

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 neighbourhoods 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.

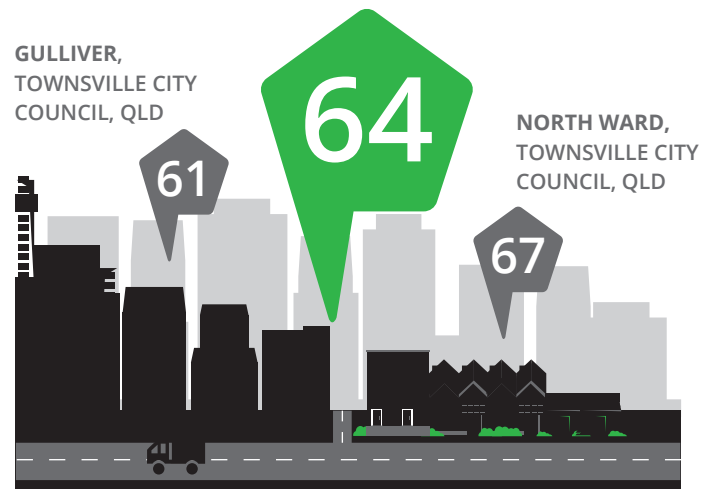
EXECUTIVE SUMMARY

Between 16 April and 26 May 2019 PLACESCORE, on behalf of the Townsville City Council, collected place experience assessments of Aitkenvale via online and face to face surveys.

KEY FINDINGS:

- Aitkenvale received a PX Score of 64/100.
- The strongest rated attribute is 'Ease of driving and parking'.
- The poorest rated attribute is 'Things to do in the evening (bars, dining, cinema, live music etc.)'.
- People aged 45-64 rate 'Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)' 9 points higher than people aged 25-44.
- People aged 25-44 rate 'Cultural and/or artistic community' 19 points higher than people aged 45-64.
- Women rate Aitkenvale 5 points higher than Men.
- Men rate 'Ease of driving and parking' 5 points higher than Women.
- Women rate 'Evidence of Council/government management (signage, street cleaners etc.)' 19 points higher than Men.
- People of European (including United Kingdom) ancestry rate 'Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)' 11 points higher than people of Australasian ancestry.
- Visitors rate 'Sense of personal safety (for all ages, genders, day or night)' 29 points higher than Residents.
- Residents rate 'Access to shared community and commercial assets (library, bike/car share, sport facilities/ gyms etc.)' 14 points higher than Visitors.

THE PX SCORE¹ FOR AITKENVALE IS:



HOW DOES PX SCORE WORK?

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

METHODOLOGY

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

NOTES ABOUT RESEARCH DATA

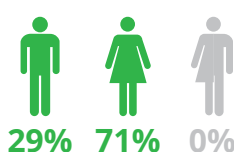
1. Respondents are asked to rate 50 attributes across 5 dimensions on how they contribute to the respondents' personal enjoyment of the area on a scale of 0 to 10, where 0 = "Fail" and 10 = "Perfect". Respondents can also select "N/A" if that attribute is not applicable to the area or does not impact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

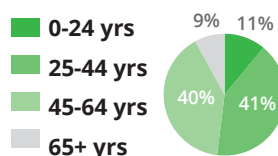
Data was collected via online and face to face surveys between 16 April and 26 May 2019. A total of 103 participated with 103 completing all questions (100% completion rate).

TOTAL ²
n=103

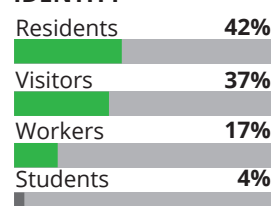
GENDER



AGE



IDENTITY



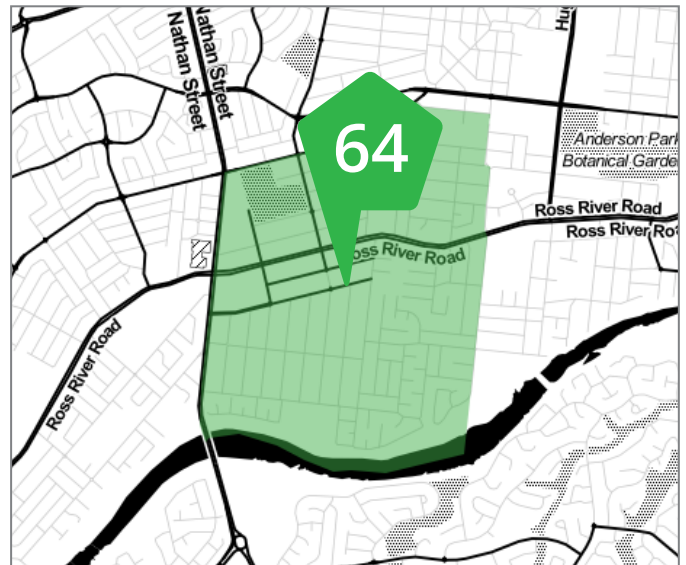
TOP 3 COUNTRIES OF BIRTH

Australia	83%
United Kingdom	8%
New Zealand	4%

AITKENVALE, TOWNSVILLE CITY COUNCIL, QLD, AUSTRALIA

This PX assessment is for the suburb of Aitkenvale in the local government area of Townsville City Council. The suburb features mainly low-residential built form, some industrial warehouses, two shopping centres, parks, schools and a public library. It is bordered by parkland along the banks of the Ross River to the south. It is served by buses.

How does this compare with other similar places?



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following neighbourhood attributes rated highest overall:

- #1 Ease of driving and parking
- #2 Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)
- #3 Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following neighbourhood attributes rated most poorly overall:

- #50 Things to do in the evening (bars, dining, cinema, live music etc.)
- #49 Local history, historic buildings or features
- #48 Evidence of community activity (volunteering, gardening, art, community-organised events etc.)

BREAKING DOWN YOUR SCORE

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

LOOK & FUNCTION



SENSE OF WELCOME



THINGS TO DO



UNIQUENESS

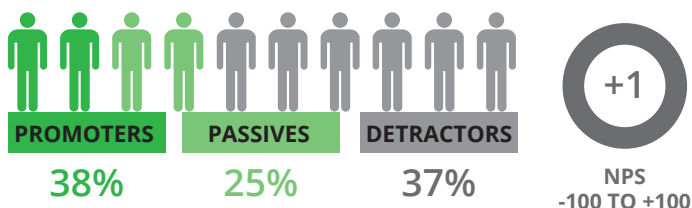


CARE



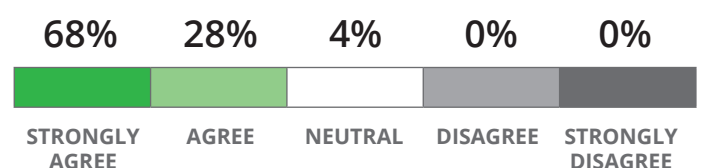
NET PROMOTER SCORE⁴

How likely are your community to recommend this neighbourhood as a place to live in or visit?



How did your community respond to the statement...

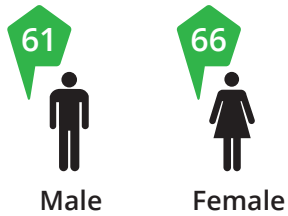
"I care about this neighbourhood and its future"



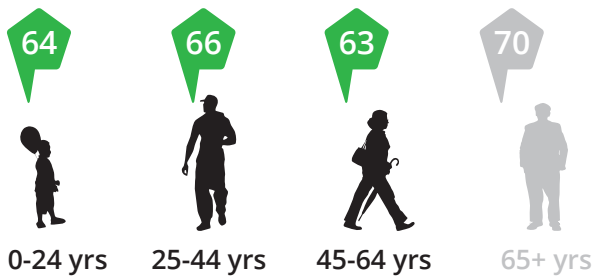
COMMUNITY GROUP PX SCORES ⁵

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

BY GENDER



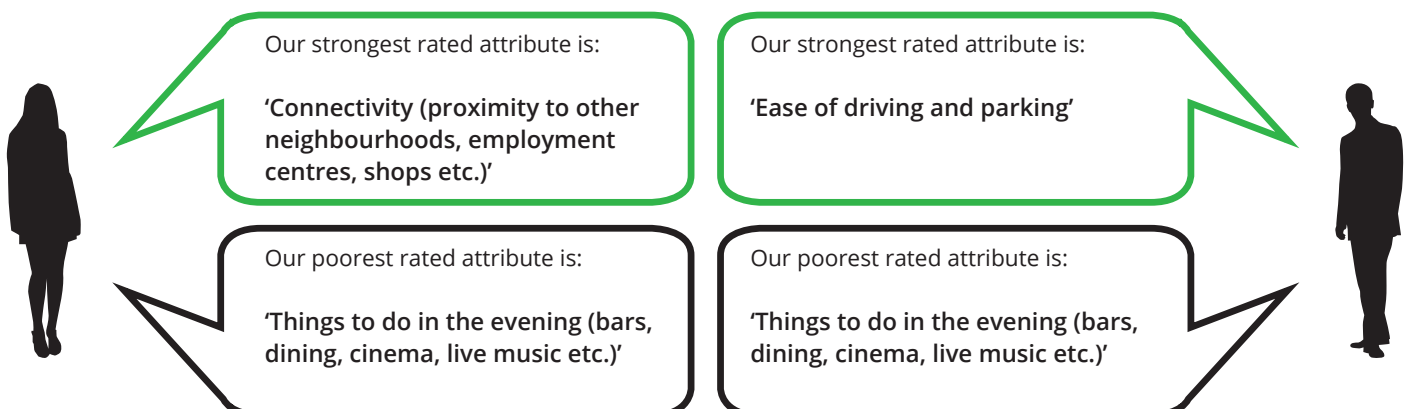
BY AGE



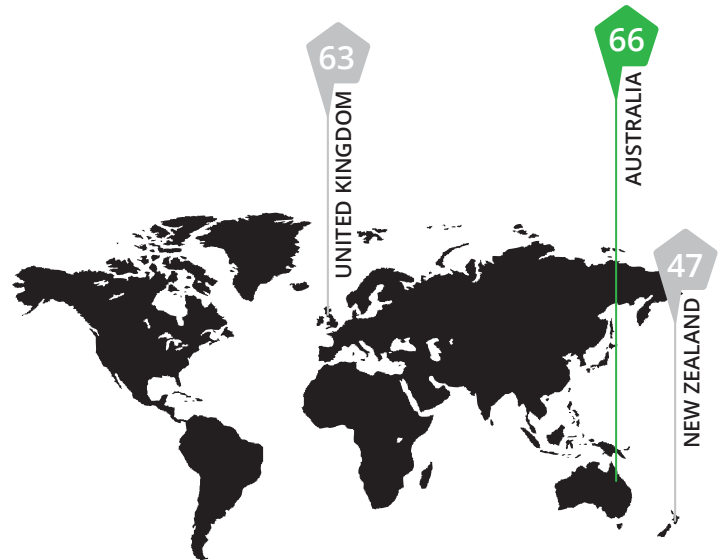
BY IDENTITY



ATTRIBUTES BY GENDER



BY COUNTRY OF BIRTH



BY ANCESTRY






THE 5 DIMENSIONS OF GREAT PLACES:

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

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



PLACE DIMENSION	STRONGEST	WEAKEST
 <h3>LOOK & FUNCTION</h3> <p>The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation</p>	<p>#1 Ease of driving and parking</p> <hr/> <p>#2 Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)</p> <hr/> <p>#3 Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)</p>	<p>Quality of public space (footpaths, verges, parks etc.)</p>
 <h3>SENSE OF WELCOME</h3> <p>Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests</p>	<p>Welcoming to all people</p>	<p>Sense of neighbourhood safety (from crime, traffic, pollution etc.)</p>
 <h3>THINGS TO DO</h3> <p>Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend</p>	<p>Local education options (from elementary to adult education)</p>	<p>#50 Things to do in the evening (bars, dining, cinema, live music etc.)</p> <hr/> <p>#48 Evidence of community activity (volunteering, gardening, art, community-organised events etc.)</p>
 <h3>UNIQUENESS</h3> <p>Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place</p>	<p>Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)</p>	<p>#49 Local history, historic buildings or features</p>
 <h3>CARE</h3> <p>How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment</p>	<p>General condition of public open space (street trees, footpaths, parks etc.)</p>	<p>Evidence of recent public investment (roads, parks, schools etc.)</p>