







## BEFORE INVESTMENT 2022 STREET PX<sup>1</sup> REPORT

# NAMBOUR TOWN CENTRE

SUNSHINE COAST COUNCIL  
V1.0 14 DECEMBER 2022





# MEASURING PLACE PERFORMANCE

This Street PX (Place Experience) Report details the place performance of Nambour between 10 November and 11 December 2022. This data tracks the current community and customer perceptions, and can be used for reporting, stakeholder feedback or grant acquittals.

## ABOUT THE STUDY

Between 10 November and 11 December 2022, Place Score conducted five PX Assessments within the Nambour Town Centre using face-to face surveying and QR signage. Users of the street completed a place experience observation study inviting them to rate their experience of 50 Place Attributes.

PX Assessments were conducted at:

- Ann Street (btw Lowe and Howard Streets)
- Bury Street (btw Mills Lane and Currie Street)
- Currie Street (btw Lowe and Howard Streets)
- Howard Street (btw Currie and Ann Streets)
- Lowe Street (btw Currie and Ann Streets)

## HOW TO USE THIS REPORT

This report captures the place performance of your street as experienced by its users. Data regarding place experience, mode of travel, place attachment, and Net Promoter Score can be linked to project objectives and guide the investments to be made. This will ensure that your investments have a positive social impact on the community and customers of your street. The data can also be used to plan for further streetscape improvements or programs for the area.

## 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.

Since 2016, over 300 streets have been assessed by over 15,000 people. As of November 2022, the average national national Street PX score is 68/100.

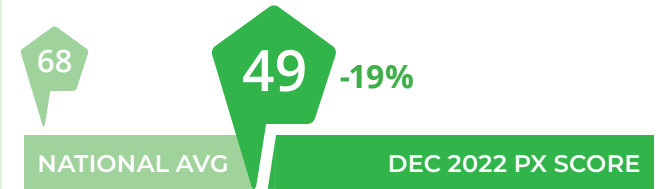
Each participant rates the performance of 50 universally valued Place Attributes. Attributes with a score of 7 or above are considered to be performing well. Attributes with scores between 6 and 7 show room for improvement, while those under 6 are negatively affecting place experience.

The attribute scores combine to result in a PX Score between 1 and 100. The PX Score captures the quality of your street's place experience.

## DATA COLLECTION

Data is collected directly from the users or customers of your street using face-to-face surveying and/or on-site QR signage. Academic guidelines suggest 15-30 respondents is an appropriate sample for an observation study. Responses are not collected from people under the age of 15.

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



## YOUR PLACE

This report provides results of data collected on site between November and December 2022.



DEC 2022

# NAMBOUR TOWN CENTRE, QUEENSLAND

2022 PX ASSESSMENT

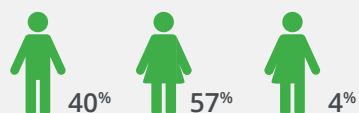
n=139

## WHO DID THIS ASSESSMENT?

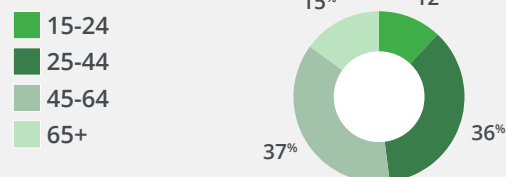
### RESPONDENT DEMOGRAPHICS

This section provides a summary of who completed a Street PX Assessment. Our objective was to ensure a representative sample of the users of your mainstreet.

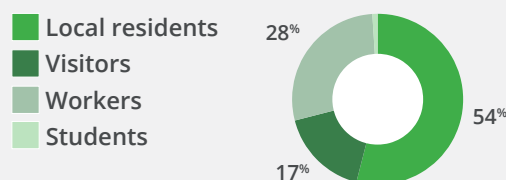
#### GENDER



#### AGE



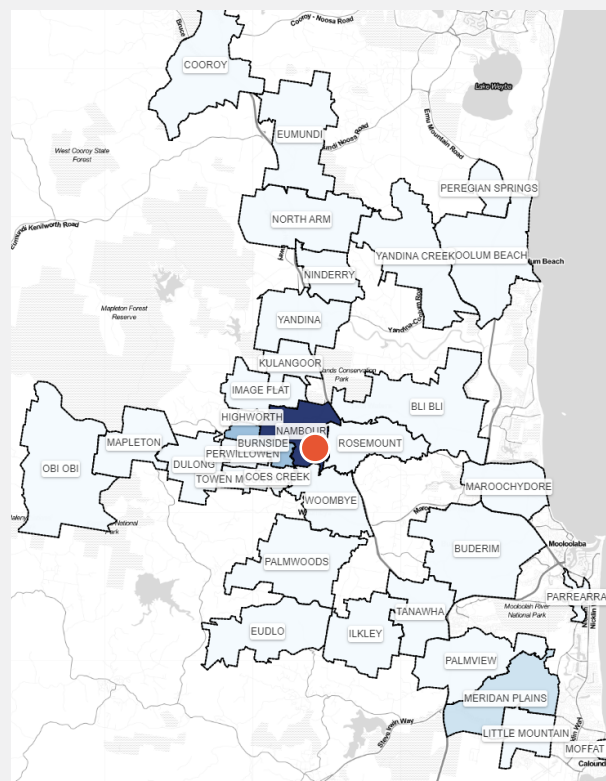
#### ASSOCIATION



## WHERE DID THEY COME FROM?

### RESPONDENT CATCHMENT

This map illustrates the suburbs of residence of most of the survey respondents. Outlying suburbs of residence may be excluded from this map.



1-5 5-10 11-15 16-25 16+

## HOW DID THEY TRAVEL, STAY AND SPEND?

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

### MODE OF TRAVEL

Car	81%
Walking	22%
Train	2%
Bus	1%

### TIME SPENT IN STREET

0-30 min	33%
30 min - 1hr	26%
1-2 hrs	9%
2+ hrs	32%

### MONEY SPENT IN STREET

\$0-25	42%
\$25-75	31%
\$75-200	17%
\$200+	10%



# NAMBOUR TOWN CENTRE - COMBINED

DEC 2022

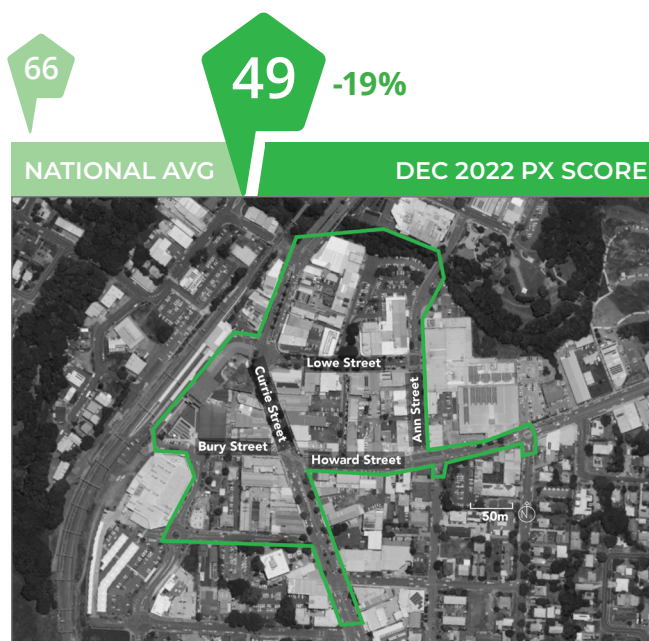
Nambour is a rural inland town in the heart of Sunshine Coast Regional Council local government area. It is located approximately 100 km north of Brisbane. It is connected by regional trains and the M1 Motorway, and several bus routes running throughout the town centre.

It is a regional centre providing diverse services and shops for local communities and surrounding town.

There is a heritage listed tram track running through the town centre which sugar mills with the cane farms.

## KEY FINDINGS

- 139 people completed an on-site assessment via face-to-face and QR signage between 10 November and 11 December 2022.
- The combined PX Score of Nambour Town Centre is 49/100.
- Bury Street received the highest PX Score of 59/100.
- Ann Street received the lowest PX Score of 41/100.
- The strongest rated attribute is 'Amount of public space'.
- The poorest rated attribute is 'Things to do in the evening'.

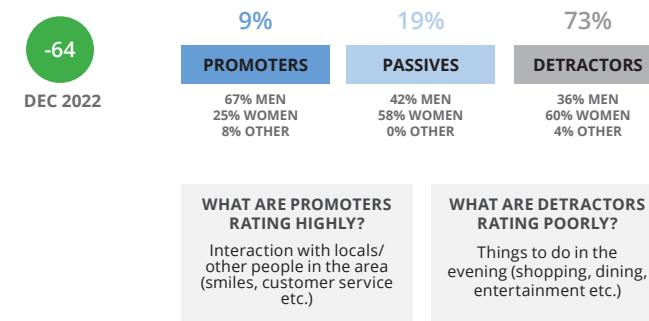


## NET PROMOTER SCORE

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

How likely is your community to recommend this place?

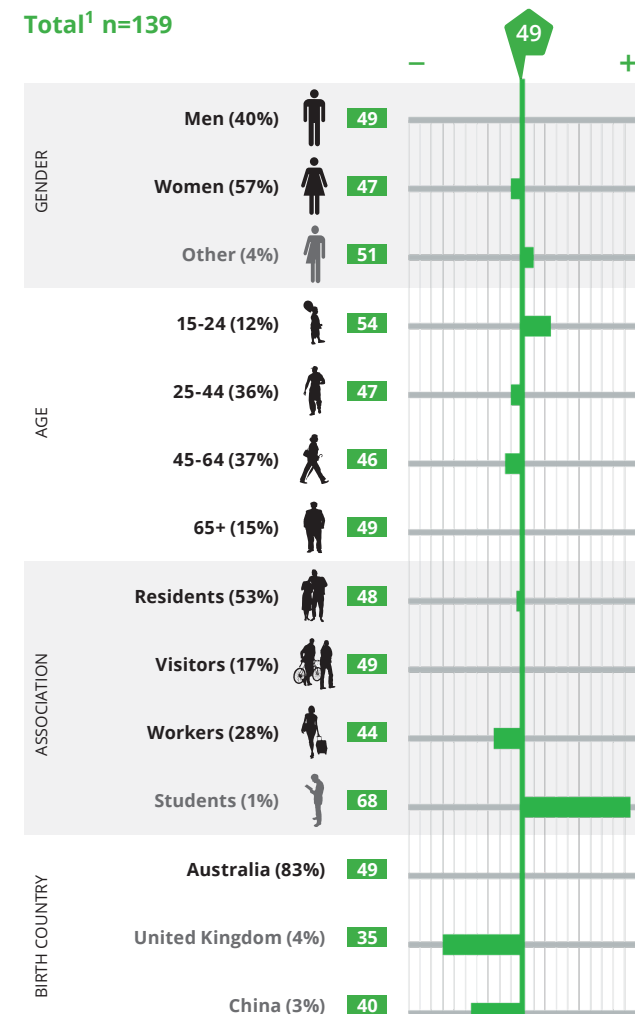
1 = Not at all likely, 10 = Extremely likely



## 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 who participated in November and December 2022.

Total<sup>1</sup> n=139










# NAMBOUR TOWN CENTRE, QUEENSLAND

DEC 2022

This section provides a summary of performance across all five streets, allowing a comparison of each location's PX Score and Net Promoter Score. Detailed analysis of each street is provided from page 7 onwards.

STREET IMPRESSION	STREET PX SCORE	NET PROMOTER SCORE <sup>1</sup>
	41 ANN STREET	<p><b>WHAT ARE PROMOTERS RATING HIGHLY?</b> Overall look and visual character of the area</p> <p><b>-84</b></p> <p><b>WHAT ARE DETRACTORS RATING POORLY?</b> Things to do in the evening (shopping, dining, entertainment etc.)</p>
	59 BURY STREET	<p><b>WHAT ARE PROMOTERS RATING HIGHLY?</b> Vegetation and natural elements (street trees, planting, water etc.)</p> <p><b>-31</b></p> <p><b>WHAT ARE DETRACTORS RATING POORLY?</b> Shop window dressing (visual merchandising)</p>
	44 CURRIE STREET	<p><b>WHAT ARE PROMOTERS RATING HIGHLY?</b> Amount of public space (footpaths and public spaces)</p> <p><b>-76</b></p> <p><b>WHAT ARE DETRACTORS RATING POORLY?</b> Things to do in the evening (shopping, dining, entertainment etc.)</p>
	45 HOWARD STREET	<p><b>WHAT ARE PROMOTERS RATING HIGHLY?</b> Interaction with locals/other people in the area (smiles, customer service etc.)</p> <p><b>-64</b></p> <p><b>WHAT ARE DETRACTORS RATING POORLY?</b> Outdoor restaurant, cafe and/or bar seating</p>
	50 LOWE STREET	<p><b>WHAT ARE PROMOTERS RATING HIGHLY?</b> General condition of businesses and shopfronts</p> <p><b>-59</b></p> <p><b>WHAT ARE DETRACTORS RATING POORLY?</b> Things to do in the evening (shopping, dining, entertainment etc.)</p>



# NAMBOUR TOWN CENTRE, QUEENSLAND

DEC 2022

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 best and worst attributes from December 2022 are shown below.

## 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

11 /20

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

## BEST PERFORMING ATTRIBUTES / 10

Amount of public space	7
Ease of walking around	6.5
Quality of public space	5.4

## WORST PERFORMING ATTRIBUTES / 10

Buildings and shop fronts	4.3
Physical comfort	4.7
Physical safety	4.8



### SENSE OF WELCOME

11 /20

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

Service businesses	6.2
Grocery and fresh food businesses	6
Businesses that reflect the local community and values	5.9

Sense of safety	3.7
Amenities and facilities	3.9
Car accessibility and parking	4.8



### THINGS TO DO

8 /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

Walking paths that connect to other places	6
Interesting things to look at	4.8
Free and comfortable group seating	4.5

Things to do in the evening	2.2
Outdoor restaurant, cafe and/or bar seating	2.5
Evidence of public events happening here	3.7



### UNIQUENESS

10 /20

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

Unique mix or diversity of people in the area	5.6
Local history, heritage buildings or features	5.3
One of a kind, quirky or unique features	5

Unusual or unique businesses/shops	4.3
Unusual or unique buildings or public space design	4.4
Public art, community art, water or light feature	4.5



### CARE

9 /20

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

Interaction with locals/ other people in the area	6
General condition of vegetation, street trees and other planting	5.2
Cleanliness of public space	4.8

Evidence of recent public investment	3.7
Evidence of recent private investment	3.7
General condition of buildings	4



# ANN STREET

(BTW LOWE STREET AND HOWARD STREET)





# ANN STREET, NAMBOUR, QUEENSLAND

(BTW LOWE STREET AND HOWARD STREET)

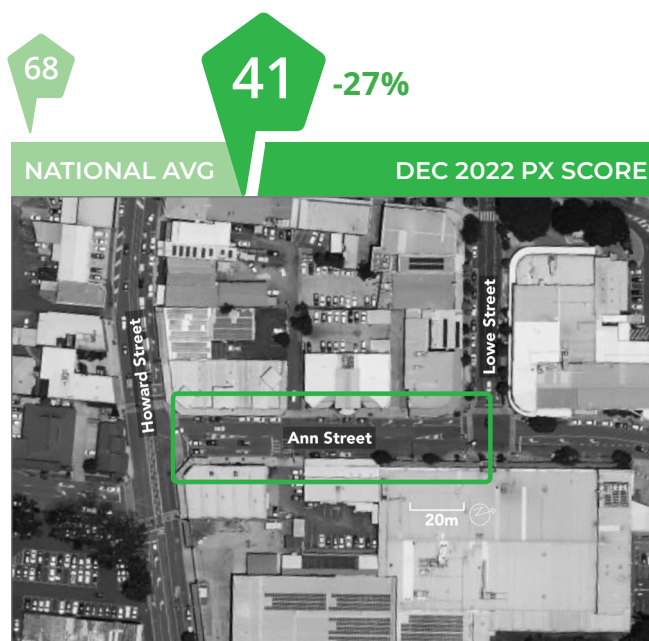
DEC 2022

Ann Street is a two-lane street with on-street parking present on either side of the street. Nambour Plaza is accessible from Ann Street and dominates the street character. There is limited vegetation and street furniture.

There are different commercial services relating to health care, such as pharmacies, a medical centre and pathology clinics. Several indoor dining and takeaway options are provided with a focus on Asian cuisines.

## KEY FINDINGS

- 32 people completed an on-site assessment via face-to-face and QR signage between 10 November and 11 December 2022.
- Ann Street received a PX Score of 41/100.
- The strongest rated attribute is 'Ease of walking around'.
- The poorest rated attribute is 'Things to do in the evening'.
- Men rate 'Physical safety (paths, cars, lighting etc.)' 22% higher than women.
- Women rate 'Evidence of public events happening here (markets, street entertainers etc.)' 23% higher than men.

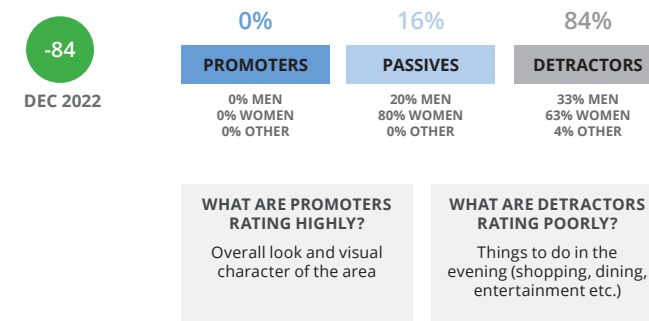


## NET PROMOTER SCORE

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

How likely is your community to recommend this place?

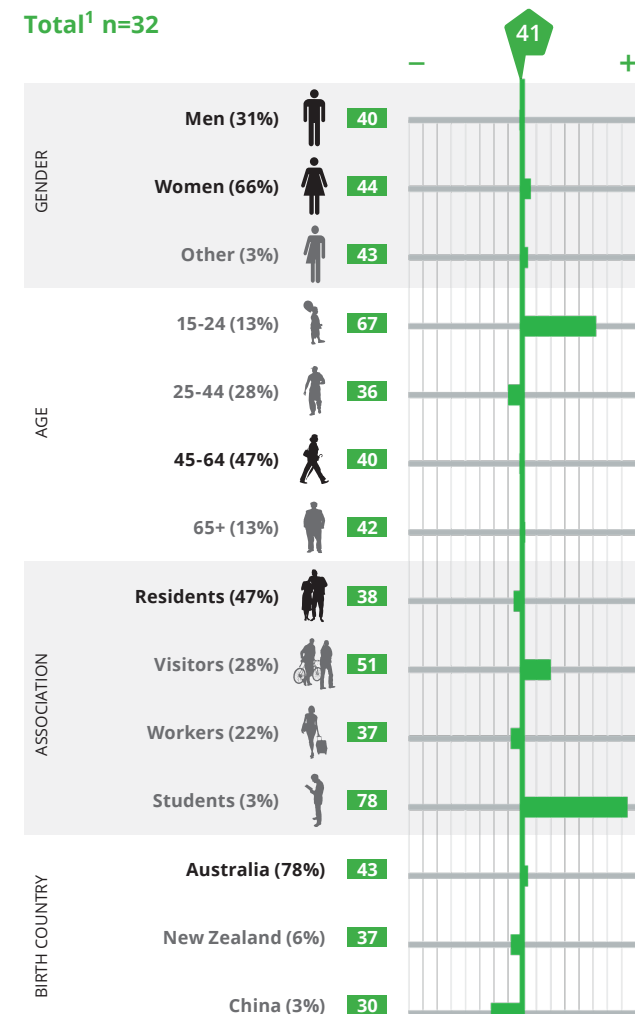
1 = Not at all likely, 10 = Extremely likely



## 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 who participated in November and December 2022.

Total<sup>1</sup> n=32



# ANN STREET, NAMBOUR, QUEENSLAND

(BTW LOWE STREET AND HOWARD STREET)

DEC 2022

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 best and worst attributes from December 2022 are shown below.

## 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

9 /20

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

## BEST PERFORMING ATTRIBUTES / 10

Ease of walking around	6.5
Amount of public space	6.2
Street furniture	4.8

## WORST PERFORMING ATTRIBUTES / 10

Overall look and visual character of the area	3.6
Vegetation and natural elements	3.9
Shelter/awnings	4



### SENSE OF WELCOME

10 /20

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

Grocery and fresh food businesses	6.3
Service businesses	5.8
Businesses that reflect the local community and values	5.7

Sense of safety	3
Amenities and facilities	4.2
Culturally diverse businesses	4.7



### THINGS TO DO

7 /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

Walking paths that connect to other places	5.9
Interesting things to look at	4.8
Free and comfortable group seating	4.3

Things to do in the evening	1.8
Outdoor restaurant, cafe and/or bar seating	2
Spaces suitable for specific activities	2.8



### UNIQUENESS

7 /20

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

Unique mix or diversity of people in the area	4.8
A cluster of similar businesses	4.3
One of a kind, quirky or unique features	4.1

Unusual or unique buildings or public space design	2.8
Point of difference from other similar streets of places	3.2
Unusual or unique businesses/shops	3.3



### CARE

8 /20

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

Interaction with locals/ other people in the area	5.8
General condition of businesses and shopfronts	4.5
Cleanliness of public space	4.3

Evidence of recent public investment	3
Evidence of recent private investment	3.7
Maintenance of public spaces and street furniture	3.9



# BURY STREET

(BTW MILLS LANE AND CURRIE STREET)





# BURY STREET, NAMBOUR, QUEENSLAND

(BTW MILLS LANE AND CURRIE STREET)

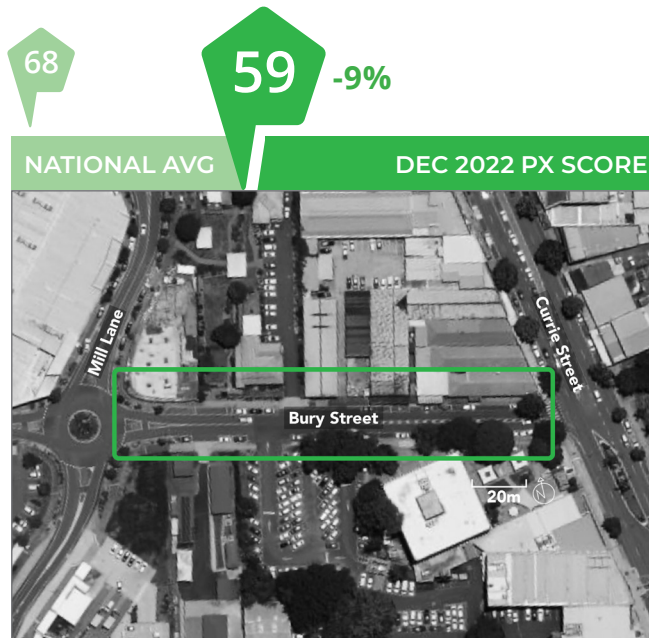
DEC 2022

Bury Street is a two-lane street with on-street parking on either side, and access to a parking lot. Council's service centre and administration buildings and Nambour Library are located on Bury Street, and are surrounded by mature trees.

The street includes a parklet in front of a local cafe., and recreation activities are supported by outdoor seating and a kids' playground outside of the library and Nambour Museum.

## KEY FINDINGS

- 26 people completed an on-site assessment via face-to-face and QR signage between 10 November and 11 December 2022.
- Bury Street received a PX Score of 59/100.
- The strongest rated attribute is *'Amount of public space'*.
- The poorest rated attribute is *'Things to do in the evening'*.
- Men rate *'Cleanliness of public space'* 22% higher than women.
- Women rate *'Things to do in the evening (shopping, dining, entertainment etc.)'* 28% higher than men.

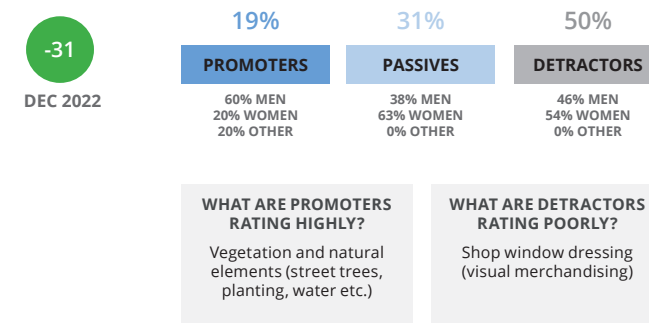


## NET PROMOTER SCORE

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

*How likely is your community to recommend this place?*

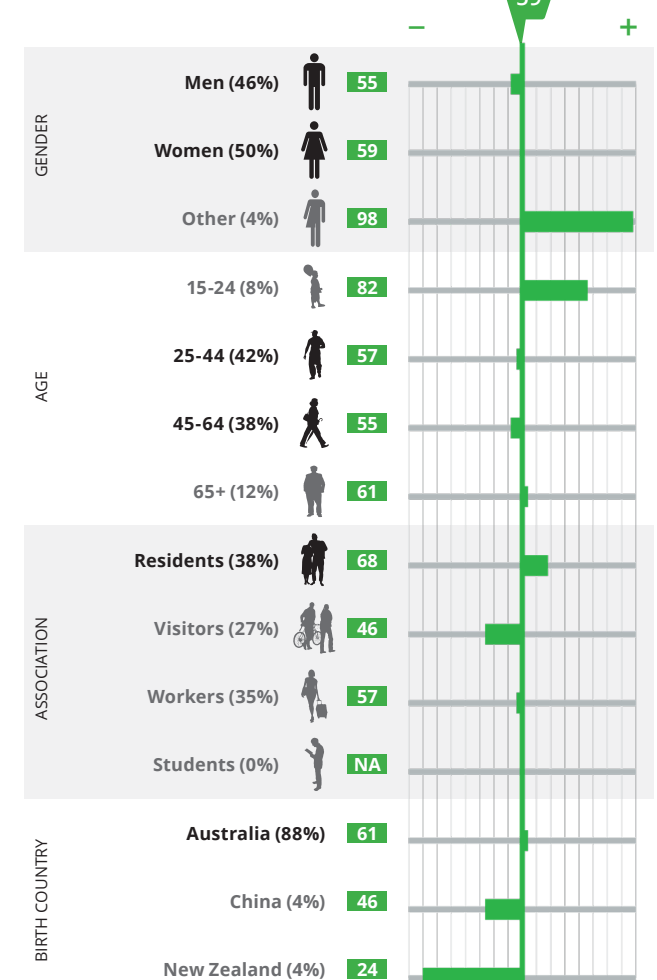
1 = Not at all likely, 10 = Extremely likely



## 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 who participated in November and December 2022.

Total<sup>1</sup> n=26





# BURY STREET, NAMBOUR, QUEENSLAND

(BTW MILLS LANE AND CURRIE STREET)

DEC 2022

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 best and worst attributes from December 2022 are shown below.

## 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

12 /20

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

## BEST PERFORMING ATTRIBUTES / 10

Amount of public space	7.7
Ease of walking around	6.8
Quality of public space	6.3

## WORST PERFORMING ATTRIBUTES / 10

Buildings and shop fronts	3.8
Shelter/awnings	5
Physical safety	5.6



### SENSE OF WELCOME

13 /20

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

Welcoming to all people	7.1
Walking, cycling or public transport options	7
Service businesses	6.9

Culturally diverse businesses	5.2
Sense of safety	5.6
Diversity of price points	5.9



### THINGS TO DO

11 /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

Space for group activities or gatherings	7.1
Free and comfortable group seating	7
Free and comfortable places to sit alone	6.6

Things to do in the evening	2.4
Outdoor restaurant, cafe and/or bar seating	4.1
Evidence of community activity	5.2



### UNIQUENESS

12 /20

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

Landmarks, special features or meeting places	7.2
One of a kind, quirky or unique features	6.8
Local history, heritage buildings or features	6.8

Unusual or unique businesses/shops	4.4
A cluster of similar businesses	5.1
Elements of the natural environment	5.6



### CARE

11 /20

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

Maintenance of public spaces and street furniture	7.2
General condition of vegetation, street trees and other planting	6.9
Interaction with locals/ other people in the area	6.5

Shop window dressing	2.7
General condition of businesses and shopfronts	3.5
Evidence of management	4.7

# CURRIE STREET

(BTW LOWE STREET AND HOWARD STREET)





# CURRIE STREET, NAMBOUR, QUEENSLAND

(BTW LOWE STREET AND HOWARD STREET)

DEC 2022

Currie Street is a four-lane street and serves as the main thoroughfare for Nambour Town Centre. Currie Street is lined with large street trees and verges on either side and a green median strip.

The street includes cafes, opportunity shops, bars and electronic stores. On-street parking is present on both sides of the street. There is street furniture present including benches and outdoor cafe seating options.

## KEY FINDINGS

- 29 people completed an on-site assessment via face-to-face and QR signage between 10 November and 11 December 2022.
- Currie Street received a PX Score of 44/100.
- The strongest rated attribute is 'Amount of public space'.
- The poorest rated attribute is 'Things to do in the evening'.
- Men rate 'Cleanliness of public space' 33% higher than women.
- Women rate 'Landmarks, special features or meeting places' 27% higher than men.

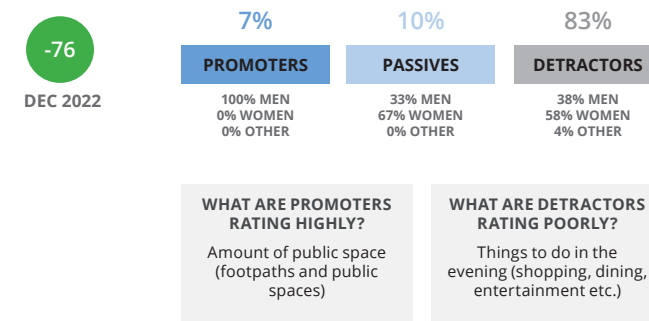


## NET PROMOTER SCORE

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

How likely is your community to recommend this place?

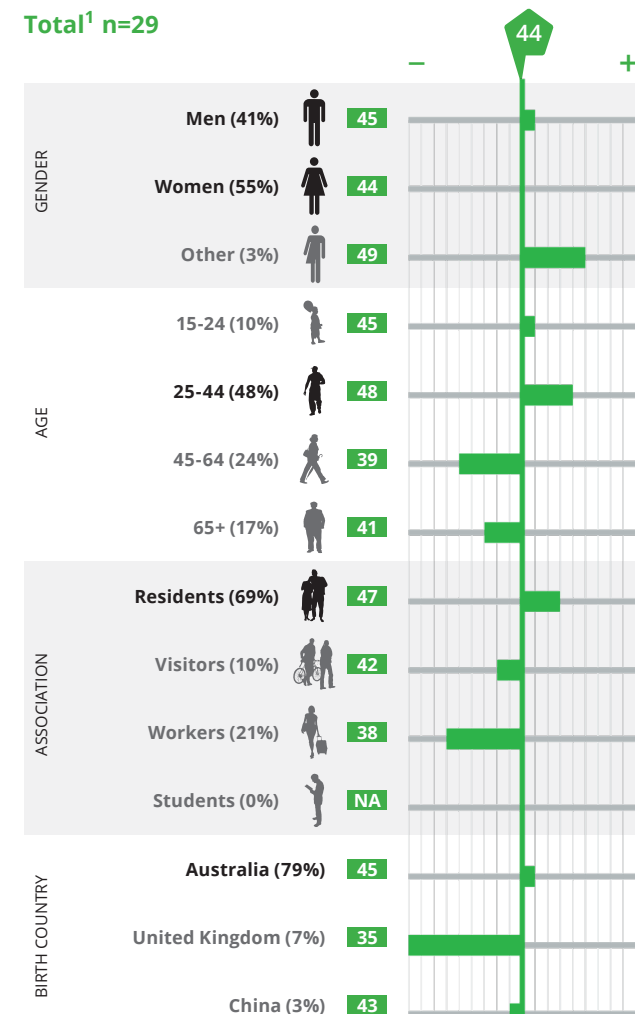
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## HOW DO DIFFERENT USERS RATE YOUR PLACE?

Groups within your community perceive place differently from one another. This chart compares the PX Scores for different demographic segments who participated in November and December 2022.

Total<sup>1</sup> n=29



# CURRIE STREET, NAMBOUR, QUEENSLAND

(BTW LOWE STREET AND HOWARD STREET)

DEC 2022

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 best and worst attributes from December 2022 are shown below.

## 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

10 / 20

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



### SENSE OF WELCOME

10 / 20

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



### THINGS TO DO

7 / 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



### UNIQUENESS

10 / 20

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



### CARE

7 / 20

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

## BEST PERFORMING ATTRIBUTES / 10

Amount of public space	7
Ease of walking around	6
Shelter/awnings	6

Service businesses	6.7
Grocery and fresh food businesses	5.9
Diversity of price points	5.8

Walking paths that connect to other places	5.4
Interesting things to look at	3.9
Evidence of community activity	3.6

Local history, heritage buildings or features	6.1
Unique mix or diversity of people in the area	5.5
One of a kind, quirky or unique features	5.3

Interaction with locals/ other people in the area	5.4
General condition of vegetation, street trees and other planting	4.6
Cleanliness of public space	4.2

## WORST PERFORMING ATTRIBUTES / 10

Physical comfort	3.9
Buildings and shop fronts	4.2
Physical safety	4.3

Amenities and facilities	2.7
Sense of safety	3.3
Car accessibility and parking	3.9

Things to do in the evening	2.1
Outdoor restaurant, cafe and/or bar seating	2.7
Space for group activities or gatherings	3.1

Landmarks, special features or meeting places	4.1
Point of difference from other similar streets of places	4.3
Unusual or unique businesses/shops	4.4

Evidence of management	2.5
Evidence of recent public investment	2.8
Evidence of recent private investment	3.1



# HOWARD STREET

(BTW CURRIE STREET AND ANN STREET)



# HOWARD STREET, NAMBOUR, QUEENSLAND

(BTW CURRIE STREET AND ANN STREET)

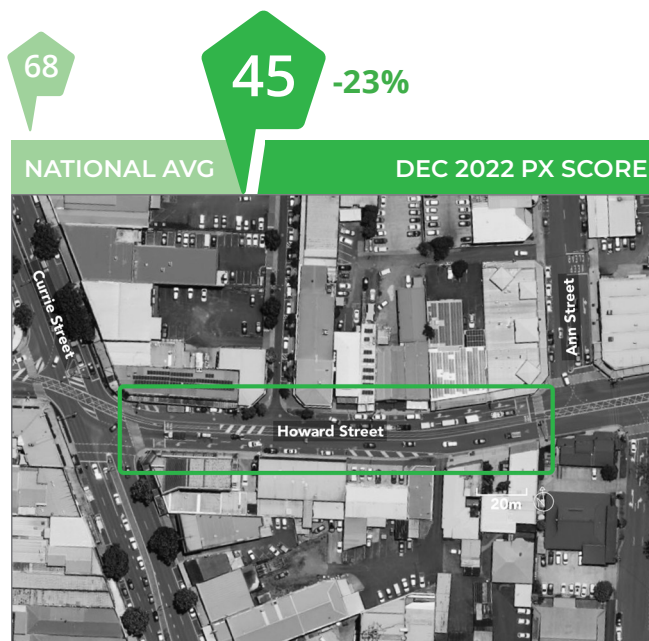
DEC 2022

Howard Street is a two-lane street with narrow footpaths. The heritage listed tram line runs through the middle of the street. On-street parking options are available on either side of the street.

A range of different commercial shops are available along the length of the street including a record store, a vintage shop, a book exchange, medical services and various fast food restaurants and cafes. There is limited Street furniture and street foliage are present along Howard Street.

## KEY FINDINGS

- 25 people completed an on-site assessment via face-to-face and QR signage between 10 November and 11 December 2022.
- Howard Street received a PX Score of 45/100.
- The strongest rated attribute is *'Interaction with locals/ other people in the area'*.
- The poorest rated attribute is *'Outdoor restaurant, cafe and/or bar seating'*.
- Men rate *'A cluster of similar businesses (food, cultural traders, fashion etc.)'* 30% higher than women.
- Women rate *'Elements of the natural environment (views, vegetation, topography, water etc.)'* 30% higher than men.

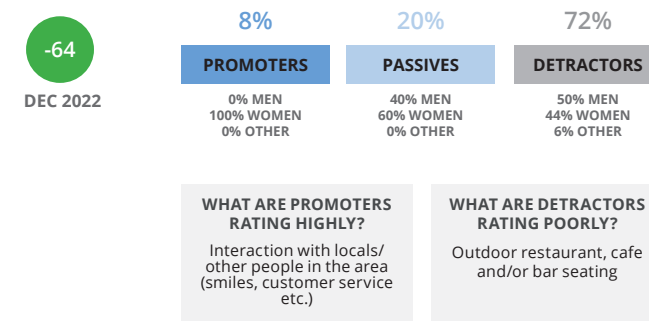


## NET PROMOTER SCORE

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

*How likely is your community to recommend this place?*

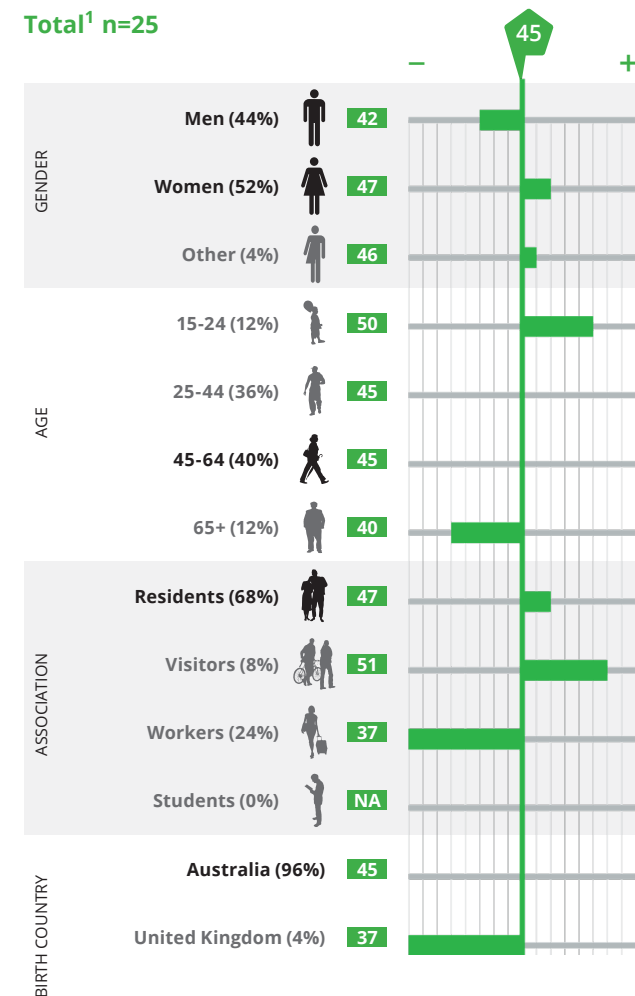
1 = Not at all likely, 10 = Extremely likely



## 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 who participated in November and December 2022.

Total<sup>1</sup> n=25





# HOWARD STREET, NAMBOUR, QUEENSLAND

(BTW CURRIE STREET AND ANN STREET)

DEC 2022

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 best and worst attributes from December 2022 are shown below.

## 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

9 /20

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

## BEST PERFORMING ATTRIBUTES / 10

Amount of public space	6.8
Ease of walking around	5.8
Physical safety	5.3

## WORST PERFORMING ATTRIBUTES / 10

Street furniture	2.8
Buildings and shop fronts	3.8
Vegetation and natural elements	4.1



### SENSE OF WELCOME

11 /20

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

Culturally diverse businesses	6.4
Businesses that reflect the local community and values	6.4
Grocery and fresh food businesses	6.2

Amenities and facilities	2.7
Sense of safety	4.5
Car accessibility and parking	4.9



### THINGS TO DO

7 /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

Walking paths that connect to other places	6
Interesting things to look at	4.8
Evidence of community activity	3.7

Outdoor restaurant, cafe and/or bar seating	1.8
Things to do in the evening	2.2
Spaces suitable for specific activities	2.4



### UNIQUENESS

9 /20

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

Unusual or unique businesses/shops	5.9
Unique mix or diversity of people in the area	5.5
A cluster of similar businesses	5.1

Unusual or unique buildings or public space design	3.3
Public art, community art, water or light feature	3.9
Elements of the natural environment	4.3



### CARE

9 /20

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

Interaction with locals/ other people in the area	6.9
Shop window dressing	5.8
Evidence of management	5.4

Evidence of recent private investment	2.9
Evidence of recent public investment	3.1
General condition of buildings	3.3

# LOWE STREET

(BTW CURRIE STREET AND ANN STREET)





# LOWE STREET, NAMBOUR, QUEENSLAND

## (CURRIE STREET AND ANN STREET)

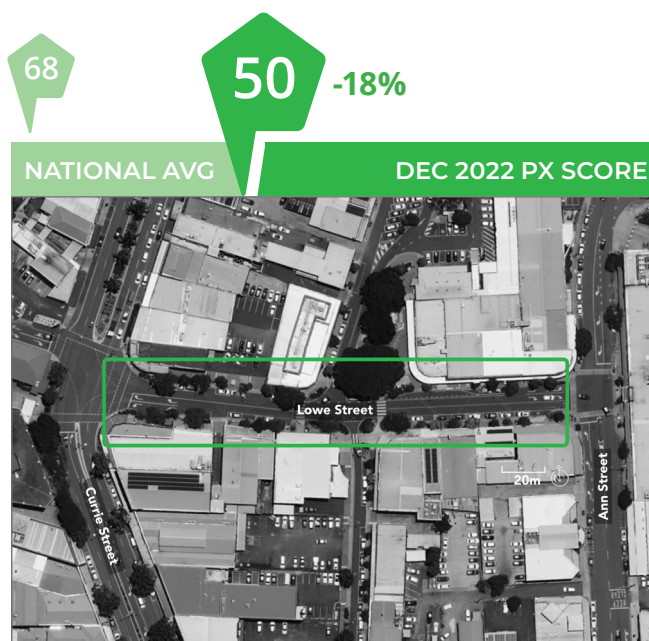
DEC 2022

Lowe Street is a two-lane street with on-street parking present on either side and several private off-street parking spots. Foliage flanks either side of the street with benches and seating available along.

The street offers a diverse commercial offering including service businesses, a post office, a mortgage broker and banks and an optometrist.

### KEY FINDINGS

- 27 people completed an on-site assessment via face-to-face and QR signage between 10 November and 11 December 2022.
- Lowe Street received a PX Score of 50/100.
- The strongest rated attribute is 'Amount of public space'.
- The poorest rated attribute is 'Outdoor restaurant, cafe and/or bar seating'.
- Men rate 'Cleanliness of public space' 43% higher than women.
- Men are rating the street 20% higher than women.

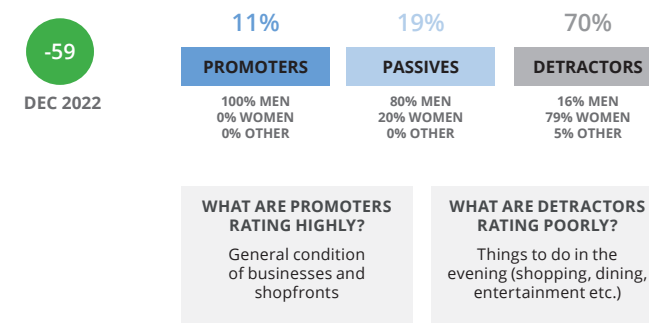


### NET PROMOTER SCORE

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

How likely is your community to recommend this place?

1 = Not at all likely, 10 = Extremely likely



### 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 who participated in November and December 2022.

Total<sup>1</sup> n=27



# LOWE STREET, NAMBOUR, QUEENSLAND

## (CURRIE STREET AND ANN STREET)

DEC 2022

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 best and worst attributes from December 2022 are shown below.

### 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

12 /20

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

### BEST PERFORMING ATTRIBUTES / 10

Amount of public space	7.2
Ease of walking around	7.2
Vegetation and natural elements	6.9

### WORST PERFORMING ATTRIBUTES / 10

Physical safety	4.8
Physical comfort	5
Buildings and shop fronts	5.5



#### SENSE OF WELCOME

10 /20

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

Businesses that reflect the local community and values	6.8
Service businesses	6.4
Grocery and fresh food businesses	5.8

Sense of safety	2.5
Amenities and facilities	3.9
Car accessibility and parking	3.9



#### THINGS TO DO

8 /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

Walking paths that connect to other places	6.3
Interesting things to look at	5
Free and comfortable group seating	4.6

Outdoor restaurant, cafe and/or bar seating	2.2
Things to do in the evening	2.3
Evidence of public events happening here	3.3



#### UNIQUENESS

10 /20

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

A cluster of similar businesses	5.5
Unique mix or diversity of people in the area	5.3
Local history, heritage buildings or features	5.3

Unusual or unique businesses/shops	3.7
One of a kind, quirky or unique features	4.2
Unusual or unique buildings or public space design	4.3



#### CARE

10 /20

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

General condition of vegetation, street trees and other planting	6
Interaction with locals/ other people in the area	5.5
Shop window dressing	5.5

General condition of buildings	4.1
Evidence of recent public investment	4.2
Evidence of recent private investment	4.2



# 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](https://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

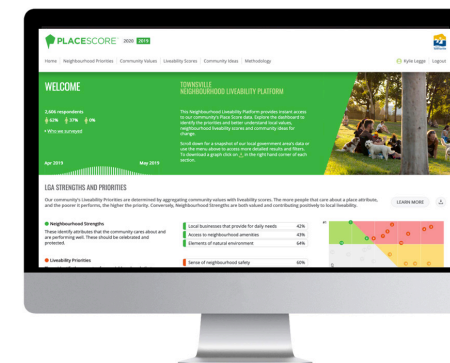
Mainstreets depend on their customers to not only survive but to thrive. Place Score gets to know your customers so you can prioritise investment that attracts more people and encourages them to stay longer and spend more. Products and services include:

- 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.





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