PLACESCORE™

GULLIVER
COMMUNITY DIRECTIONS
FOR CRISIS RESPONSE

VERSION 1.0

City of Townsville

This document is has been designed to be printed at A4.

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Version 1.0
9 July 2020

EXECUTIVE SUMMARY

Following the COVID-19 pandemic, Townsville City Council engaged Place Score to consult the Gulliver community to understand how physical distancing has impacted community values and liveability to provide a suite of short- and longer-recommendations that will assist the community recovery.

Place Score established that the most significant difference between pre- and post-COVID data lies in what the community values in their ideal neighbourhood. More specifically, 2020 data shows that being close to nature and quality public spaces, and being able to walk to local shops is now valued by more people than the 2019 baseline.

This trend has also been observed in the community ideas for change. In both 2019 and 2020, Place Score asked Gulliver community members what their idea to change the area was. The top theme for 2020 ideas was open spaces - a sharp contrast with 2019 results where safety and management was the top theme.

Meanwhile, the overall liveability of Gulliver has remained stable moving from 61/100 in 2019, to 62/100 in 2020.

PROJECT OBJECTIVES:

- To determine how the COVID-19 crisis has impacted community values
- Provide updated Liveability Priorities for the Gulliver
- Track the change in Neighbourhood Liveability pre-COVID-19 to now
- Identify Community Directions for Crisis Investment and Neighbourhood Resilience

ABOUT GULLIVER

The suburb of Gulliver features low-rise residential built form, a small shopping strip along Mooney Street, a TAFE, public primary and secondary schools, and parks. It is served by buses.

Gulliver was selected for this project by Townsville City Council. The area is set to receive some investment. This project aims to ensure future work is aligned with the new values and priorities.

IMPACT OF COVID-19 ON COMMUNITY VALUES

There has been a significant shift in community values between 2019 and 2020.

'Walking/jogging/bike paths that connect housing to communal amenity', *'Quality of public space'*, and *'Spaces suitable for specific activities or special interest'* are all valued by a higher percentage of respondents in 2020, making it into the Top 10 Care Factors.

Conversely, *'Local employment opportunities'* and *'Ease of driving and parking'* have been selected as being important to them by fewer respondents in 2020, dropping to 41st and 29th rank respectively.

WHAT IS MORE VALUED IN 2020?

ATTRIBUTE	CF RANK		+ / -
	2019	2020	%
Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	11	4	**+15.9**
There are people like me (age, gender, interests, ethnic backgrounds etc.)	49	38	**+10.8**
Quality of public space (footpaths, verges, parks etc.)	16	8	**+9.9**
Amount of public space (footpaths, verges, parks etc.)	33	19	**+9.5**
Evidence of Council/ government management (signage, street cleaners etc.)	22	12	**+9.2**
Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	2	1	**+9.2**
General condition of public open space (street trees, footpaths, parks etc.)	2	2	**+8.9**
Sense of neighbourhood safety (from crime, traffic, pollution etc.)	2	2	**+8.2**
Spaces for group or community activities and/ or gatherings (sports, picnics, performances etc.)	38	25	**+7.9**
Spaces suitable for play (from toddlers to teens)	28	19	**+6.2**

PLACESCORE™ | Notes: Care Factor percentages are based on the percentage of respondents that selected an attribute, the ranking is based on the level of alignment in your community and is out of 50 attributes.
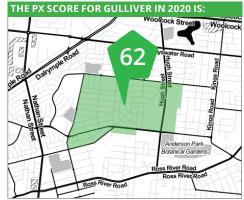
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IMPACT OF COVID-19 ON GULLIVER'S LIVEABILITY

There has been limited change in overall liveability. The PX Score for Gulliver has changed by 1 point between 2019 and 2020. However, there has been changes in performance for specific aspects of the neighbourhood.

The attribute that improved the most between assessments was '*Sense of character or identity that is different from other neighbourhoods*'.

Liveability has improved for residents, 45-64 year olds, however it declined for 25-44 year olds.

The Net promoter score for Gulliver has declined from +7 to -35. A net promoter score indicates how likely someone is to recommend a street on a scale of -100 to +100.

Interestingly, the poorest rated attribute by Gulliver's detractors (those who would not recomment the place to others) is '*Things to do in the evening*'.

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HOW DOES THIS COMPARE WITH OTHER SIMILAR PLACES?

64 AITKENVALE, TOWNSVILLE LGA, QUEENSLAND

67 NORTH WARD (INC THE STRAND), TOWNSVILLE LGA, QUEENSLAND

NET PROMOTER SCORE (NPS)

How likely are your community to recommend this place?

+7
2019 NPS

-35
2020 NPS

WHAT ARE PROMOTERS RATING HIGHLY?	WHAT ARE DETRACTORS RATING POORLY?
Ease of driving and parking	Things to do in the evening (bars, dining, cinema, live music etc.)

IMPACT OF COVID-19 ON STRENGHTS AND PRIORITIES

There has been a shift in neighbourhood strengths and priorities for Gulliver.

In 2019, '*Locally owned and operated businesses*' was a priority, however it is now considered a strength. Indicating residents of Gulliver may have rediscovered their local shops amidst isolation.

'*Landscaping and natural elements*', and '*Access to neighbourhood amenities*' are no longer priorities.

However, '*Spaces suitable for specific activities or special interest*' is now valued by a higher percentage of respondents, making it a new liveability priority for Gulliver.
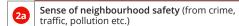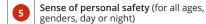
CF	2020 STRENGTH
9a	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
6	Locally owned and operated businesses

CF	2020 LIVEABILITY PRIORITIES
2a	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
5	Sense of personal safety (for all ages, genders, day or night)
8	Quality of public space (footpaths, verges, parks etc.)
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
7	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
4	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
2b	General condition of public open space (street trees, footpaths, parks etc.)
9b	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)

CF	2020 CONSIDERATIONS
12	Evidence of Council/government management (signage, street cleaners etc.)
18	Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)

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IMPACT OF COVID-19 ON COMMUNITY IDEAS FOR CHANGE

There are now more associates of Gulliver talking more about open spaces than they were in 2019.

In both 2019 and 2020, Place Score asked survey respondents 'What's your big or small idea to make your neighbourhood better for you?' and 'What's missing in your neighbourhood that would make it better for you?'

In 2020, community ideas relating to open space increased by 17% to almost half of all responses. Open space was the most talked about theme in 2020 by all demographics, except 15-24 year olds.

This is a sharp contrast with the 2019 ideas for change, where the most common theme was management and safety.

ABOUT THE RESPONDENTS

Data was collected via online and face to face surveys during the period 29 April and 26 May 2019, and 8 and 21 June 2020.

A total of 177 associates of Gulliver participated in 2019, and 417 in 2020.

DATA SOURCES

This report utilises three different data sources:

- 2019 & 2020 Neighbourhood Care Factor (Source: Place Score)
- 2019 & 2020 Place Experience Assessments (Source: Place Score)
- 2019 & 2020 Community Ideas for Change (Source: Place Score)

CARE FACTOR (CF)

Which place attributes are most important to you in your ideal neighbourhood?
A Care Factor survey requires respondents to prioritise the place attributes that are the most important to them. In turn, this reveals which out of the 50 Place Attributes are the most valued by the community.
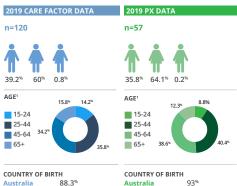
PX ASSESSMENTS (PX)

How is each place attribute impacting your personal enjoyment of this neighbourhood?
Respondents were asked to rate how their neighbourhood performs against 50 different place attributes - how each is impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.
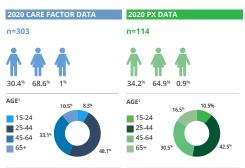
COMMUNITY IDEAS FOR CHANGE

What's your big or small idea to make your neighbourhood better for you? What's missing in your neighbourhood that would make it better for you?
143 Gulliver associates respondents shared their ideas for change in 2019, and 301 in 2020. Place Score has classified under different themes and sub-themes to identify trends.

2019 CARE FACTOR DATA

n=120

39.2%   60%   0.8%

AGE[1]
- 15-24
- 25-44
- 45-64
- 65+

15.8%   14.2%   34.2%   35.8%

COUNTRY OF BIRTH

Australia	88.3%
United Kingdom[2]	5%
Canada	1.7%
New Zealand	1.7%
India	0.8%

2019 PX DATA

n=57

35.8%   64.1%   0.2%

AGE[1]
- 15-24
- 25-44
- 45-64
- 65+

12.3%   8.8%   38.6%   40.4%

COUNTRY OF BIRTH

Australia	93%
Canada	3.5%
South Africa	1.8%
United Kingdom[2]	1.8%

2020 CARE FACTOR DATA

n=303

30.4%   68.6%   1%

AGE[1]
- 15-24
- 25-44
- 45-64
- 65+

10.5%   8.3%   33.1%   48.1%

COUNTRY OF BIRTH

Australia	87.5%
United Kingdom[2]	4.3%
New Zealand	1.7%
Germany	1%
India	1%

2020 PX DATA

n=114

34.2%   64.9%   0.9%

AGE[1]
- 15-24
- 25-44
- 45-64
- 65+

16.5%   10.5%   30.5%   42.5%

COUNTRY OF BIRTH

Australia	83.3%
United Kingdom[2]	5.3%
New Zealand	2.6%
Germany	1.8%
India	1.8%

Notes: [1]Place Score does not actively collect surveys from people aged under 15 when collecting face to face data. The ABS percentage of people aged 0-15 have been redistributed across other age groups. [2]Place Score groups the United Kingdom.

Gulliver - Community Directions for Crisis Response
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COMMUNITY DIRECTIONS FOR CRISIS INVESTMENT AND NEIGHBOURHOOD RESILIENCE

MAXIMISING YOUR INVESTMENT

By understanding what the local community values and how it rates neigbourhood liveability in 2020, we can preserve what is working well and recommend the areas for impactful investment. This section of the report provides place-specific recommendations directing investment in hard and soft infrastructure that can help improve the liveability of Gulliver in the short- and longer-term.

In June 2020, Place Score conducted a Neigbhourhood Care Factor and PX (Place Experience) Assessment in Gulliver for Townsville City Council.

The 2020 Care Factor revealed a shift in community values from the 2019. *'Elements of the natural environment'* and *'General condition of public space'* are the top two Care Factors (both up approx 9% from 2019).

'Walking/jogging/bike paths that connect housing to communal amenity', *'Quality of public space'*, and *'Spaces suitable for specific activities or special interest'* are all more valued in 2020 making it into the Top 10 Care Factors.

Your community identified the Gulliver neighbourhood to be performing well in terms of presence of essential businesses, ease of driving and parking and connectivity to other neighbourhoods.

It is performing poorly in terms of neighbourhood and personal safety, and overall attributes relating to uniqueness are some of the poorest performing across demographic cohorts.

When the Care Factor and PX are aggregated, the following areas were highlighted as areas for investment: personal and neighbourhood safety, walking and cycling options, maintenance and cleanliness of public space and greenery.

Community ideas for change that were collected have also been considered as part of these investment recommendations.

PLACE STRENGTHS AND PRIORITIES

Your Strengths and Priorities are determined by aggregating community values against the current performance of your street.

High CF + high PX Score = Strength
High CF + low PX Score = Priority
Lower CF + low PX Score = Consideration

CF	2020 STRENGTH
9a	**Local businesses that provide for daily needs** (grocery stores, pharmacy, banks etc.)
6	**Locally owned and operated businesses**

CF	2020 LIVEABILITY PRIORITIES
2a	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)
5	**Sense of personal safety** (for all ages, genders, day or night)
8	**Quality of public space** (footpaths, verges, parks etc.)
1	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)
7	**Access and safety of walking, cycling and/or public transport** (signage, paths, lighting etc.)
4	**Walking/jogging/bike paths that connect housing to communal amenity** (shops, parks etc.)
2b	**General condition of public open space** (street trees, footpaths, parks etc.)
9b	**Spaces suitable for specific activities or special interests** (entertainment, exercise, dog park, BBQs etc.)

LEGEND

— Strengths (Protect and build upon these attributes)

— Liveability Priorities (Focus on improving these attributes)

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

CF	2020 CONSIDERATIONS
12	**Evidence of Council/government management** (signage, street cleaners etc.)
18	**Sustainable urban design** (water sensitive design, transport-oriented design, sustainable building design, density etc.)

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KEY INVESTMENT DIRECTIONS

There are three key areas of potential investment under the broad themes of hard and soft Infrastructure. Investing in these areas will have the most positive impacts on liveability for Gulliver.

#1 GREEN, ENGAGING AND STAYABLE PUBLIC SPACES

#2 IMPROVED WALKABILITY BETWEEN DESTINATIONS

#3 NEIGHBOURHOOD PRIDE AND CONNECTION

HARD INFRASTRUCTURE RECOMMENDATIONS

The following list provides a summary of potential capital works projects, in order of priority, for Gulliver:

1. INCREASE TREE & VEGETATION PLANTING
Plant trees providing a continuous green canopy to provide shade and comfort, and encourage walking and cycling.

2. INSTALL AND MAINTAIN EXISTING FOOTPATHS
Install and maintain existing footpaths to improve the experience of moving between Mooney Street, residential areas and recreational destinations.

3. IMPROVE EXISTING AND CREATE NEW PLACES TO SIT AND STAY
Maximise the usable public space along the footpath. Design street edges to accommodate green, well-lit and weather protected spaces to sit, socialise, along Mooney Street.

4. INSTALL ADDITIONAL STREET LIGHTING
Install additional street lighting for nighttime security.

Create engaging and green places for people to sit and linger

Improve walkability and connections through the installation and maintenance of footpaths

Build and support neighbourhood pride and connection

SOFT INFRASTRUCTURE RECOMMENDATIONS

The following provides a summary of place improvement recommendations, listed in order of priority:

1. ENCOURAGE CONNECTION BETWEEN NEIGHBOURS
Offer small outdoor events in local parks such as community BBQs, outdoor fitness and children's activities to activate public spaces and encourage connection between the Gulliver community.

2. ENSURE REGULAR CLEANING AND MAINTENANCE
Consider setting up small cleaning and maintenance teams to regularly clean up verges, playgrounds and parks.

3. SUPPORT LOCAL BUSINESSES
Consider ways to work with the local traders on outdoor trading to comply with physical distancing regulations and shopfront improvements.

3. NEIGHBOURHOOD PRIDE
Consider ways to work with the local community to build pride and improve connection.

SHORT-TERM RECOMMENDATIONS

Build community pride and organise a local tidy up of local streets. Starting with one or two residential streets, facilitate discussions between neighbours to work together to weed, mow lawns, plant flowers, and undertake general maintenance of front yards.

Community members aged 65+ have rated their access to businesses and services lower in 2020 than in 2019. Consider implementing an "Elderly Care" community group which could support Gulliver's older residents with the maintenance of their property and the delivery of goods and services in times of crisis.

The general condition of public space is a priority for your community, and evidence of council management is a secondary consideration. Setting up small clean-up teams for regular cleaning and maintenance of footpaths and playgrounds could potentially improve the liveability of Gulliver.

Almost one third of community ideas related to opportunities for the community to come together. Developing a calendar of free events such as outdoor yoga, movie screenings in Warrina or Gill Park may be considered to improve community connection in Gulliver.

Gulliver's local businesses are its biggest strength and an asset to the community. Similar to Council's COVID-19 Al Fresco Dining permit scheme, work with the Mooney Street traders to encourage trading on the footpaths to comply with physical distancing regulations.

Provide 1:1 funding (up to $1000) to support traders to undertake simple shopfront improvements - painting, window dressing and signage.

Sense of personal and neighbourhood safety are the biggest priorities for the Gulliver community. In the short term, consider individual shop front lighting in Mooney Street to minimise the closed and isolated night time appearance.

Address the perception of poor neighbourhood and personal safety by maximising use of public space on Mooney Street with positive community activities - outdoor and nighttime trading, pop up markets etc.

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LONGER-TERM RECOMMENDATIONS

Sense of personal and neighbourhood safety are the biggest priorities for the Gulliver community. The installation of additional street lighting may improve nighttime security.

Gulliver's community prioritises the access and safety of walking, cycling and public transport between shops and parks. Install footpaths in key streets to improve the experience of moving between Mooney Street, residential areas, local schools and recreational destinations.

The Gulliver community prioritise spaces suitable for specific activities and almost 50% of community ideas related to open space. Consider upgrading and/or installing play and exercise equipment, BBQs, public toilets etc. in Warrina and Gill Parks .

Encourage connection between local residents. Consider a local community garden at Warrina Park that the community can maintain and feel proud of.

Gulliver's community would like to see additional amenity at local parks. Install additional shading, lighting, bubblers in Gill Park and Warrina Park.

Gulliver's community prioritise elements of the natural environment. Increase planting along key thoroughfares to provide shade and comfort, and encourage walking and cycling.

Utilise the significant width of the footpaths in Mooney Street and install new public seating. Consider options that allow for people to sit alone, or in groups.

The Net Promoter Score for Gulliver has decreased between 2019 and 2020, with detractors of the area being the most unhappy with the evening economy. Consider encouraging evening trading and events to convert these detractors into promoters of the area.

THE IMPACT OF COVID-19

THE FOLLOWING SECTION INCLUDES
DETAILED RESULTS ON

- COMMUNITY VALUES
- NEIGHBOURHOOD LIVEABILITY
- STRENGTHS AND PRIORITIES
- COMMUNITY IDEAS FOR CHANGE

HOW HAVE COMMUNITY VALUES CHANGED?

There has been a shift in community values between 2019 and 2020. '*Walking/jogging/bike paths that connect housing to communal amenity*', '*Quality of public space*', and '*Spaces suitable for specific activities or special interest*' are all more valued in 2020 making it into the Top 10 Care Factors. '*Local employment opportunities*' and '*Ease of driving and parking*' are less valued in 2020, dropping to 41st and 29th rank respectively.

2019 TOP 10 (N=120)

RANK	ATTRIBUTE	% OF PEOPLE
#1	**Sense of personal safety** (for all ages, genders, day or night)	59%
=#2	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)	52%
=#2	**General condition of public open space** (street trees, footpaths, parks etc.)	52%
=#2	**Locally owned and operated businesses**	52%
=#2	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)	52%
#6	**Access to neighbourhood amenities** (cafes, shops, health and wellness services etc.)	47%
=#7	**Access and safety of walking, cycling and/or public transport** (signage, paths, lighting etc.)	46%
=#7	**Landscaping and natural elements** (street trees, planting, water features etc.)	46%
#9	**Local businesses that provide for daily needs** (grocery stores, pharmacy, banks etc.)	45%
#10	**Sense of belonging in the community**	41%

2020 TOP 10 (N=303)

RANK	ATTRIBUTE	% OF PEOPLE
#1	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)	62%
=#2	**General condition of public open space** (street trees, footpaths, parks etc.)	61%
=#2	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)	61%
#4	**Walking/jogging/bike paths that connect housing to communal amenity** (shops, parks etc.)	57%
#5	**Sense of personal safety** (for all ages, genders, day or night)	55%
#6	**Locally owned and operated businesses**	50%
#7	**Access and safety of walking, cycling and/or public transport** (signage, paths, lighting etc.)	48%
#8	**Quality of public space** (footpaths, verges, parks etc.)	47%
=#9	**Local businesses that provide for daily needs** (grocery stores, pharmacy, banks etc.)	46%
=#9	**Spaces suitable for specific activities or special interests** (entertainment, exercise, dog park, BBQs etc.)	46%

WHAT IS MORE VALUED IN 2020?

ATTRIBUTE	CF RANK 2019	CF RANK 2020	+ / - %
Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	11	4	+15.9
There are people like me (age, gender, interests, ethnic backgrounds etc.)	49	38	+10.8
Quality of public space (footpaths, verges, parks etc.)	16	8	+9.9
Amount of public space (footpaths, verges, parks etc.)	33	19	+9.5
Evidence of Council/ government management (signage, street cleaners etc.)	22	12	+9.2
Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	2	1	+9.2
General condition of public open space (street trees, footpaths, parks etc.)	2	2	+8.9
Sense of neighbourhood safety (from crime, traffic, pollution etc.)	2	2	+8.2
Spaces for group or community activities and/ or gatherings (sports, picnics, performances etc.)	38	25	+7.9
Spaces suitable for play (from toddlers to teens)	28	19	+6.2

WHAT IS LESS VALUED IN 2020?

ATTRIBUTE	CF RANK 2019	CF RANK 2020	+ / - %
Local employment opportunities (within easy commute)	20	41	-18.7
Ease of driving and parking	16	29	-13.2
Range of housing prices and tenures (low to high $, buy or rent etc.)	41	46	-8.1
Local history, historic buildings or features	28	39	-8.0
Evidence of community activity (volunteering, gardening, art, community-organised events etc.)	24	33	-7.6
Local education options (from elementary to adult education)	41	44	-7.4
Mix or diversity of people in the area	38	42	-6.0
Local community groups and organisations	41	43	-5.6
General condition of housing and other private buildings	18	23	-5.3
Landscaping and natural elements (street trees, planting, water features etc.)	7	14	-4.9

Notes: Care Factor percentages are based on the percentage of respondents that selected an attribute, the ranking is based on the level of alignment in your community.

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2019 AND 2020 COMPARED TO THE NATIONAL BENCHMARK[1]
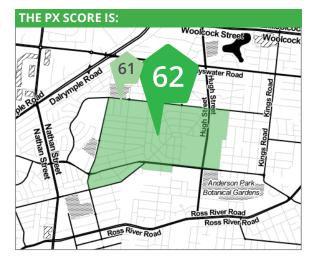
LEGEND
- Gulliver Neighbourhood Care Factor - 2019
- Gulliver Neighbourhood Care Factor - 2020
- Neighbourhood Care Factor - National Benchmark

CF %

50 Care Factors

HAS NEIGHBOURHOOD LIVEABILITY BEEN IMPACTED?

The PX Score has improved by 1 point between 2019 and 2020. Overall the attribute that improved the most between assessments was *'Sense of character or identity that is different from other neighbourhoods'*. Liveability has improved for residents and 45-64 year olds. However, it declined for 25-44 year olds. The Net Promoter Score reduced significantly - down by 42 points to a score of -35.

2020 KEY FINDINGS:

- 114 people completed an online surveys between 8 and 21 June 2019.
- Gulliver received a PX Score of 62/100 in 2020.
- The strongest rated attribute is 'Ease of driving and parking'.
- The poorest rated attribute is 'Unusual or unique buildings and/or public space design'.
- Men rate 'Range of housing prices and tenures (low to high $, buy or rent etc.)' 11.7% higher than women.
- Women rate 'Landscaping and natural elements (street trees, planting, water features etc.)' 12% higher than men.
- 15-24 yrs old rate 'Cultural and/or artistic community' 31.5% higher than 25-44 yrs old.
- 25-44 yrs old rate 'Local education options (from elementary to adult education)' 21.5% higher than 15-24 yrs old.
- 45-64 yrs old rate 'Amount of public space (footpaths, verges, parks etc.)' 27.6% higher than 15-24 yrs old.
- 65+ yrs old rate 'Sense of neighbourhood safety (from crime, traffic, pollution etc.)' 26% higher than 45-64 yrs old.
- Residents rate 'Spaces suitable for play (from toddlers to teens)' 37.9% higher than Workers.
- Visitors rate 'Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)' 53.8% higher than Workers.
- Workers rate 'Local employment opportunities (within easy commute)' 23% higher than visitors.
- People born in Australia rate 'Overall visual character of the neighbourhood' 25.5% higher than people born in New Zealand.
- People with Australasian ancestry rate 'Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)' 13.9% higher than people with Mixed ancestry.
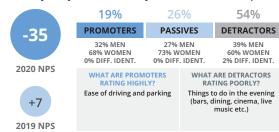
THE PX SCORE IS:

61 · 62

How does this compare with other similar places?

64 AITKENVALE, TOWNSVILLE LGA, QUEENSLAND

67 NORTH WARD (INC THE STRAND), TOWNSVILLE LGA, QUEENSLAND

NET PROMOTER SCORE (NPS)[3]
How likely are your community to recommend this place?

-35 2020 NPS

+7 2019 NPS

19%	26%	54%
PROMOTERS	PASSIVES	DETRACTORS
32% MEN 68% WOMEN 0% DIFF. IDENT.	27% MEN 73% WOMEN 0% DIFF. IDENT.	39% MEN 60% WOMEN 2% DIFF. IDENT.

WHAT ARE PROMOTERS RATING HIGHLY?	WHAT ARE DETRACTORS RATING POORLY?
Ease of driving and parking	Things to do in the evening (bars, dining, cinema, live music etc.)
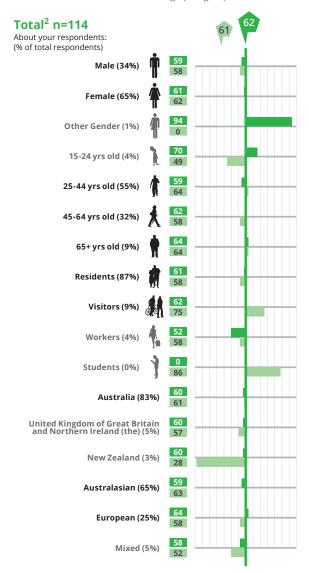
How did your community respond to the statement...
"I care about this place and its future"

63%	32%	4%	1%	0%
STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE

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:

Total[2] **n=114**
About your respondents:
(% of total respondents)

61 · 62

Group	2019	2020
Male (34%)	59	58
Female (65%)	61	62
Other Gender (1%)	94	0
15-24 yrs old (4%)	70	49
25-44 yrs old (55%)	59	64
45-64 yrs old (32%)	62	58
65+ yrs old (9%)	64	64
Residents (87%)	61	58
Visitors (9%)	62	75
Workers (4%)	52	58
Students (0%)	0	86
Australia (83%)	60	61
United Kingdom of Great Britain and Northern Ireland (the) (5%)	60	57
New Zealand (3%)	60	28
Australasian (65%)	59	63
European (25%)	64	58
Mixed (5%)	58	52

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

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 neighbourhood liveability; providing you with an important tool for prioritising investment. Participants were asked to complete online surveys rating 50 place attributes in terms of the contribution to their personal experience.

	STRONGEST PERFORMING (SCORE/10)		POOREST PERFORMING (SCORE/10)	
LOOK & FUNCTION `14`/20 `14`/20 — Physical characteristics of a neighbourhood: how it looks and works, the buildings, public space and vegetation.	Ease of driving and parking	8.2 / 8.4	Quality of public space (footpaths, verges, parks etc.)	5.5 / 6.2
	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	8 / 8.1	Landscaping and natural elements (street trees, planting, water features etc.)	5.8 / 6
	Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)	7.4 / 6.9	Amount of public space (footpaths, verges, parks etc.)	6.1 / 6.6
SENSE OF WELCOME `13`/20 `13`/20 — The social characteristics of a neighbourhood, and how inviting it feels to a range of people regardless of age, income, gender, ethnicity or interests.	Welcoming to all people	7.5 / 7.3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	4.6 / 4.8
	There are people like me (age, gender, interests, ethnic backgrounds etc.)	7.2 / 7.1	Sense of personal safety (for all ages, genders, day or night)	5.2 / 4.7
	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	7.1 / 7.2	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	5.8 / 5.9
THINGS TO DO `12`/20 `11`/20 — Activities, events and inviting spaces to spend time in a neighbourhood that might lead to a smile or a new friend.	Local education options (from elementary to adult education)	7.3 / 7.3	Things to do in the evening (bars, dining, cinema, live music etc.)	4.3 / 4.3
	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	6.8 / 6.5	Evidence of community activity (volunteering, gardening, art, community-organised events etc.)	4.3 / 4.3
	Local employment opportunities (within easy commute)	6.1 / 5.3	Spaces for group or community activities and/or gatherings (sports, picnics, performances etc.)	5.7 / 6.3
UNIQUENESS `11`/20 `11`/20 — Physical, social, cultural or economic aspects of an area that make a neighbourhood interesting, special or unique.	Mix or diversity of people in the area	7.1 / 6.7	Unusual or unique buildings and/or public space design	4.2 / 4.4
	Locally owned and operated businesses	6.8 / 6.7	Local history, historic buildings or features	4.5 / 4.6
	Sense of belonging in the community	6.6 / 6.2	Cultural and/or artistic community	5 / 4.6
CARE `12`/20 `12`/20 — How well a neighbourhood is managed, maintained and improved. It considers care, pride, personal and financial investment in the area.	General condition of housing and other private buildings	6.5 / 6.3	Local community groups and organisations	5 / 4.9
	Protection of the natural environment	6.2 / 5.7	Evidence of recent public investment (roads, parks, schools etc.)	5.3 / 5.8
	General condition of public open space (street trees, footpaths, parks etc.)	6.1 / 6.3	Evidence of Council/government management (signage, street cleaners etc.)	5.3 / 5.8

STRENGTHS AND PRIORITIES - WHAT'S CHANGED?

There has been a shift in neighbourhood strengths and priorities for Gulliver.
In 2019, 'Locally owned and operated businesses' was a priority, however
it is now considered a strength. 'Landscaping and natural elements', and
'Access to neighbourhood amenities' are no longer priorities, however 'Spaces
suitable for specific activities or special interest' is now a priority.

These tables and graph illustrate Gulliver's strengths, priorities and considerations in 2019.

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 neighbourhood and can become more significant issues if more people start caring about them.

CF	2019 STRENGTHS
9	**Local businesses that provide for daily needs** (grocery stores, pharmacy, banks etc.)

CF	2019 LIVEABILITY PRIORITIES
1	**Sense of personal safety** (for all ages, genders, day or night)
2a	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)
10a	**Walking/jogging/bike paths that connect housing to communal amenity** (shops, parks etc.)
2b	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)
7a	**Access and safety of walking, cycling and/or public transport** (signage, paths, lighting etc.)
7b	**Landscaping and natural elements** (street trees, planting, water features etc.)
2c	**General condition of public open space** (street trees, footpaths, parks etc.)
2d	**Locally owned and operated businesses**
10b	**Sense of belonging in the community**
6	**Access to neighbourhood amenities** (cafes, shops, health and wellness services etc.)

2019 STRENGTHS AND PRIORITIES

LEGEND

- - - Horizontal: Top 10 CF threshold

Diagonal: Threshold showing attributes whose PX Rank is performing 10 pts worse than its CF Rank[1] (PX=CF+10)

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

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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These tables and graph illustrate Gulliver's strengths, priorities and considerations in 2020.

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.

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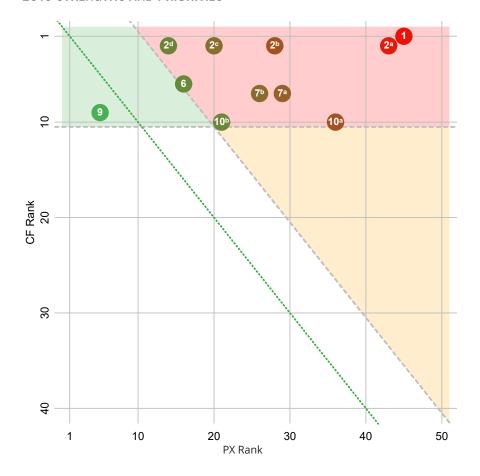
CF	2020 STRENGTH
9a	**Local businesses that provide for daily needs** (grocery stores, pharmacy, banks etc.)
6	**Locally owned and operated businesses**

CF	2020 LIVEABILITY PRIORITIES
2a	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)
5	**Sense of personal safety** (for all ages, genders, day or night)
8	**Quality of public space** (footpaths, verges, parks etc.)
1	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)
7	**Access and safety of walking, cycling and/or public transport** (signage, paths, lighting etc.)
4	**Walking/jogging/bike paths that connect housing to communal amenity** (shops, parks etc.)
2b	**General condition of public open space** (street trees, footpaths, parks etc.)
9b	**Spaces suitable for specific activities or special interests** (entertainment, exercise, dog park, BBQs etc.)

CF	2020 CONSIDERATIONS
12	**Evidence of Council/government management** (signage, street cleaners etc.)
18	**Sustainable urban design** (water sensitive design, transport-oriented design, sustainable building design, density etc.)

LEGEND

‑ ‑ ‑ Horizontal: Top 10 CF threshold

Diagonal: Threshold showing attributes whose PX Rank is performing 10 pts worse than its CF Rank[1] (PX=CF+10)

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

2020 STRENGTHS AND PRIORITIES

PLACESCORE

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.

WHO IS BETTER OR WORSE OFF?

The overall liveability score has remained steady between 2019 and 2020, however some attributes have improved, while others have deteriorated. Local owned and operated businesses that provide for daily needs are the top strength across most groups, while sense of neighbourhood safety is a concern for most.

The following summarises some of the greatest changes in performance for key demographic groups and workers. It also reveals the current top priority and strength for each demographic.

Interestingly, local businesses that provide for daily needs and family and community services performed worse in 2020 for those aged older than 65, which may be attributed to the fear in venturing outside their homes during imposed lockdown.

Top three improvements since 2019

	MEN	WOMEN	PEOPLE AGED >25[1]
	43% Sense of character or identity that is different from other neighbourhoods	27% Sense of personal safety (for all ages, genders, day or night)	242% Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
	25% Mix or diversity of people in the area	12% Local employment opportunities (within easy commute)	171% Overall visual character of the neighbourhood
	23% Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)	9% Protection of the natural environment	191% Quality of public space (footpaths, verges, parks etc.)

Top three deteriorations since 2019

	28% Spaces for group or community activities and/or gatherings (sports, picnics, performances etc.)	14% Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	12% Local education options (from elementary to adult education)
	20% Evidence of Council/government management (signage, street cleaners etc.)	10% Quality of public space (footpaths, verges, parks etc.)	10% Quality of buildings (design and construction of homes, shops, schools etc.)
	17% Quality of public space (footpaths, verges, parks etc.)	9% Access to shared community and commercial assets (library, bike/car share, sport facilities/gyms etc.)	9% Neighbourhood spirit/resilience (from external impacts, storms, economic downturns etc.)

Top priority for investment

Sense of neighbourhood safety (from crime, traffic, pollution etc.)	General condition of public open space (street trees, footpaths, parks etc.)	Sense of neighbourhood safety (from crime, traffic, pollution etc.)

Top strength

Locally owned and operated businesses	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)

Notes: [1]Small sample size. Use as a snapshot only.

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Top three improvements since 2019

PEOPLE AGED 25-44

%	Improvement
47%	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
29%	Local employment opportunities (within easy commute)
28%	Sustainable urban design (water sensitive design, transport-oriented design, etc.)

PEOPLE AGED 45-64

%	Improvement
48%	Sense of character or identity that is different from other neighbourhoods
28%	Physical comfort (including noise, smells, temperature etc.)
30%	Free places to sit comfortably by yourself or in small groups

PEOPLE AGED 65+

%	Improvement
42%	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
33%	Sense of character or identity that is different from other neighbourhoods
26%	Physical comfort (including noise, smells, temperature etc.)

WORKERS[1]

%	Improvement
53%	Access to shared community and commercial assets (library, bike/car share, sport facilities/gyms etc.)
45%	Local education options (from elementary to adult education)
45%	Child services (child care, early learning, after school care, medical etc.)

Top three deteriorations since 2019

PEOPLE AGED 25-44

%	Deterioration
16%	Spaces for group or community activities and/or gatherings (sports, picnics, performances etc.)
14%	Amount of public space (footpaths, verges, parks etc.)
10%	Physical comfort (including noise, smells, temperature etc.)

PEOPLE AGED 45-64

%	Deterioration
16%	Quality of public space (footpaths, verges, parks etc.)
14%	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
10%	Local education options (from elementary to adult education)

PEOPLE AGED 65+

%	Deterioration
38%	Family and community services (aged, disability and home care, protection and support services etc.)
30%	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
27%	Child services (child care, early learning, after school care, medical etc.)

WORKERS

%	Deterioration
36%	General condition of private open space (verges, driveways etc.)
30%	General condition of housing and other private buildings
27%	Neighbourhood spirit/resilience (from external impacts, storms, economic downturns etc.)

Top priority for investment

Sense of neighbourhood safety (from crime, traffic, pollution etc.)	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)

Top strength

Welcoming to all people	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	Locally owned and operated businesses

COMMUNITY IDEAS FOR CHANGE

In both 2019 and 2020, Place Score asked survey respondents 'What's your big or small idea to make your neighbourhood better for you?' and 'What's missing in your neighbourhood that would make it better for you?' In 2020, community ideas relating to open space increased by 17% to almost half of all responses. Open space was the most talked about theme in 2020 by all demographics, except 15-24 year olds.

143 RESPONSES

👤 38%   👤 62%

2019 COMMUNITY IDEAS FOR CHANGE WERE:

39% — MANAGEMENT AND SAFETY RELATED
Majority of the responses referred to sense of safety

36% — MOVEMENT RELATED
Majority of the responses referred to active transport

32% — OPEN SPACE RELATED
Majority of the responses referred to green spaces and leisure spaces
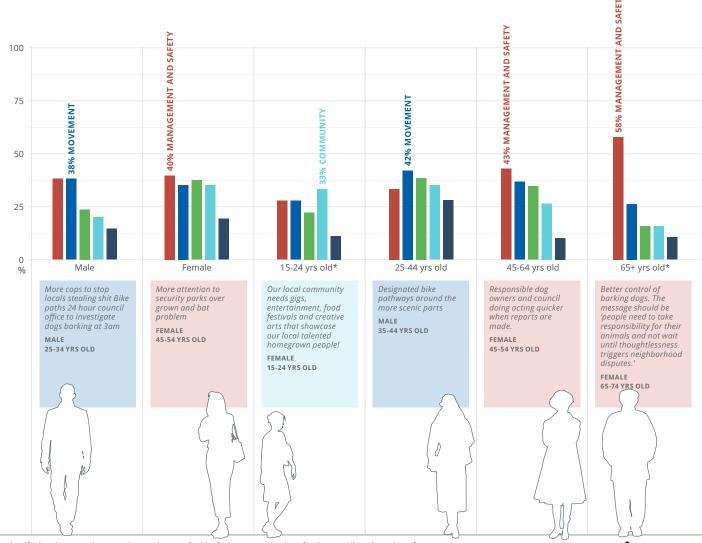
29% — COMMUNITY RELATED
Majority of the responses referred to activities, connection and target audience

17% — ECONOMY RELATED
Majority of the responses referred to retail

Male — 38% MOVEMENT
More cops to stop locals stealing shit Bike paths 24 hour council office to investigate dogs barking at 3am
MALE 25-34 YRS OLD

Female — 40% MANAGEMENT AND SAFETY
More attention to security parks over grown and bat problem
FEMALE 45-54 YRS OLD

15-24 yrs old* — 33% COMMUNITY
Our local community needs gigs, entertainment, food festivals and creative arts that showcase our local talented homegrown people!
FEMALE 15-24 YRS OLD

25-44 yrs old — 42% MOVEMENT
Designated bike pathways around the more scenic parts
MALE 35-44 YRS OLD

45-64 yrs old — 43% MANAGEMENT AND SAFETY
Responsible dog owners and council doing acting quicker when reports are made.
FEMALE 45-54 YRS OLD

65+ yrs old* — 58% MANAGEMENT AND SAFETY
Better control of barking dogs. The message should be 'people need to take responsibility for their animals and not wait until thoughtlessness triggers neighborhood disputes.'
FEMALE 65-74 YRS OLD

Notes: Responses have been classified under more than one theme when applicable. Percentages noted are for the overall total number of responses. Percentages are rounded to the first digit, which may lead to minor differences when summed. *Small sample (n=<30).

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2020 COMMUNITY IDEAS FOR CHANGE ARE:

49% **OPEN SPACE RELATED**
Majority of the responses referred to green spaces, leisure spaces, amenities, vegetation and comfort

36% **MOVEMENT RELATED**
Majority of the responses referred to active transport and accessibility

33% **MANAGEMENT AND SAFETY RELATED**
Majority of the responses referred to sense of safety, maintenance and physical safety
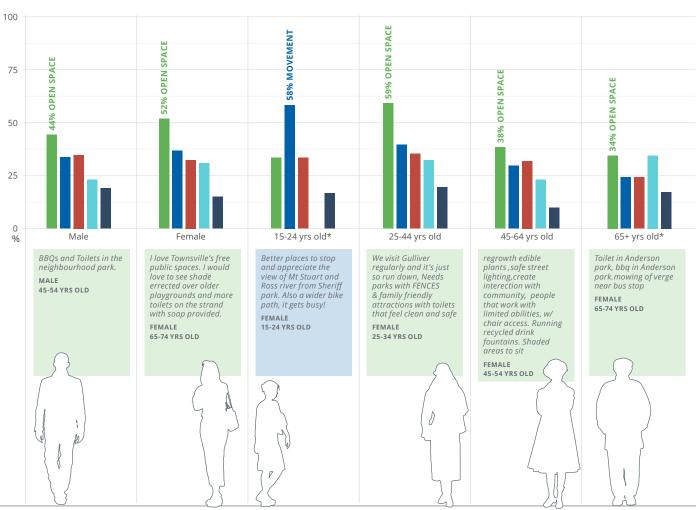
29% **COMMUNITY RELATED**
Majority of the responses referred to target audience and activities

17% **ECONOMY RELATED**
Majority of the responses referred to retail

Chart

Y-axis: % from 0 to 100

Male — 44% OPEN SPACE
BBQs and Toilets in the neighbourhood park.
MALE 45-54 YRS OLD

Female — 52% OPEN SPACE
I love Townsville's free public spaces. I would love to see shade errected over older playgrounds and more toilets on the strand with soap provided.
FEMALE 65-74 YRS OLD

15-24 yrs old* — 58% MOVEMENT
Better places to stop and appreciate the view of Mt Stuart and Ross river from Sheriff park. Also a wider bike path, it gets busy!
FEMALE 15-24 YRS OLD

25-44 yrs old — 59% OPEN SPACE
We visit Gulliver regularly and it's just so run down, Needs parks with FENCES & family friendly attractions with toilets that feel clean and safe
FEMALE 25-34 YRS OLD

45-64 yrs old — 38% OPEN SPACE
regrowth edible plants ,safe street lighting,create interection with community, people that work with limited abilities, w/ chair access. Running recycled drink fountains. Shaded areas to sit
FEMALE 45-54 YRS OLD

65+ yrs old* — 34% OPEN SPACE
Toilet in Anderson park, bbq in Anderson park.mowing of verge near bus stop
FEMALE 65-74 YRS OLD

PLACESCORE   Notes: Responses have been classified under more than one theme when applicable. Percentages noted are for the overall total number of responses. Percentages are rounded to the first digit, which may lead to minor differences when summed. *Small sample (n=<30).   Gulliver - Community Directions for Crisis Response   23
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