



BEFORE AND AFTER
INVESTMENT 2023
COMBINED REPORT

BARRENJOEY ROAD
NEWPORT

NORTHERN BEACHES COUNCIL
V3.0 18 SEPTEMBER 2023



northern
beaches
council



INTRODUCTION

This report combines the Impact Tracker for the period between 2018 and 2023, and the Impact Maximiser with new recommendations for future investments. The collected data helps us to understand community and customer perceptions, prioritise the investments to be made in the area, and can be used for reporting, stakeholder feedback or grant acquittals.

THE METHODOLOGY

Place Score's proprietary and university peer-reviewed methodology provides rigorous, comparable and trackable place data for evidence-based decision making and impact measurement.

COMMUNITY VALUES (CF)

Over 70,000 people across Australia have shared what they value using Place Score's CF surveys.

Participants are presented with 50 universal Place Attributes and are asked to select the 15 attributes which are most important to them in their ideal town centre or suburb. The aggregate results represent the values of the community.

PLACE EXPERIENCE (PX)

The place experience of over 200 streets across Australia has been rated using Place Score's PX Assessments.

Participants rate the performance of the same 50 Place Attributes between 'Perfect' and 'Fail'. These translate to a score between 0 and 10 for each attribute. A Place Attribute rated 7/10 or above is considered to be performing well, while scores under 6 are negatively affecting place experience.

Combining all the responses for all the attributes results in a PX Score for a place between 0 and 100. As of June 2023, the average national Street PX Score is 67/100.

A glossary of Place Score and place measurement terminology can be found at the back of this report.

ABOUT THE STUDIES

Studies were conducted in Barrenjoey Road (between Robertson Road and Coles Parade) during two different time periods.

2018 ASSESSMENT

On Friday, 11 May 2018, Place Score collected 168 CF and 53 PX data through face-to-face and online surveys.

2023 ASSESSMENT

On Saturday, 10 June 2023, Place Score collected 61 PX data through face-to-face survey and QR signage.



2018 and 2023 assessments were conducted at Barrenjoey Road (between Robertson Road and Coles Parade)

ABOUT THIS REPORT

This report includes three sections:

- **Impact Maximiser:** This section utilises CF data from 2018 and PX data from 2023. This sets the baseline for guiding community investment directions
- **Impact Tracker:** This section compares PX data from 2018 and 2023, and measures the impact of the investments made by the Council during this time period
- **Location Results:** This section provided a detailed analysis of the collected data, defining liveability performance, community values, and priorities. It also includes a comparison with similar streets and the national benchmark



Photo taken by Place Score during the 2023 survey

HOW TO READ THIS REPORT

This page explains how to read your results and get the most out of your data. Understand how community values and place experience work together to help you deliver evidence-based recommendations for your mainstreet.

MAXIMISING YOUR IMPACT

Place Score collects two types of data: CF and PX. Use these independently or together to understand your mainstreet from your community's perspective.

Community Values (CF) allows you to understand what is most important to your community and customers. CF (expressed as percentages) enables you to determine which decisions will benefit most of your mainstreet's customers. It can also be used as evidence to support your investments.

Place Experience (PX) helps you understand what is working well, or not so well, in your mainstreet. Place Attribute scores (out of 10) indicate where you should focus your investment. Your overall PX Score (out of 100) also enables you to compare your street with other mainstreets across the country.

Taken together, CF and PX reveal the **Priorities** of your mainstreet. Place Score categorises Priorities as follows:

NURTURE

Place Attributes that are valued and performing highly. These are the biggest contributors towards place experience, and should be nurtured and protected.

PRIORITISE

Place Attributes that are valued highly but performing poorly. Investing in these will benefit the community the most.

MANAGE

Place Attributes that are not quite an emergency, but not performing as well as they could.

MEASURING YOUR SUCCESS

Place Score provides you with measurable tools throughout this report to check whether your investments are aligned with uplifting the place experience of your mainstreet.



OVERALL PERFORMANCE

An increase in the overall PX Score would indicate an improvement in the place experience provided by your mainstreet.



TARGETED PLACE ATTRIBUTES

Our recommendations detail which attributes of your mainstreet are the most likely to be positively affected by taking up the recommendation. An improvement in the Place Attribute score of an attribute targeted by a recommendation would indicate success.



STRENGTHS AND PRIORITIES

Maintaining your mainstreet's strengths whilst reducing the number of priorities is another good measure of success.



NET PROMOTER SCORE

An increase in your mainstreet's NPS would indicate that more people are likely to recommend it to others as a space to enjoy and spend time in.



MODAL CHOICES

If the aim of your project is to change the modal habits of the street's users, a change in the modal choices of future survey respondents can also be viewed as a measure of success.

EXECUTIVE SUMMARY

This page presents high-level insights captured by Place Score. It includes 2018 community values, top and bottom attribute scores from 2023, and mainstreet priorities based on combined data from both time periods.

YOUR 2018 COMMUNITY VALUES

Barrenjoey Road community's ideal town centre is well maintained and integrated with nature. This community values a green atmosphere that is also visually engaging.

The bottom table shows that diversity of places - from economics to open spaces - and private investments, are among the least valued attributes by this community.

MOST VALUED ATTRIBUTES %		
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	75%
#2	Vegetation and natural elements (street trees, planting, water etc.)	66%
#3	Overall look and visual character of the area	65%

LEAST VALUED ATTRIBUTES %		
=#48	Diversity of price points (\$ to \$\$\$)	4%
=#48	Evidence of recent private investment (new buildings, painting etc.)	4%
=#48	Free and comfortable group seating	4%

YOUR 2023 PLACE ATTRIBUTE SCORES

In Barrenjoey Road, attributes that contribute to well cared spaces are performing well, there is a high sense of safety and good amount of public space.

On the contrary, attributes that are related to place uniqueness, social and cultural aspects are performing poorly, with less focus on public art, local history and heritage.

BEST PERFORMING ATTRIBUTES / 10	
Sense of safety (for all ages, genders, day/night etc.)	8.2
Amount of public space (footpaths and public spaces)	8.1
Overall look and visual character of the area	8.1

WORST PERFORMING ATTRIBUTES / 10	
Public art, community art, water or light feature	5
Unusual or unique buildings or public space design	5.3
Local history, heritage buildings or features	5.4

YOUR STRENGTHS AND PRIORITIES

The priorities are determined by aggregating the community values and current performance of the street. The community currently enjoy the overall look of the street, they feel safe and can easily walk around. Although there are no high priorities, opportunities for improvement can be made by expanding local groceries offer and regular maintenance of public space.

CF	NURTURE
1	Elements of the natural environment (views, vegetation, topography, water etc.)
2	Vegetation and natural elements (street trees, planting, water etc.)
4	Cleanliness of public space
3	Overall look and visual character of the area
5	Outdoor restaurant, cafe and/or bar seating
6	General condition of vegetation, street trees and other planting
8*	Businesses that reflect the local community and values
7	Sense of safety (for all ages, genders, day/night etc.)
10	Interaction with locals/ other people in the area (smiles, customer service etc.)
12	Ease of walking around (including crossing the street, moving between destinations)
CF	MANAGE
8*	Grocery and fresh food businesses
11	Maintenance of public spaces and street furniture

IMPACT MAXIMISER



ENHANCING YOUR MAIN STREET SUCCESS

Thriving mainstreets aim to increase visitation, extend stays, and boost the spending of customers. To accomplish this goal, it is important not only to analyse available data but also to gain a comprehensive understanding of the current community and unique place offer.

ABOUT THE COMMUNITY

Newport is located between two town centres; Mona Vale and Avalon. The former boasts larger infrastructure with a wide array of services and shops, while the latter is a beachside centre with a distinct brand.

The population in Newport is predominantly mature individuals, followed by young families and the elderly. Locals are generally on high incomes and occupy professional white-collar positions. It is estimated that 2,136 people work from home, and youth represents 12% of the population.¹

Barrenjoey Road (btw Robertson Road and Coles Parade) features a variety of businesses including independent clothing stores, home decor retailers, cafes and restaurants, self-care establishments, and a local art gallery. The mix of businesses along the road offers an opportunity for collaboration with the Council to enhance the socioeconomic outcomes for Newport.

This community has a strong preference for outdoor dining, experiences and businesses that are well-maintained and in harmony with the local area's character.

THE PROBLEMS WE WANT TO SOLVE

While generally performing well, there are still opportunities to enhance the success of Barrenjoey Road through improving the place experience of key customer groups, such as youth, visitors, locals, and professionals.

The performance of the following metrics also present room for improvement:

- Things to do: *Evidence of public events happening here* (#5, PX6.5 2018 / PX5.8 2023)
- Sense of welcome: *Grocery and fresh food businesses* (#5, PX6.7 2018 / PX6.6 2023)
- Uniqueness: *Public art, community art, water or light feature* (#20, PX 5.0), *Landmarks, special features or meeting places* (#20, PX8.1 2018/ PX6.8 2023), *Unusual or unique businesses/shops* (#32, PX5.6 2018/ PX5.3 2023)
- NPS, duration of stay, money spent

ABOUT OUR RECOMMENDATIONS

The proposed community directions and recommendations have been developed using all available data sources and consultation with Council regarding future funding and resources. They aim to enhance what the community loves now, and supplement it with what might be missing from the mainstreet.

SCALE: TARGETED RECOMMENDATIONS

- Targeted recommendations hone in on exactly what your community is looking for in the mainstreet.

Taking up these recommendations will improve the place experience.

TYPE: SOFT INFRASTRUCTURE

- These recommendations are policy or community-oriented. They require you to work with other stakeholders to bring about positive change.

PRACTICAL RECOMMENDATIONS

Our recommendations aim to have long-lasting positive impacts. Each recommendation has therefore taken account of the following:

- **APPROPRIATE**
Interventions have to be appropriate for the environment in which they are set and reflect the values of the users of the space.
- **ACHIEVABLE**
Recommendations should aim to use existing or accessible resources and consider what can realistically be achieved by Council and different stakeholders.
- **SUSTAINABLE**
Projects should build on local capacity, have the potential to become self-sustaining and for their responsibility to be shared between Council, businesses and the local community.
- **EFFICIENT**
While aiming to achieve the final result, interventions have to be efficient with respect to time, cost and human resources.

COMMUNITY DIRECTIONS

The strategic directions and recommendations for Barrenjoey Road are derived from two key sources of community input: the community's values and their experiences on their mainstreet. These are intended to provide guidance for planning and investments in the area over the next five years and are aimed at focusing future investments by all stakeholders.

A PLACE FOR LOCALS; SHOP AND STAY

Engage local businesses and empty shops to reflect customer values and changing needs by offering unique products and experiences where locals are encouraged to meet, learn, walk and spend.

PLACE RECOMMENDATIONS

- **Newport history:** create an opportunity to showcase Newport's history into an interesting pedestrian experience.
- **Shop windows:** work with businesses to enhance the shop windows appearance. Partner with them for a SWaT initiative.
- **Organic produce:** investigate how to address residents' demand for premium organic fresh produce. Introducing a fresh offer/ordering service in the neighbourhood could enhance the overall place experience, and lead to a boost in business revenue.

DATA RATIONALE

- *Local history, heritage buildings or features and Unusual or unique businesses/shops are scoring lower than PX5.4*
- *Grocery and fresh food businesses and Businesses that reflect the local community and values are the #8 community values*
- *There are no shops in the suburb offering premium fresh produce. The nearest shops of this kind are located in Mona Vale and Avalon. Currently, delivery collectives are the only options for those who care about quality and freshness*

BUILD AN INSTAGRAM IDENTITY

Youth, visitors, and the fashionable all love a photo opportunity. Creating a one of a kind selfie trail, and strengthen the suburb hashtag can help Newport stand out compared to its local competitors.

PLACE RECOMMENDATIONS

- **Selfie spot trail:** an eye-catching selfie trail is a 'photo opp' and a reason to visit. It adds character, promotes youth celebration, attract tourists, and can also be tied into the evening economy. Consider inviting a photographer to shoot landmarks and any other distinctive features that make the suburb special.
- **Raise awareness of the existing hashtag:** look for ways to increase business awareness of digital content and leverage the #2106 hashtag to strengthen Newport's online presence - provide businesses with informative decals for shop windows.

DATA RATIONALE

- *Targeting the local youth to stay and spend more would also attract other visitors*
- *Most people who responded to this survey stayed less than 1 hour on the street*
- *84% of respondents spent less than \$75*
- *The NPS decreased by 11% since 2018*
- *Public art, community art, water or light feature is among the worst performing attributes (PX5.0)*

AFTER-HOURS ECONOMY

After a long day away at work, what better way to relax than having something to eat and drink locally? Or maybe take the family on an evening walk with your neighbours? This direction aims to provide local options that build community and customer loyalty.

PLACE RECOMMENDATIONS

- **Discover Newport's culinary delights:** investigate ways to encourage restaurants and bars to create exclusive menus and drinks that evoke the suburb's uniqueness. E.g.: A progressive dinner trail also linked to the selfie and history trails.
- **Evening activities:** identify after-hours activities that already exist in the suburb and promote them in the wider community. E.g.: Fitness, hiking/walks, photography, stargazing, drawing/reading, takeaways, etc.

DATA RATIONALE

- *Men rated PX 6% lower than five year ago*
- *Outdoor restaurant, cafe and/or bar seating is the #5 community value and performing at PX7.2 2023*
- *Evidence of public events happening here is the #5 community value, and saw a decrease of 0.7pts since 2018 (PX6.5 2018, PX5.8 2023)*
- *Evidence of community activity (community gardening, art, fundraising etc.) saw a decrease of 0.4pts since 2018 (PX6.5 2018, PX6.1 2023)*

IMPACT TRACKER

2018-2023



IMPACT ASSESSMENT 2018-2023

This section of the report provides comparative community data to help you determine the impact of the investments made in your mainstreet. The key changes and learnings from both assessments are listed here.

2018 ASSESSMENT

YOUR JULY 2018 DATA



Score of the initial PX Assessment

Place Score's initial Street PX Assessment allowed us to identify the best and worst performing attributes. Investing in these poorly performing attributes was expected to maximise the impact of investments. These five attributes were selected:

- *Unusual or unique buildings or public space design*
- *Public art, community art, water or light feature*
- *Local history, heritage buildings or features*
- *Evidence of recent public investment (new planting, paving, street furniture etc.)*
- *General condition of buildings*

The overall PX Score in 2018 was 70/100.

ABOUT YOUR 2023 INVESTMENT

WHAT'S CHANGED?



The Council funded the installation of large pot plants, a painted mural, a community library, and street signages

Between July 2018 and June 2023, Northern Beaches Council funded multiple investments to make Barrenjoey Road a more inviting environment for the community.

- **Pot plants** - large pot plants with lush plants were installed on either side of the pedestrian strip crossing on Barrenjoey Rd, near Robertson Road.
- **Mural** - a mural was painted on the wall inside Robertson Road as part of the Newport Spring Celebration.
- **Community Library** - a community street library was installed inside Robertson Road, under the existing shelter structure.
- **Street Signage** - Foamcrest Avenue carpark received new linemarking and directional signages indicating parking areas were installed.

WHAT DID WE LEARN?



Score of the subsequent PX Assessment

Most of the investments were focused on improving the quality of space on Barrenjoey Road for daily users. The scores of attributes associated with the greenery and parking increased. On the other hand, the search for uniqueness and evidence of community activities remained relatively stable. Specifically:

- *Quality of public space (footpaths and public spaces)* increased by +5% (PX 7.1 2018 / PX 7.5 2023)
- *General condition of vegetation, street trees and other planting* increased by +2% (PX 7.1 2018 / PX 7.3 2023)
- *Public art, community art, water or light feature* decreased by -8% (PX 5.8 2018 / PX 5.0 2023)
- *Evidence of community activity (community gardening, art, fundraising etc.)* decreased by -4% (PX 6.5 2018 / PX 6.1 2023)

MEASURING CHANGE

JUL 2018

JUN 2023

Northern Beaches Council's investment in Barrenjoey Road has had an impact on the attributes selected after the initial assessment. The secondary impact is a more comfortable street environment that encourages people to stay longer.

MOST IMPROVED ATTRIBUTES

This table compares the performance of Place Attributes that have seen the biggest change in score since the first assessment. The grey attributes were directly targeted by the intermediate investment. The white attributes have no relation to the investments made.

Attributes	Place Attribute Scores										
Car accessibility and parking	6.9 7.5										+6%
Amount of public space (footpaths and public spaces)	7.6 8.1										+5%
General condition of buildings	6.1 6.6										+5%
Cleanliness of public space	6.9 7.4										+5%
Quality of public space (footpaths and public spaces)	7.1 7.5										+4%
General condition of businesses and shopfronts	6.1 6.5										+4%
Things to do in the evening (shopping, dining, entertainment etc.)	6.2 6.6										+4%
Physical safety (paths, cars, lighting etc.)	7.3 7.7										+4%
Walking, cycling or public transport options	7.5 8										+3%
Walking paths that connect to other places	7.5 7.7										+2%
Buildings and shop fronts	6.5 6.8										+3%
Sense of safety (for all ages, genders, day/night etc.)	8 8.2										+2%
Free and comfortable group seating	6.7 6.9										+2%
General condition of vegetation, street trees and other planting	7.1 7.3										+2%
Street furniture (including benches, bins, lights etc.)	7.1										+1%

MEASURING CHANGE BY DEMOGRAPHIC

JUL 2018

JUN 2023

This page summarises some of the greatest changes in performance for three user groups. These groups were selected based on their sample size and the positive difference in performance between the two assessments. For each user group, we list the three Place Attributes which have improved the most, and the current top and bottom performing Place Attributes.

MOST IMPACTED USERS

TOP THREE IMPROVEMENTS

BEST AND WORST PERFORMING

SINCE 2018

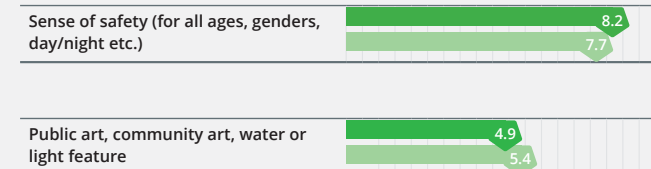
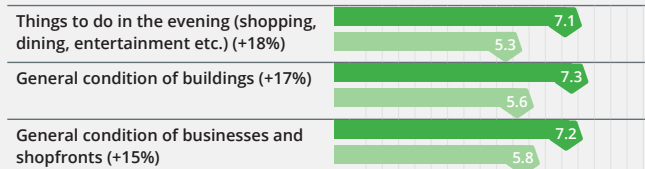
IN 2023



WOMEN

have seen an increase
in place experience

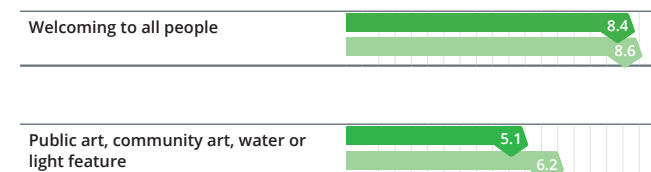
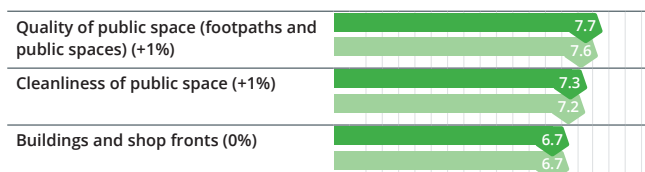
+2% SINCE 2018



MEN

have seen a decrease
in place experience

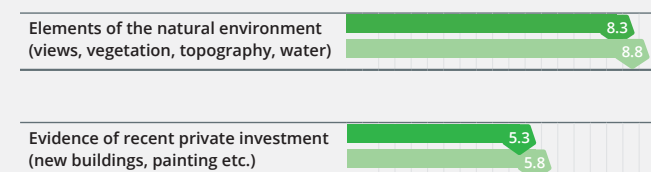
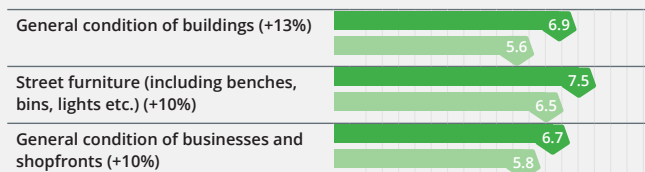
-6% SINCE 2018



45-64 YEAR

have seen no difference
in place experience

0% SINCE 2018



IMPACT TRACKING FOR BARRENJOEY ROAD

BTW ROBERTSON ROAD AND COLES PARADE

JUL 2018

JUN 2023

ASSESSING YOUR INVESTMENT



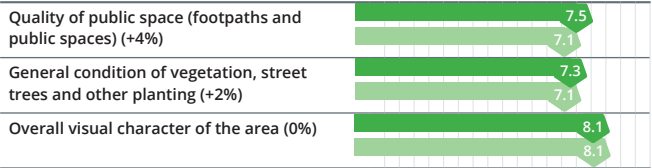
Large pot plants installed on either side of Barrenjoey Road

POT PLANTS INSTALLED

Some large pot plants with lush plants have been installed on both sides of the pedestrian strip crossing on Barrenjoey Road, near Robertson Road. They provide additional greenery and make a visual impact on pedestrian crossing.

This investment addresses the targeted attributes *Quality of public space, General condition of vegetation, street trees and other planting, Vegetation and natural elements, Point of difference from other similar streets or places, Overall look and visual character of the area, and Evidence of recent public investment (new planting, paving, street furniture etc.)*

These Place Attribute scores increased or remained stable in response to this investment:



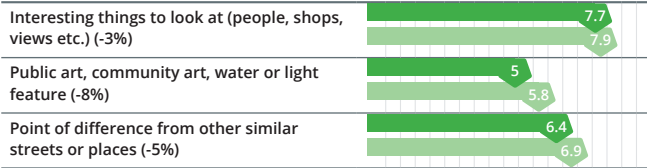
Mural painted on Robertsons Road

WALL MURAL STREET ART

A mural was painted on the wall inside Robertson Road as part of the Newport Spring Celebration. Evidence of public art tends to help enhance the character and appearance of the place.

This investment addresses the targeted attributes *Interesting things to look at (people, shops, views etc.), Public art, community art, water or light feature, One of a kind, quirky or unique features, Point of difference from other similar streets or places, Overall look and visual character of the area, and Evidence of recent public investment (new planting, paving, street furniture etc.)*

However, all of the targeted Place Attributes scores remained relatively stable. Below are the most relevant for this investment:



IMPACT TRACKING FOR BARRENJOEY ROAD

BTW ROBERTSON ROAD AND COLES PARADE

JUL 2018

JUN 2023

ASSESSING YOUR INVESTMENT



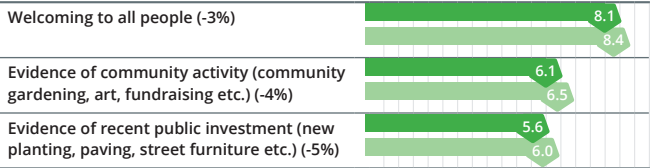
Community library installed under existing shade structure on Robertson Rd

COMMUNITY LIBRARY

A community street library has been installed on the corner of Robertson Road, where an existing passive area takes place. This usually facilitates the community to strengthen bonds through book exchange.

This investment addresses the targeted attributes *Evidence of community activity (community gardening, art, fundraising etc.)*, *Welcoming to all people*, and *Point of difference from other similar streets or places*.

However, all of the targeted Place Attributes scores remained relatively stable. Below are the most relevant for this investment:



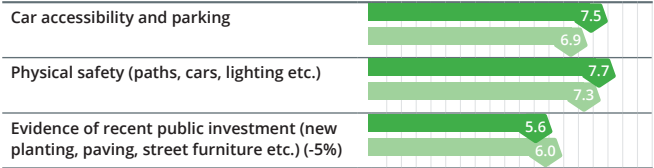
Foamcrest Avenue carpark linemarked and directional signage installed

DIRECTIONAL SIGNAGE AND LINEMARKING

Foamcrest Avenue carpark received new linemarking and directional signages indicating parking areas were installed.

This investment addresses the attributes *Car accessibility and parking*, *Physical safety (paths, cars, lighting etc.)*, and *Evidence of recent public investment (new planting, paving, street furniture etc.)*.

These Place Attribute scores increased or remained stable in response to this investment:



Barrenjoey Road, 2023

LOCATION RESULTS

BACKGROUND DATA



ABOUT YOUR 2018 RESPONDENTS

(BARRENJOEY ROAD, BTW ROBERTSON ROAD AND COLES PARADE)

2018 CARE FACTOR

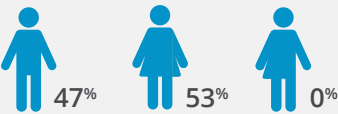
n=167¹

WHO DID THIS ASSESSMENT?

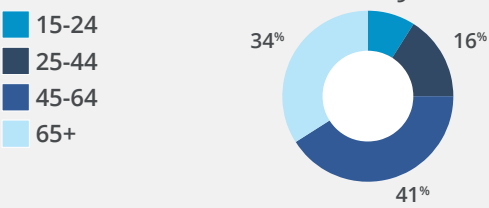
RESPONDENT DEMOGRAPHICS

This section summarises who completed a Care Factor survey. We aimed to collect a representative sample of the users of your mainstreet. Data was not collected from people aged under 15.

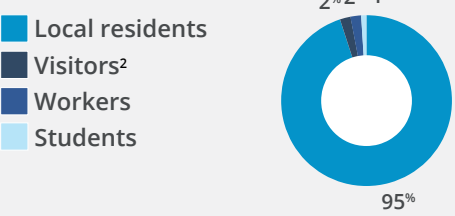
GENDER



AGE



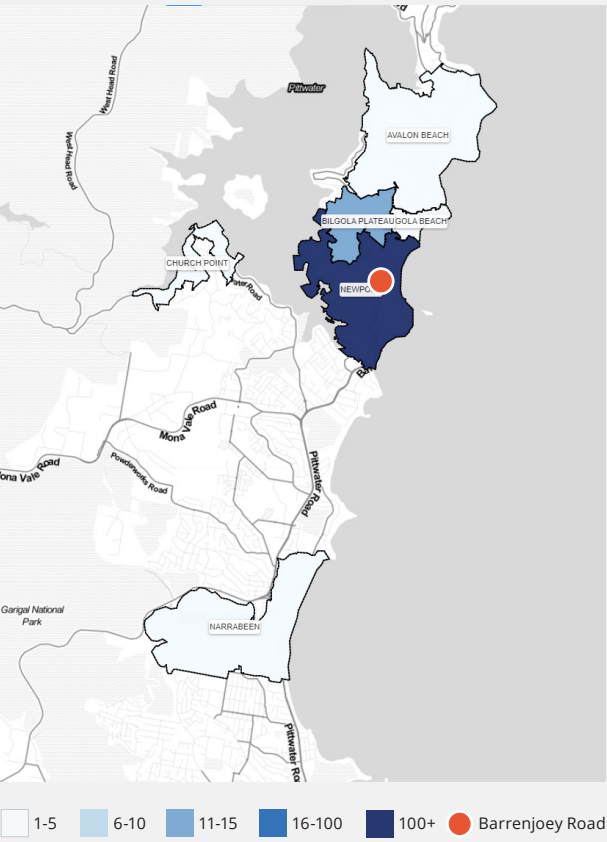
ASSOCIATION



WHERE DID THEY COME FROM?

RESPONDENT CATCHMENT

This map illustrates the number of respondents by their suburb of residence. Outlying suburbs may lie beyond the boundaries shown here.



HOW DO THEY GET HERE?

MODE OF TRAVEL

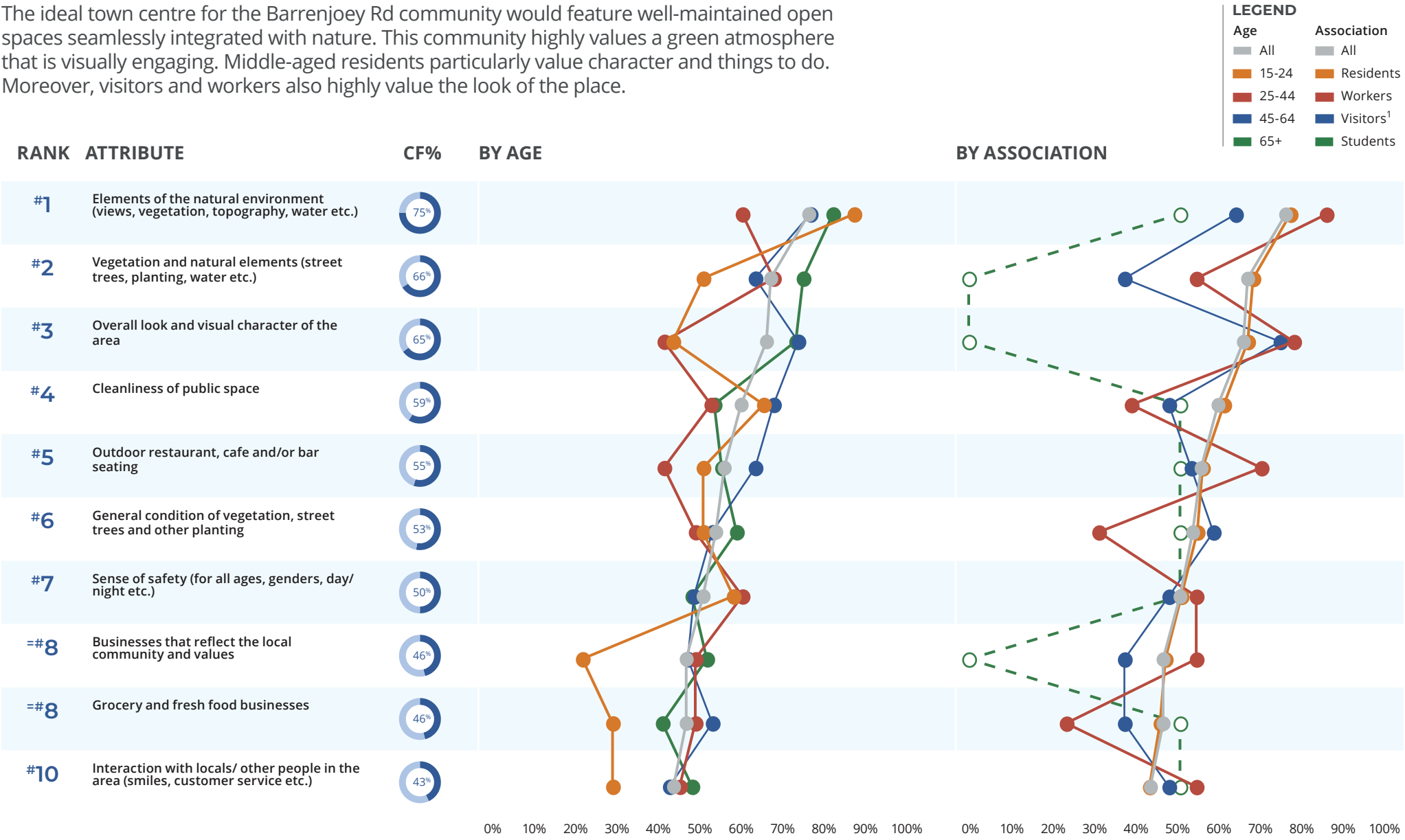
Place Score did not collect data regarding mode of travel in 2018.

Notes:

- 1 These respondents lived in Northern Beaches and were either residents of Newport or worked in, studied in or visited Newport
- 2 For the purposes of this chart, each respondent is ascribed their primary association only

COMMUNITY TOP 10 VALUES

The ideal town centre for the Barrenjoey Rd community would feature well-maintained open spaces seamlessly integrated with nature. This community highly values a green atmosphere that is visually engaging. Middle-aged residents particularly value character and things to do. Moreover, visitors and workers also highly value the look of the place.



ABOUT YOUR 2023 RESPONDENTS

JUN 2023

(BARRENJOEY ROAD, BTW ROBERTSON ROAD AND COLES PARADE)

2023 PX ASSESSMENT

n=61

WHO DID THIS ASSESSMENT?

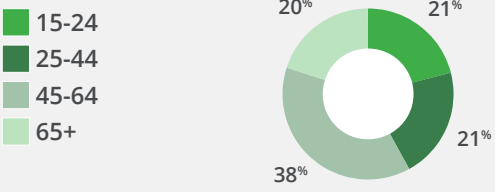
RESPONDENT DEMOGRAPHICS

This section summarises who completed a Street PX Assessment. We aimed to collect a representative sample of the users of your mainstreet.

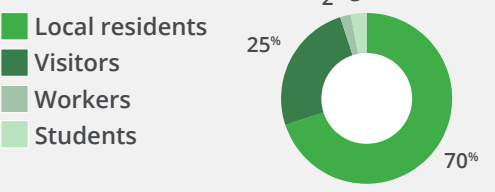
GENDER



AGE



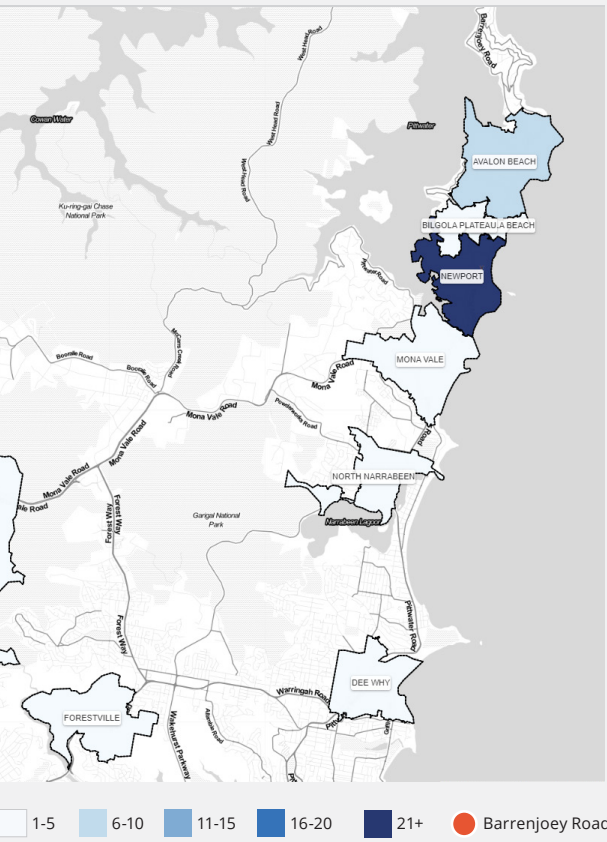
ASSOCIATION



WHERE DID THEY COME FROM?

RESPONDENT CATCHMENT

This map illustrates the suburbs of residence of most of the survey respondents. Outlying suburbs may lie beyond the boundaries shown here.



HOW DID THEY TRAVEL, STAY AND SPEND?

This section provides a summary of how respondents travelled to your place, how long they stayed there for and how much money they spent there in Jun 2023. Respondents could select more than one mode of transport.

MODE OF TRAVEL

Car	51%
Walking	48%
Bus	5%
Cycling	2%

TIME SPENT

0-30 min	36%
30 min - 1hr	34%
1-2 hrs	10%
2+ hrs	20%

MONEY SPENT

\$0-25	33%
\$25-75	51%
\$75-200	11%
\$200+	5%

BARRENJOEY ROAD, NEWPORT

BTW ROBERTSON ROAD AND COLES PARADE

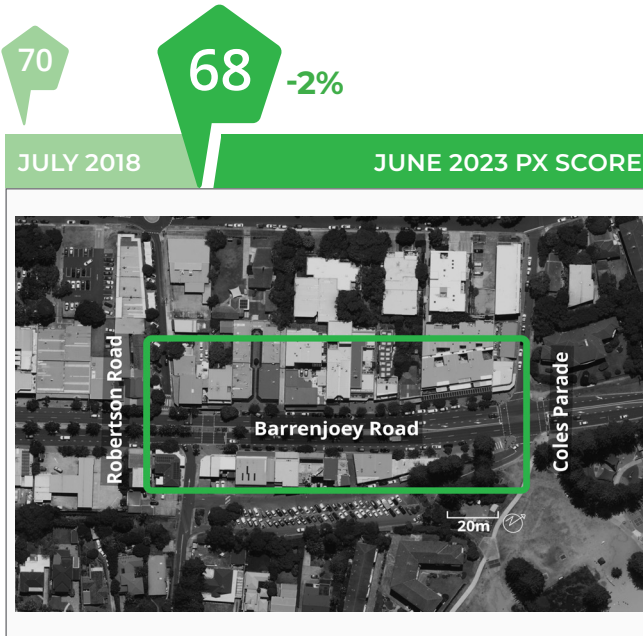
JUL 2018

JUN 2023

Barrenjoey Road, between Robertson Road and Coles Parade, is a four-lane road with a divider that splits traffic. On-street parking is available on either side of the road. A variety of shops, including cafes, newsagents, salons, and other businesses, are accessible. Public amenities, such as outdoor furniture, bins, and bike racks, are present along the entire road. Street foliage, in the form of trees, verge gardens and raised plant boxes, can be seen throughout the area along the divider and footpaths.

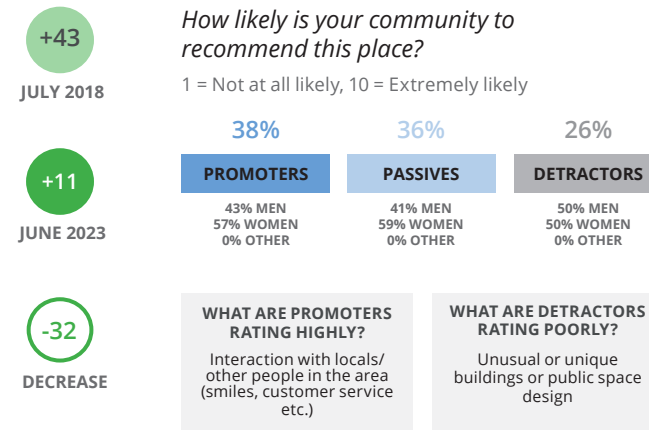
KEY FINDINGS

- The most significant Place Attribute increases are for 'Car accessibility and parking' (6.9 to 7.5, +6%), and 'Amount of public space' (7.6 to 8.1, +6%)
- The most significant Place Attribute decreases are for 'One of a kind, quirky or unique features' (7 to 5.5, -15%), Landmarks, special features or meeting places (8.1 to 6.8, -14%), and 'Unique mix or diversity of people in the area' (7.1 to 5.8, -13%)
- The highest score Attribute for 25-44 year olds is *Amount of public space (footpaths and public spaces)* PX 8.7
- Public art, community art, water or light feature* scores the lowest among all age groups except 35-44 year olds
- Your NPS changed from 43 to 11; a decrease of 32



NPS (NET PROMOTER SCORE)

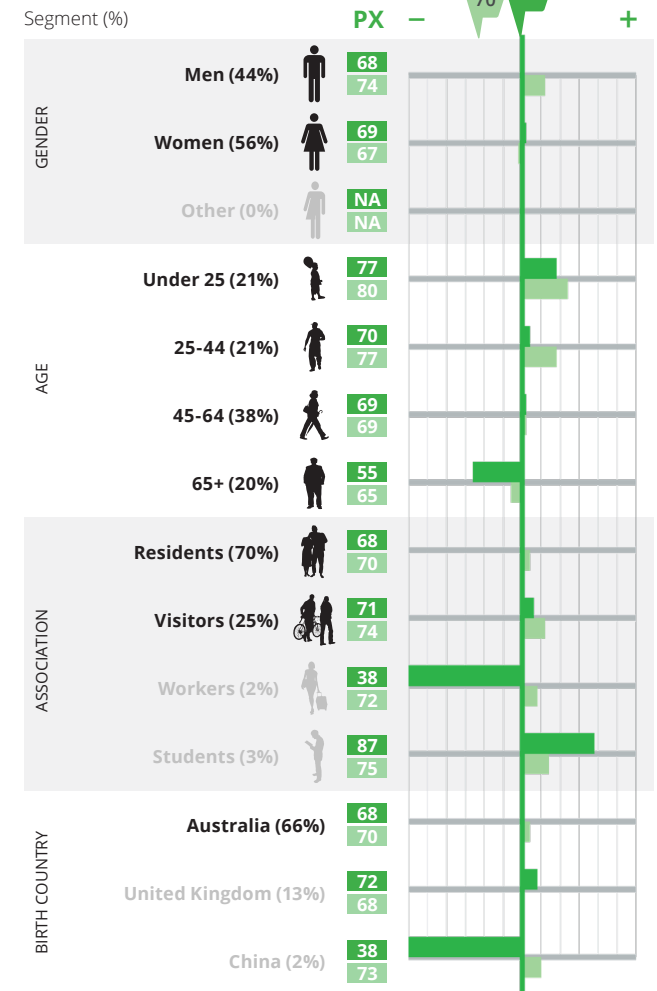
NPS is a standard tool for measuring respondent loyalty to a brand or entity.



HOW DO DIFFERENT USERS RATE YOUR PLACE?

Groups within your community perceive place differently from one another. This chart compares the PX Scores for different demographic segments between July 2018 and June 2023.

Total¹ n=61



BARRENJOEY ROAD, NEWPORT

JUL 2018

JUN 2023

BTW ROBERTSON ROAD AND COLES PARADE

Your PX Score includes the assessment of 50 Place Attributes categorised under five Place Dimensions. Each Place Attribute has an individual score between 0 and 10, and each Place Dimension a score between 0 and 20. The three top and bottom attributes from July 2018 are compared with the scores from June 2023.

WHAT'S A GOOD SCORE?

7 or more	Performing well
6 to 7	Room for improvement
Under 6	Negatively impacting place experience

THE FIVE PLACE DIMENSIONS



LOOK & FUNCTION

15 /20

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

15 /20



SENSE OF WELCOME

14 /20

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

14 /20



THINGS TO DO

14 /20

Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend

14 /20



UNIQUENESS

12 /20

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

14 /20



CARE

13 /20

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

13 /20

TOP PERFORMING ATTRIBUTES / 10

Overall look and visual character of the area	8.1
Ease of walking around	8
Vegetation and natural elements	7.7

Welcoming to all people	8.1
Sense of safety	8.2
Businesses that reflect the local community and values	7.4

Interesting things to look at	7.7
Free and comfortable places to sit alone	7.2
Outdoor restaurant, cafe and/or bar seating	7.2

Elements of the natural environment	8
Landmarks, special features or meeting places	6.8
A cluster of similar businesses	6.3

Interaction with locals/ other people in the area	7.9
Shop window dressing	6.8
General condition of vegetation, street trees and other planting	7.3

BOTTOM PERFORMING ATTRIBUTES / 10

Buildings and shop fronts	6.8
Shelter/awnings	6.6
Quality of public space	7.5

Amenities and facilities	6
Service businesses	6.2
Diversity of price points	6.2

Things to do in the evening	6.6
Evidence of community activity	6.1
Evidence of public events happening here	5.8

Unusual or unique buildings or public space design	5.3
Public art, community art, water or light feature	5
Local history, heritage buildings or features	5.4

Evidence of recent public investment	5.6
General condition of buildings	6.6
General condition of businesses and shopfronts	6.5

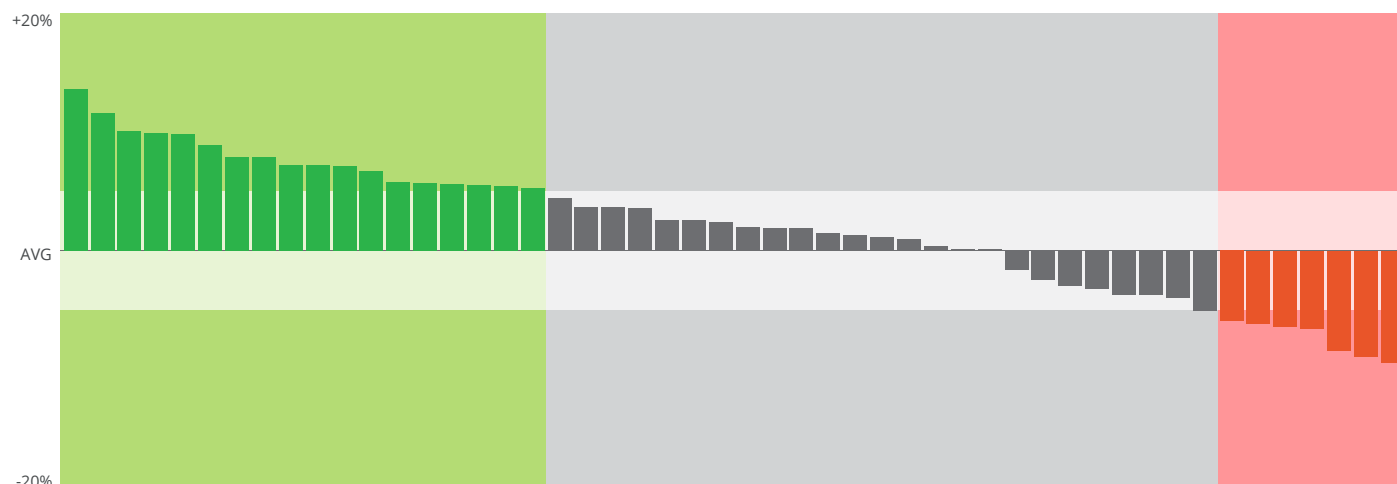
HOW DOES BARRENJOEY ROAD COMPARE?

Barrenjoey Road (btw Robertson Road and Coles Parade) is performing slightly above the National Benchmark average. The diversity of public spaces, greenery, parking offer and the general appearance of the street perform better compared to the national benchmark. Understanding your strengths and weaknesses compared to the National Benchmark can help you plan to build on your competitive advantage or improve areas that are underperforming.

PX SCORE COMPARISONS

- 77 Cronulla Plaza, Cronulla
- 68 Northern Beaches LGA
- 68 Barrenjoey Road (btw Robertson Road and Coles Parade)
- 67 National
- 66 Old Barrenjoey Road, Avalon Beach (btw Avalon Parade and the Avalon Recreation Centre)
- 58 Hunter Street, Newcastle (btw Brown St and Wolfe St)
- 47 Cowell Street, Gladesville (btw Victoria Road and Flagstaff St)

YOUR BEST AND WORST PERFORMING PLACE ATTRIBUTES



These five Place Attributes are performing above the National Benchmark in Newport.

BEST 5 ATTRIBUTES VS NATIONAL BENCHMARK	
Elements of the natural environment (views, vegetation, topography, water etc.)	+14%
Car accessibility and parking	+12%
Spaces suitable for specific activities (play, entertainment, exercise etc.)	+10%
Overall look and visual character of the area	+10%
Vegetation and natural elements (street trees, planting, water etc.)	+10%

These five Place Attributes are performing below the National Benchmark in Newport.

WORST 5 ATTRIBUTES VS NATIONAL BENCHMARK	
Service businesses (post offices, libraries, banks etc.)	-9%
Unique mix or diversity of people in the area	-9%
Local history, heritage buildings or features	-8%
Unusual or unique buildings or public space design	-6%
Diversity of price points (\$ to \$\$\$)	-6%

2023 PRIORITIES FOR BARRENJOEY ROAD

By understanding what the local community values and how it rates your mainstreet, we can preserve what is working well and recommend areas for impactful investment.

LEGEND

Nurture (CF ≥ 40%, PX ≥ 7)

Prioritise (CF ≥ 40%, PX < 6)

Manage (CF ≥ 40%, 6 ≤ PX < 7)

Monitor (CF < 40%, PX ≥ 7)

Maintain (CF < 40%, PX < 7)

YOUR STRENGTHS AND PRIORITIES

These tables and graph illustrate your town centre's strengths and priorities.

NURTURE

These attributes are the strongest contributors to local liveability because a significant proportion of your community values them and rated them positively. Consider how to strengthen these attributes, and protect them from potential threats

PRIORITISE

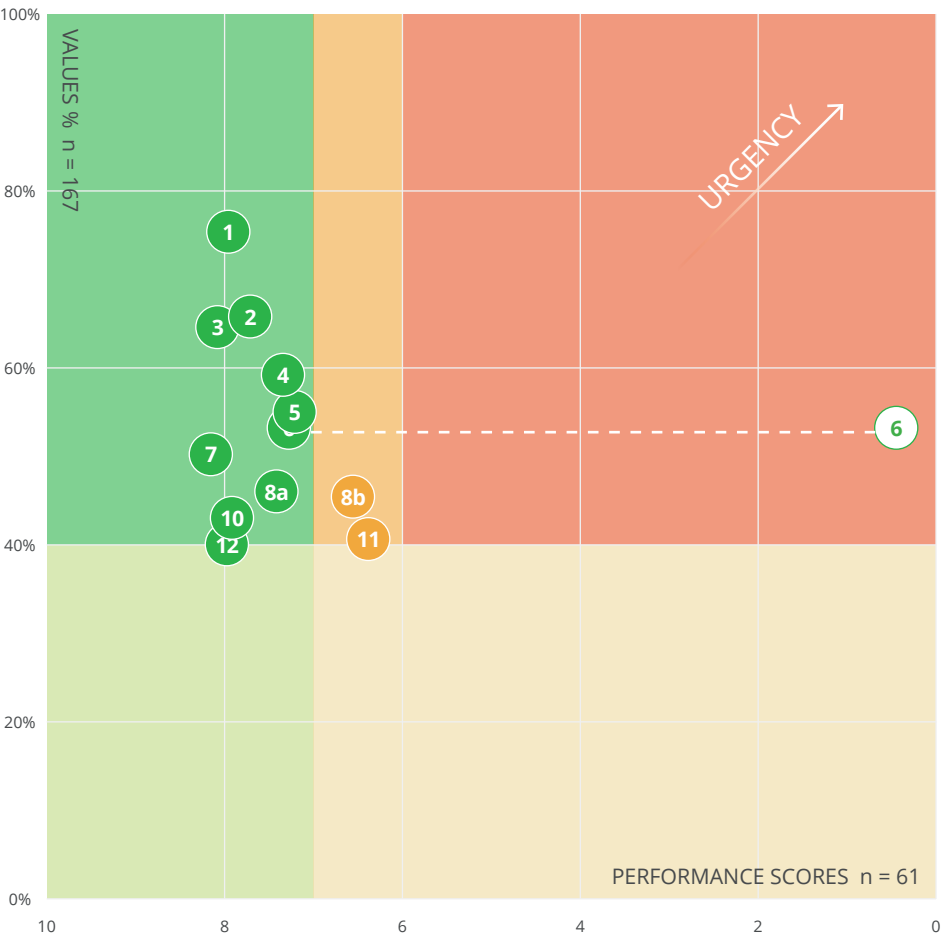
Increase the performance of these attributes to deliver the biggest benefit to your community. They identify the aspects of your mainstreet that are important to most people, but are currently underperforming

MANAGE

Not quite an emergency but not performing as well as they could. Increase investment in these attributes to make them great contributors to local liveability, or maintain the current level of investment to prevent future problems.

CF	NURTURE
1	Elements of the natural environment (views, vegetation, topography, water etc.)
2	Vegetation and natural elements (street trees, planting, water etc.)
4	Cleanliness of public space
3	Overall look and visual character of the area
5	Outdoor restaurant, cafe and/or bar seating
6	General condition of vegetation, street trees and other planting
8 ^a	Businesses that reflect the local community and values
7	Sense of safety (for all ages, genders, day/night etc.)
10	Interaction with locals/ other people in the area (smiles, customer service etc.)
12	Ease of walking around (including crossing the street, moving between destinations)

CF	MANAGE
8 ^b	Grocery and fresh food businesses
11	Maintenance of public spaces and street furniture



ABOUT PLACE SCORE

Place Score is a groundbreaking place data company providing diagnostic, engagement, planning, benchmarking and tracking insights direct from local communities. Our purpose is to make places better for people by providing the evidence-base that helps us understand local values and current place experience in order to build a clear case for planning and investment.

HUMAN-CENTRIC PLACE DATA

Place Score's proprietary tools and reports use data collected directly from the users of your places.

There is no web scraping or social media - just the next innovation in community engagement that turns opinions into an evidence-base for decision making and performance tracking.

We facilitate community surveys and place assessments to deliver independent and rigorous results that decision makers can trust to guide investment decisions and track changes over time.

Some of the benefits of using Place Score data are to:

- Inform multiple strategies - community, transport, land use, and more
- Focus future engagement planning, and community panels
- Support grant applications, and grant acquittal
- Fulfil mandatory reporting requirements
- Provide independent measures of success

To learn more about how place data can help inform your projects, reduce stakeholder conflict and align your organisation please visit our website or give us a call.

placescore.org

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OUR PRODUCTS

LIVEABLE NEIGHBOURHOODS

Place Score's nationally consistent Liveability tools engage your community to deliver rigorous, independent and repeatable data via a fully interactive, online Liveability Platform. Products and services include:

- LGA Liveability Census
- Online Liveability Platform
- Strategic plan review and reporting metrics

SUCCESSFUL MAINSTREETS

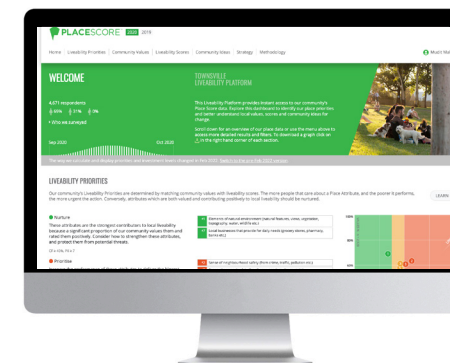
Mainstreets depend on their customers to not only survive but to thrive. Place Score gets to know your customers so you can prioritise investment that attracts more people and encourages them to stay longer and spend more. Products and services include:

- PX Assessment (before and after)
- Impact Maximiser (including placemaking recommendations)
- Impact Tracker (linked investment impact metrics)

LOVEABLE PARKS

The Park Score tool assesses the amenity and experience offered by your open space, and can track change over time before and after improvements are made. Products and services include:

- Park Score (before and after)
- Community vision and directions workshop



GLOSSARY

Place measurement and place data are relatively new to the urban planning industry. This glossary aims to share some common terms as well as those developed specifically by Place Score to define our proprietary methodology and deliverables.

ASSOCIATION

The relationship of a respondent to your place. Typically 'Resident', 'Visitor', 'Worker', and 'Student'. Respondents may select more than one association.

CARE FACTOR (CF)

Place Score's CF data gives you a measure of value. It tells you what is most valuable to your community.

Respondents are asked, "Which Place Attributes are most important to you in your ideal neighbourhood or street environment?" under each Place Dimension. Respondents select their three most important attributes from each of the Place Dimensions.

Once all responses have been collected, CF is expressed as a percentage indicating the proportion of respondents who selected that Place Attribute.

CONFIDENCE LEVEL

The statistical accuracy of a particular result is expressed as a percentage with a margin of error. For example, a confidence level of 90% \pm 2% means that if we were to repeat the assessment, 90% of the results would fall between -2% and +2% of the stated result.

IDENTITY

Female, male, non-binary or other gender identity. We report these as 'Female', 'Male' and 'Other'. Respondents are allowed to select only one of the options.

LIVEABILITY

An assessment of what a place is like to live in.

n

The sample size. The number of valid responses in a data collection exercise. Place Score considers only 100% complete surveys as valid responses.

Larger sample sizes yield higher levels of confidence.

NET PROMOTER SCORE (NPS)

Net Promoter Score is an internationally recognised 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 NPS is a number between -100 and +100. It is obtained by subtracting the percentage of 'Detractors' (rating 0 to 6 out of 10) from the percentage of 'Promoters' (rating 9 or 10 out of 10).

PLACE ATTACHMENT

The respondents are asked to select one of the following — 'Strongly agree', 'Agree', 'Neutral', 'Disagree', 'Strongly disagree' — for the statement "I care about this place and its future". This helps determine whether people feel connected to the place, and are they more or less likely to invest in its future.

PLACE ATTRIBUTE

Place Score's Place Attributes are the result of an extensive investigation of community, academic and commercial research to identify the 50 factors that are universally valued by Australians.

A Place Attribute can be social, economic, cultural or physical. We use 50 attributes in neighbourhood and street environments, and 25 in park environments. Place Attributes are grouped into five Place Dimensions.

PLACE ATTRIBUTE SCORE

Each of the 50 Place Attributes is assigned a score between 0 and 10 reflecting the mean of the ratings from all respondents for that attribute in that place.

PLACE DIMENSION

Place Attributes are categorised into five Place Dimensions. Each Place Dimension covers ten related Place Attributes.

The five Place Dimensions are 'Look and Function', 'Sense of Welcome', 'Things to Do', 'Uniqueness', and 'Care'.

A Place Dimension score is a whole number between 0 and 20 representing the sum of its constituent Place Attribute scores.

PLACE EXPERIENCE (PX) SCORE

Place Score's PX Score gives a mainstreet or a neighbourhood its place rating. The whole number between 0 and 100 is nationally consistent and enables you to track place experience over time and to compare one place with another.

PLACESCORE.ORG

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