ABOUT PLACE SCORE?

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

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

EXECUTIVE SUMMARY

This PX2 report captures the Oxford Street community's assessment of their place experience. Two assessments have been completed; one in September 2015 and one in October 2016. Between the two assessments there have been improvements to the street conditions. This report captures the change in community perceptions over this period.

KEY FINDINGS:

- The PX Score has increased from 67 to 69

- The 'Public art, community art, water or light feature' attribute has had the highest performance increase from 39th to 10th, a 29 point increase

- The 'Landmarks, special features or meeting places' attribute has risen from 23rd place to 1st place, a 22 point increase

- The 'Outdoor restaurant, cafe and/or bar seating' attribute has risen from 37th place to 17th place, a 20 point increase

- The place dimensions 'Things to Do' and 'Uniqueness' have both increased performance by 10%

WHAT CHANGED BETWEEN 2015 AND 2016?

- City of Sydney grant for community partnerships to deliver street activation

- Opening of new cafe, medical suite and fashion shop

- Creation of corner community space

- Installation of community mural, artworks and street library update

THE PX SCORE[1] FOR OXFORD STREET, PADDINGTON IS:

Oxford Street, Paddington (2015)
67

Oxford Street, Paddington (2016)
69

255 George Street, Sydney
56
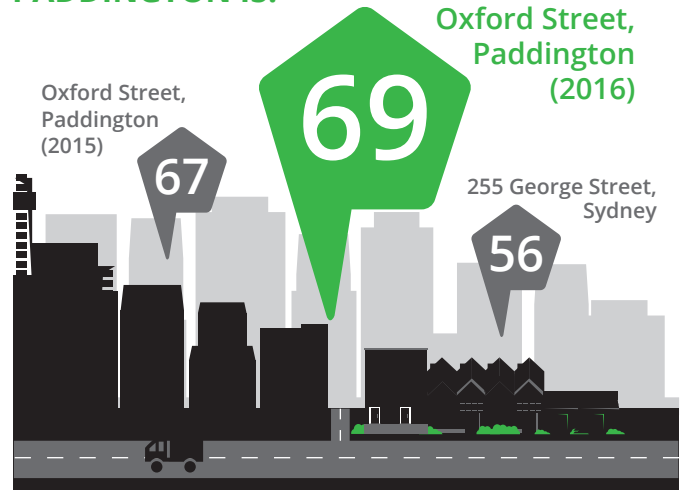
How does PX Score work?

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

Methodology

Participants were asked to complete a face-to-face survey rating 50 place attributes in terms of the contribution to their personal experience. This report captures the findings of the survey.

NOTES ABOUT RESEARCH DATA
1. Respondents are asked to rate 50 attributes across 5 dimensions on how they contribute to the respondents' personal enjoyment of the area on a scale of 0 to 10, where 0 = "Fail" and 10 = "Perfect". Respondents can also select "N/A" if that attribute is not applicable to the area or does not impact upon their place experience.
2. This report only includes 100% completed surveys (compulsory questions only).
3. Respondents are permitted to select more than one 'identity' response.
4. Place dimensions are scored out of 20.
5. NPS (Net Promoter Score) is a standard tool for measuring respondent loyalty to a brand or entity. Respondents are asked "How likely is it that you would recommend this place to a friend or colleague?" on a scale of 0 to 10 where 0 is "Not at all likely" and 10 is "Extremely Likely." The final NPS score is the difference between the percentage of Promoters (rating 9 or 10 out of 10) and the percentage of Detractors (rating 0 to 6 out of 10).
6. Groups with <10 respondents are highlighted grey to indicate a small dataset and results are indicative only.
7. Percentages may not always sum to exactly 100% due to rounding.
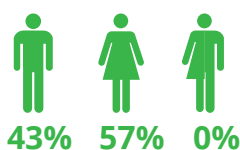
ABOUT YOUR DATASET

Data was collected via face-to-face surveys during the period 17 October - 18 October, 2016.
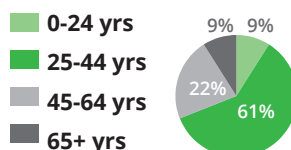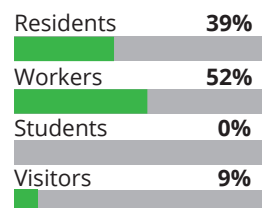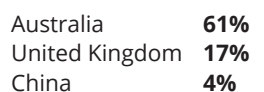A total of 23 participated with 23 completing all questions (100% completion rate).

TOTAL[2]
n=23

GENDER
43% 57% 0%

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

9% 9%
22%
61%

IDENTITY[3]
Residents	39%
Workers	52%
Students	0%
Visitors	9%

TOP 3 COUNTRIES OF BIRTH
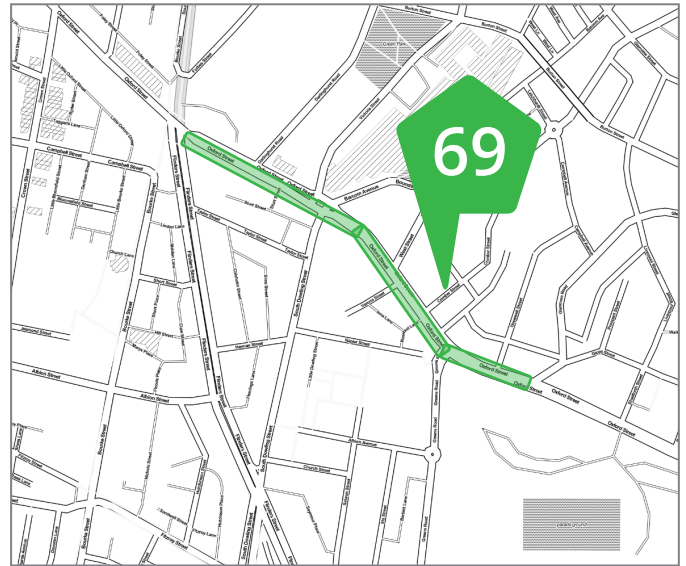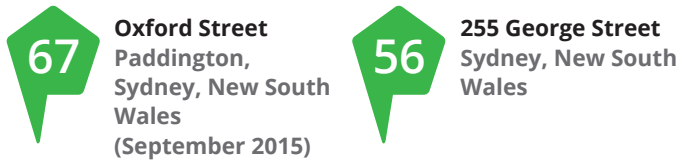| Australia | 61% |
| United Kingdom | 17% |
| China | 4% |

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Street PX

OXFORD STREET, PADDINGTON
Sydney, Australia

Oxford Street is located in Paddington in Sydney, NSW, Australia. This PX Score focusses on the section between Taylor Square and Glenmore Road. It is a traditional main street defined by fine grain retail. This section is flanked by two sections with distinct identities, with the LGBTI section to the west and the fashion cluster to the east. Local businesses in the study area include cafes, retail, convenience stores and an arts university campus.

69

How does this compare with other similar places?

67 Oxford Street
Paddington,
Sydney, New South
Wales
(September 2015)

56 255 George Street
Sydney, New South
Wales

YOUR HIGHEST RATED PLACE ATTRIBUTES

Across all groups the following place attributes rated highest overall in terms of their positive contribution to place experience:

#1 Landmarks, special features or meeting places

#2 Sense of safety
(for all ages, genders, day/night etc.)

#3 Amount of public space
(footpaths and public spaces)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall in terms of their positive contribution to place experience:

#50 Car accessibility and parking

#49 Street furniture
(including benches, bins, lights etc.)

#48 General condition of vegetation, street trees and other planting

BREAKING DOWN YOUR SCORE

Your PX Score is made up of 5 key place dimensions[4] that influence people's attraction and attachment to place.

LOOK & FUNCTION
14

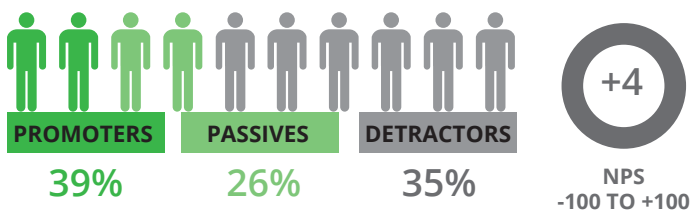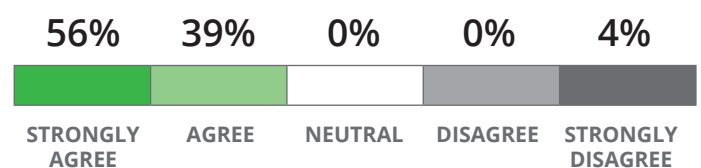**SENSE OF WELCOME**
13

THINGS TO DO
14

UNIQUENESS
16

CARE
12

NET PROMOTER SCORE[5]

How likely are your community to recommend this place?

PROMOTERS	PASSIVES	DETRACTORS
39%	26%	35%

+4
NPS
-100 TO +100

How did your community respond to the statement...

"I care about this place and its future"

56%	39%	0%	0%	4%
STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE

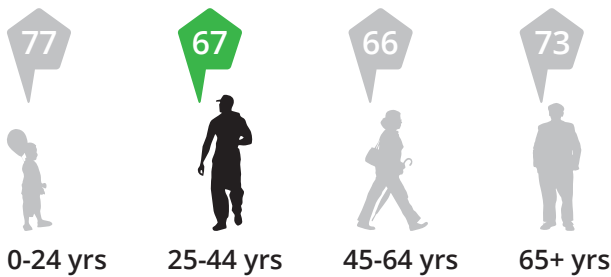
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COMMUNITY GROUP PX SCORES

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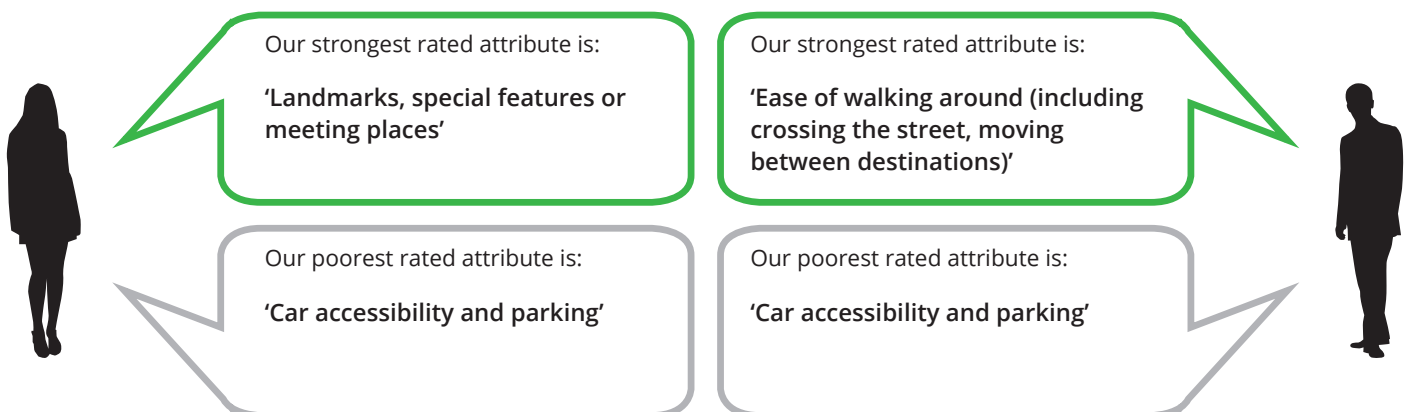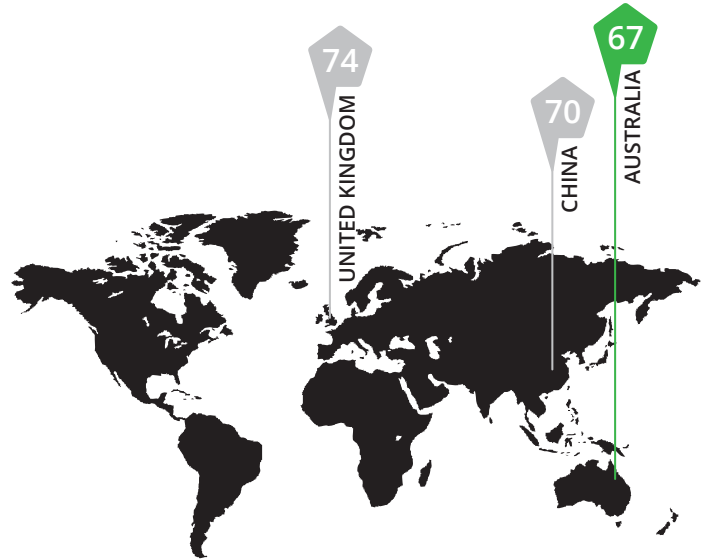
BY GENDER

63 Male

73 Female

BY COUNTRY OF BIRTH

74 UNITED KINGDOM

70 CHINA

67 AUSTRALIA

BY AGE

77 0-24 yrs

67 25-44 yrs

66 45-64 yrs

73 65+ yrs

BY IDENTITY

73 Residents

64 Workers

73 Visitors

BY ANCESTRY

68 Australasian

71 European

70 Asian

ATTRIBUTES BY GENDER

Our strongest rated attribute is:

'Landmarks, special features or meeting places'

Our strongest rated attribute is:

'Ease of walking around (including crossing the street, moving between destinations)'

Our poorest rated attribute is:

'Car accessibility and parking'

Our poorest rated attribute is:

'Car accessibility and parking'

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THE 5 DIMENSIONS OF GREAT PLACES:

Your PX Score is determined by the community's rating of 50 place attributes across five place dimensions. Together they measure levels of place attraction and attachment, that is, how much people enjoy spending time in your place, and what is contributing positively or negatively to their experience.

The strongest and weakest (highest/lowest rated) attributes for each place dimension are listed here and can help you define areas for further investigation or potential improvement.

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PLACE DIMENSION	STRONGEST	WEAKEST
LOOK & FUNCTION — The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation	Amount of public space (footpaths and public spaces)	**#49** Street furniture (including benches, bins, lights etc.)
SENSE OF WELCOME — Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests	**#2** Sense of safety (for all ages, genders, day/night etc.)	**#50** Car accessibility and parking
THINGS TO DO — Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend	Walking paths that connect to other places	Free and comfortable group seating
UNIQUENESS — Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place	**#1** Landmarks, special features or meeting places	Elements of the natural environment (views, vegetation, topography, water etc.)
CARE — How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment	Shop window dressing (visual merchandising)	**#48** General condition of vegetation, street trees and other planting

PLACE PERFORMANCE:

Comparing PX Scores before and after improvements captures the impact of your investment.

PX assessments for Oxford St, Paddington conducted in September 2015 and October 2016 clearly indicate which attributes have improved in performance. The higher the increase, the greater the contribution to a positive place experience. Use this data as evidence for investments well made!

Top 10 PX Attributes - Oxford Street, Paddington		PX Ranking Oxford Street (September 2015)		PX Ranking Oxford Street (October 2016)	Performance (Change between 2015 and 2016)
Landmarks, special features or meeting places	From…	23	to…	#1	+22
Sense of safety (for all ages, genders, day/night etc.)		5		#2	+3
Amount of public space (footpaths and public spaces)		2		#3	-1
Shelter/awnings (protection from sun, rain etc.)		14		#4	+10
Welcoming to all people*		-		#5	-
Ease of walking around (including crossing the street, moving between destinations)		4		#6	-2
Walking paths that connect to other places		20		#7	+13
A cluster of similar businesses (food, cultural traders, fashion)		1		#8	-7
One of a kind, quirky or unique features		11		#9	+2
Public art, community art, water or light feature		39		#10	+29
Top 10 Overall performance (Between -445 and 0)					+69

MOVERS AND SHAKERS:

Below are the best performing attributes over the September 2015 to October 2016 period. That is, attributes with the greatest increase in ranking. These results are to be celebrated!

Top 5 Movers and Shakers - Oxford Street, Paddington		PX Score Ranking Oxford Street (September 2015)		PX Score Ranking Oxford Street (October 2016)	Performance (Change between 2015 and 2016)
Public art, community art, water or light feature	From…	39	to…	#10	+29
Landmarks, special features or meeting places		23		#1	+22
Outdoor restaurant, cafe and/or bar seating		37		#17	+20
Walking paths that connect to other places		20		#7	+13
Shelter/awnings (protection from sun, rain etc.)		14		#4	+10

* Attribute not included in September 2015 PX Score

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Street PX

PLACE PERFORMANCE:

Below are the overall 10 lowest ranked attributes for the PX assessment of Oxford Street, Paddington in October 2016, compared to their rankings in the September 2015 PX Score assessment and the resultant change in performance of each.

To read this chart, you can pick an attribute of interest and view its September 2015 ranking compared to its October 2016 ranking and the corresponding performance increase or decrease over that period.

☐ Performance of -10 or fewer

Bottom 10 PX Attributes - Oxford Street, Paddington	PX Ranking Oxford Street (September 2015)		PX Ranking Oxford Street (October 2016)	Performance (Change between 2015 and 2016)
Car accessibility and parking	From... 48	to...	#50	-2
Street furniture (including benches, bins, lights etc.)	33		#49	-16
General condition of vegetation, street trees and other planting	28		#48	-20
General condition of buildings	47		#47	±0
General condition of businesses and shop fronts	27		#46	-19
Amenities and facilities (e.g. toilets, water bubblers, parent's rooms)	50		#45	+5
Grocery and fresh food businesses	45		#44	+1
Vegetation and natural elements (street trees, planting, water etc.)	35		#43	-8
Evidence of recent private investment (new buildings, painting etc.)	43		#42	+1
Evidence of recent public investment (new planting, paving, street furniture etc.)	44		#41	+3
Bottom 10 Overall performance (Between -445 and 0)				-55

MOVERS AND SHAKERS:

Below are the worst performing attributes over the September 2015 to October 2016 period. That is, attributes with the greatest decrease in ranking. These results can help you to direct strategic investment in the future.

Bottom 5 Movers and Shakers - Oxford Street, Paddington	PX Ranking Oxford Street (September 2015)		PX Ranking Oxford Street (October 2016)	Performance (Change between 2015 and 2016)
General condition of vegetation, street trees and other planting	From... 28	to...	#48	-20
General condition of businesses and shop fronts	27		#46	-19
Walking, cycling or public transport options	3		#21	-18
Street furniture (including benches, bins, lights etc.)	33		#49	-16
Quality of public space (footpaths and public spaces)	9		#22	-13

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