etc.)**
- Unusual or unique buildings or public space design

DETRACTORS[1]

50% MEN - 50% WOMEN
25% WORKER - 50% RESIDENT - 25% VISITOR

WHAT THEY RATE HIGHLY[2]

- Elements of the natural environment (views, vegetation, topography, water etc.)
- Walking paths that connect to other places
- **Space for group activities or gatherings**
- **Spaces suitable for specific activities (play, entertainment, exercise etc.)**
- **Physical comfort (impacts from noise, smells, temperature)**

WHAT THEY RATE POORLY[2]

- **Maintenance of public spaces and street furniture**
- **Quality of public space (footpaths and public spaces)**
- **Unique mix or diversity of people in the area**
- **General condition of businesses and shopfronts**
- Public art, community art, water or light feature

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Notes: [1]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). **Bolded** attributes differ from the overall best and worst performing attributes. [2]'What they rate highly' attributes are displayed from best to worst performing. ' What they rate poorly' attributes are displayed from worst to best performing.

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THANK YOU

FOR MORE INFORMATION
PLEASE CONTACT PLACE SCORE

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ABOUT PLACE SCORE

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

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

EXECUTIVE SUMMARY

Between 28 and 29 September 2019 PLACESCORE, on behalf of the Ballina Shire Council, collected place experience assessments of Ballina Street, Lennox Head (btw Park Lane and Byron Street) via face to face surveys.

KEY FINDINGS:

- Ballina Street received a PX Score of 69/100.
- The strongest rated attribute is 'Welcoming to all people'.
- The poorest rated attribute is 'Evidence of recent public investment (new planting, paving, street furniture etc.)'.
- People aged 25-44 rate 'Maintenance of public spaces and street furniture' 16 points higher than people aged 45-64.
- People aged 45-64 rate 'Welcoming to all people' 7 points higher than people aged 25-44.
- Women rate 'Service businesses (post offices, libraries, banks etc.)' 8 points higher than Men.
- Men rate 'Cleanliness of public space' 9 points higher than Women.
- People of European (including United Kingdom) ancestry rate 'Quality of public space (footpaths and public spaces)' 13 points higher than people of Australasian ancestry.
- Visitors rate 'Evidence of recent public investment (new planting, paving, street furniture etc.)' 32 points higher than Residents.
- Residents rate 'Evidence of recent private investment (new buildings, painting etc.)' 9 points higher than Visitors.

THE PX SCORE[1] FOR BALLINA STREET IS:

HESSE STREET, (BTW STOKES ST AND HOBSON ST) QUEENSCLIFF, VIC

EASTERN BEACH ROAD (BTW MOORABOOL ST AND YARRA ST) GEELONG, VIC

71

69

78

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.
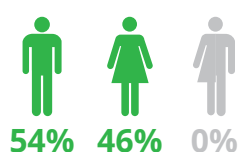
NOTES ABOUT RESEARCH DATA
1. Respondents are asked to rate 50 attributes across 5 dimensions on how they contribute to the respondents' personal enjoyment of the area on a scale of 0 to 10, where 0 = "Fail" and 10 = "Perfect". Respondents can also select "N/A" if that attribute is not applicable to the 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.
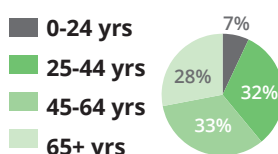
ABOUT YOUR DATASET

Data was collected via face to face surveys between 28 and 29 September 2019. A total of 87 participated with 87 completing all questions (100% completion rate).
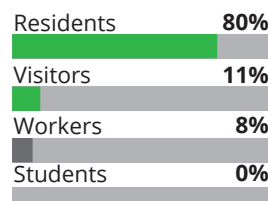
TOTAL [2]

n=87

GENDER

54% **46%** **0%**

AGE
- 0-24 yrs
- 25-44 yrs
- 45-64 yrs
- 65+ yrs

7%
28%
33%
32%

IDENTITY

Residents	**80%**
Visitors	**11%**
Workers	**8%**
Students	**0%**

TOP 3 COUNTRIES OF BIRTH

Australia	**85%**
United Kingdom	**5%**
New Zealand	**3%**

BALLINA STREET
(BETWEEN PARK LANE AND BYRON STREET), LENNOX HEAD, NSW, AUSTRALIA

This PX Assessment is for Ballina Street. The western side of the street is comprised of retail and is well served by core services such as an independent supermarket, post office, pharmacy and real estate agencies. The street also offers several eateries with outdoor dining. The eastern side of the street includes tourist accommodation, residential dwellings, retail and glimpes to the beach via Ross Park. On-street parking is availale on both sides of the street.

How does this compare with other similar places?

71 HESSE STREET, (BTW STOKES ST AND HOBSON ST) QUEENSCLIFF, VIC

78 EASTERN BEACH ROAD (BTW MOORABOOL ST AND YARRA ST) GEELONG, VIC

69

Park Ln — Ballina St — Ballina St — Byron St — 50m

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- **#1** Welcoming to all people
- **#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** Evidence of recent public investment (new planting, paving, street furniture etc.)
- **#49** Public art, community art, water or light feature
- **#48** Unusual or unique buildings or public space design

BREAKING DOWN YOUR SCORE

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

LOOK & FUNCTION
13

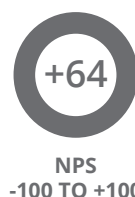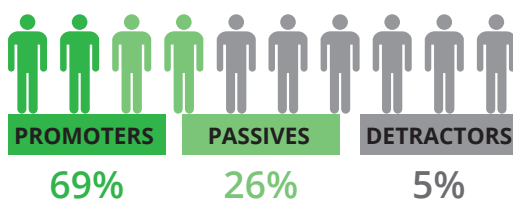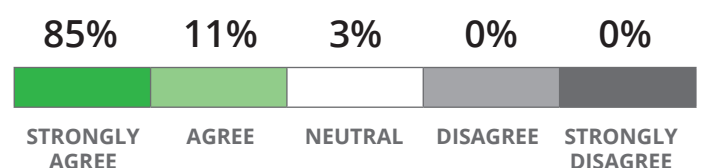### SENSE OF WELCOME
14

THINGS TO DO
15

UNIQUENESS
13

CARE
14

NET PROMOTER SCORE [4]

How likely are your community to recommend this place?

PROMOTERS	PASSIVES	DETRACTORS
69%	26%	5%

+64
NPS
-100 TO +100

How did your community respond to the statement...

"I care about this place and its future"

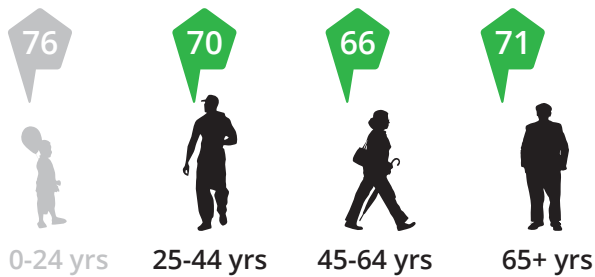| 85%	11%	3%	0%	0%
STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE

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:
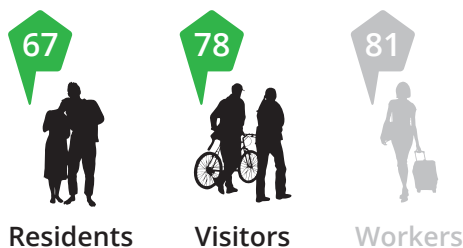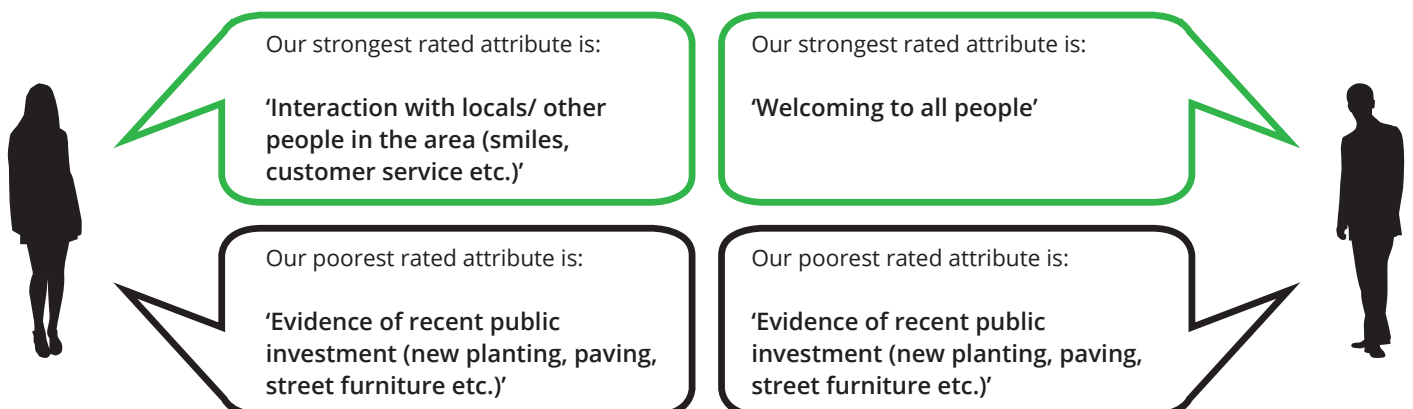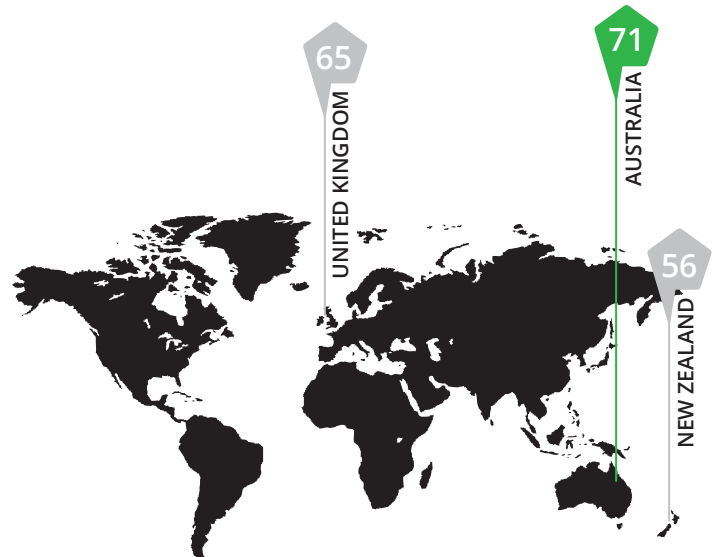
BY GENDER

69 Male
69 Female

BY AGE

76 0-24 yrs
70 25-44 yrs
66 45-64 yrs
71 65+ yrs

BY IDENTITY

67 Residents
78 Visitors
81 Workers

BY COUNTRY OF BIRTH

65 UNITED KINGDOM
71 AUSTRALIA
56 NEW ZEALAND

BY ANCESTRY

68 Australasian
74 European (including United Kingdom)
57 Mixed

ATTRIBUTES BY GENDER

Our strongest rated attribute is:

'Interaction with locals/ other people in the area (smiles, customer service etc.)'

Our strongest rated attribute is:

'Welcoming to all people'

Our poorest rated attribute is:

'Evidence of recent public investment (new planting, paving, street furniture etc.)'

Our poorest rated attribute is:

'Evidence of recent public investment (new planting, paving, street furniture etc.)'

THE 5 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 5 key place dimensions.

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

69

PLACE DIMENSION	STRONGEST	WEAKEST
LOOK & FUNCTION The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation	Physical comfort (including noise, smells, temperature)	Quality of public space (footpaths and public spaces)
SENSE OF WELCOME Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests	**#1** Welcoming to all people	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
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	Walking paths that connect to other places	Evidence of community activity (community gardening, art, fundraising etc.)
UNIQUENESS Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place	**#2** Elements of the natural environment (views, vegetation, topography, water etc.)	**#49** Public art, community art, water or light feature **#48** Unusual or unique buildings or public space design
CARE How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment	**#3** Interaction with locals/ other people in the area (smiles, customer service etc.)	**#50** Evidence of recent public investment (new planting, paving, street furniture etc.)