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.
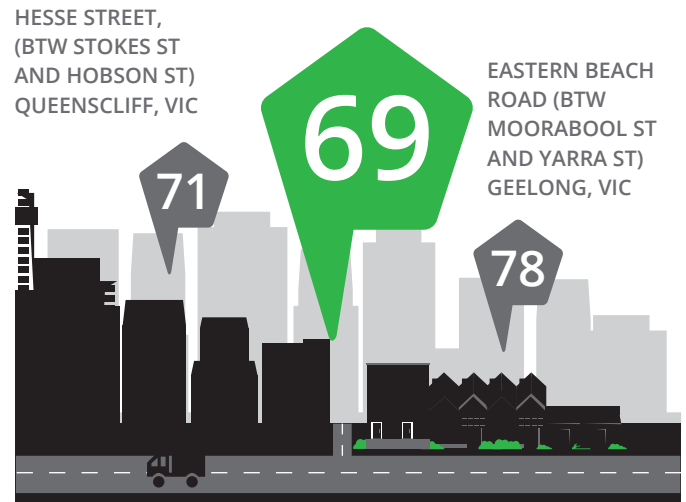
EXECUTIVE SUMMARY

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

69

71

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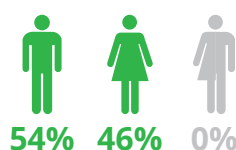
NOTES ABOUT RESEARCH DATA
1. Respondents are asked to rate 50 attributes across 5 dimensions on how they contribute to the respondents' personal enjoyment of the area on a scale of 0 to 10, where 0 = "Fail" and 10 = "Perfect". Respondents can also select "N/A" if that attribute is not applicable to the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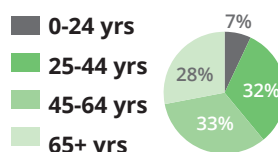
ABOUT YOUR DATASET

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).
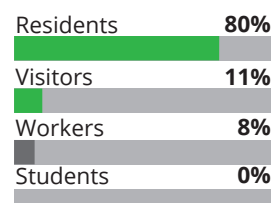
TOTAL [2]
n=87

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%

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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 · Byron St · Ballina St · Ballina 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.
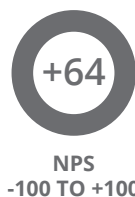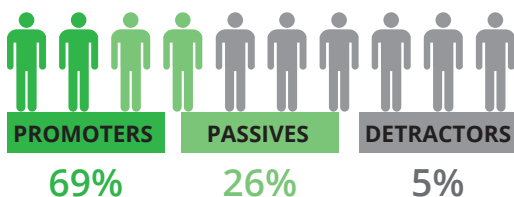
LOOK & FUNCTION
13

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 69%
PASSIVES 26%
DETRACTORS 5%

+64 NPS -100 TO +100

How did your community respond to the statement...

"I care about this place and its future"

STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
85%	11%	3%	0%	0%
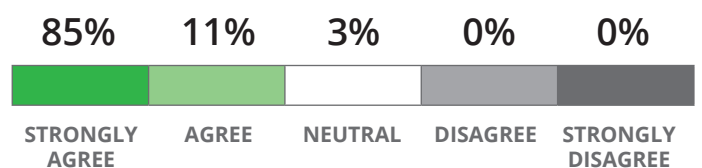
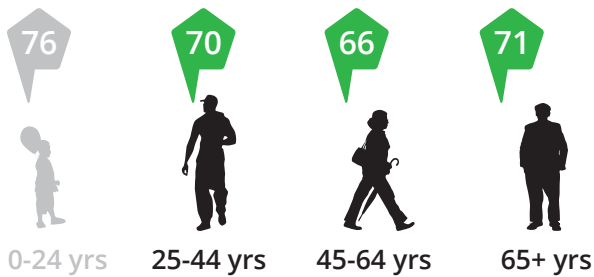## COMMUNITY GROUP PX SCORES [5]

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:
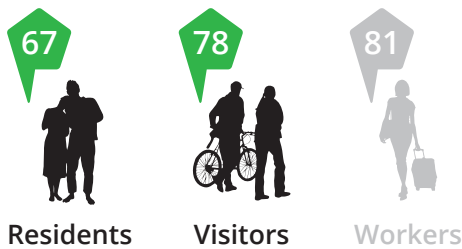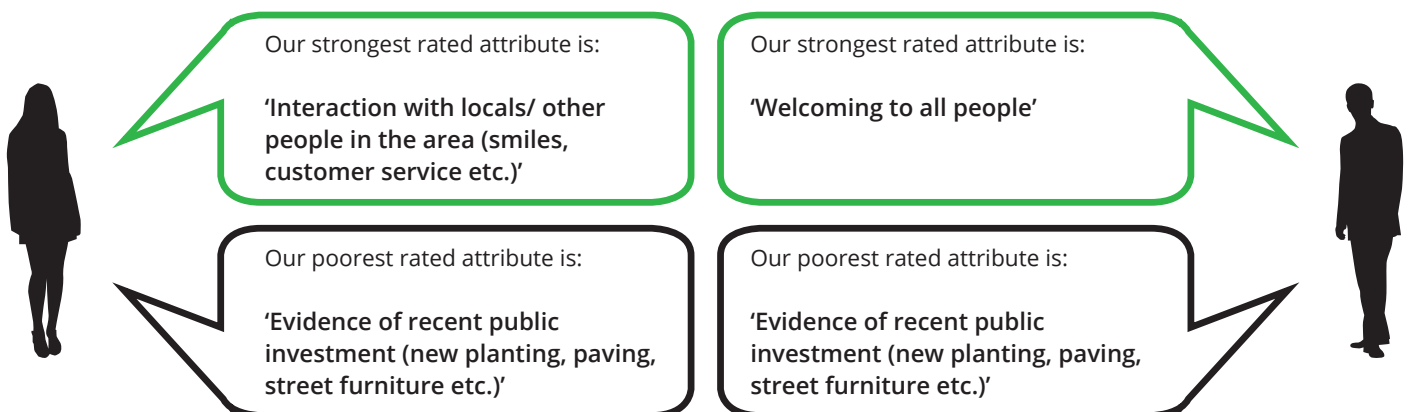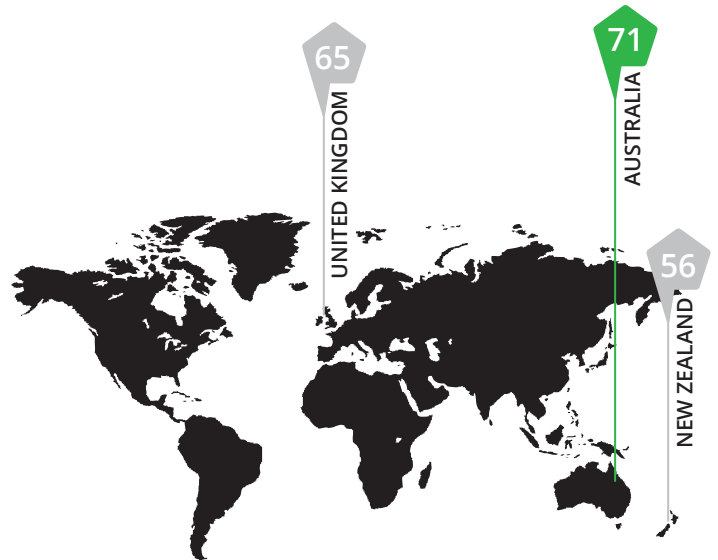
BY GENDER

69 Male
69 Female

BY COUNTRY OF BIRTH

65 UNITED KINGDOM
71 AUSTRALIA
56 NEW ZEALAND

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 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.)

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