



PLACESCORE

NSW PLANNING AND
ENVIRONMENT
SCHOFIELDS TOWN CENTRE
PRIORITY PRECINCT

Community Insights
August 30, 2017

WHAT IS PLACESCORE?

carefactor
PXassessment

OUR AIM IS TO
MAKE CITIES
BETTER FOR
PEOPLE...



PLACESCORE is a groundbreaking place experience (PX) diagnostic, engagement, benchmarking, tracking and marketing business that establishes a benchmark for what your people care about, and allows you to find out how a particular place rates against that benchmark.

PLACESCORE offers two sophisticated data collection tools to gather and analyse community insights – Care Factor and PX Assessments.

Together they help you identify what is important, how a place is performing and what the focus of change should be....

A place attribute with a high Care Factor but a low PX Assessment should be considered a priority for investment.

NSW PLANNING AND ENVIRONMENT PRIORITY PRECINCTS PROJECT

Burwood | Strathfield | Homebush

Cherrybrook

Frenchs Forest

Leppington

Riverwood

Schofields Town Centre

Turella | Bardwell Park

Seven Hills | Wentworthville

Westmead

Between 16th June - 13th August 2017

PLACESCORE, on behalf of the NSW Department of Planning and Environment, collected community place experience assessments of nine identified Priority Precincts via an online and face-to-face surveys.

Schofields Town Centre Priority Precinct

This Community Insights report includes:

- A summary of respondents
- The key findings of the Care Factor & PX Assessment surveys
- Cross-referenced analysis of the two data sets to identify place priorities
- Recommendations for short and long term improvements to the neighbourhood

ABOUT YOUR SURVEYS

Respondents were able to access an online survey via the NSW Department of Planning website during the period 16th June - 13th August 2017, or complete a survey at a pop up community event held on 22th July 2017.

SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT

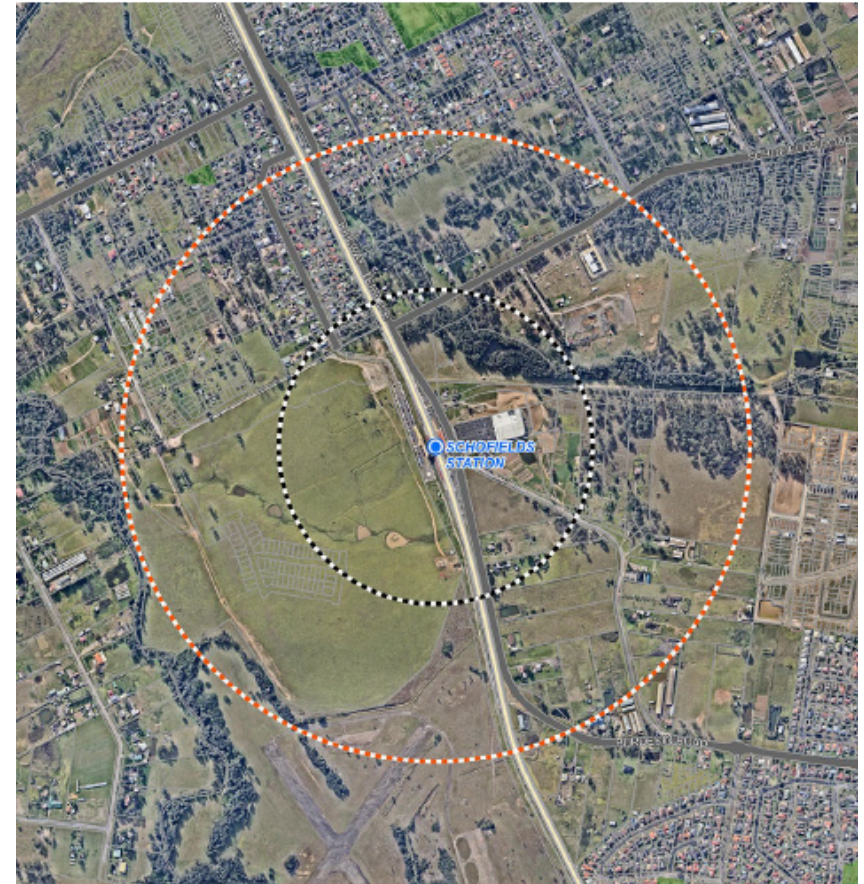
THE STUDY AREA

Care Factor:

45 Respondents: The existing and future community of the Schofields Town Centre Priority Precinct, including residents, visitors and workers.

PX Assessments:

44 Respondents: The assessment area is the Schofields Town Centre Priority Precinct, with the sample comprising residents and visitors in the area.



SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT YOUR DATASET

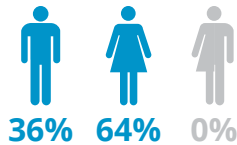


ABOUT YOUR DATASET

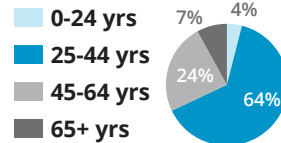
Data was collected via online and face to face surveys during the period 16 Jun- 13 Aug, 2017. A total of 46 participated with 45 completing all questions (98% completion rate).

TOTAL ²
n=45

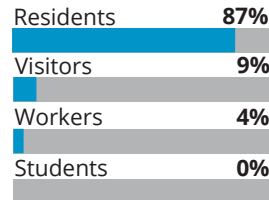
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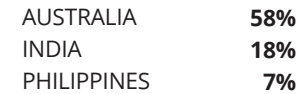
AGE



IDENTITY

³


TOP 3 COUNTRIES OF BIRTH



ABOUT YOUR DATASET

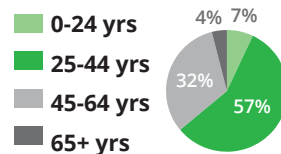
Data was collected via online and face to face surveys during the period 16 Jun - 13 Aug, 2017. A total of 61 participated with 44 completing all questions (72% completion rate).

TOTAL ²
n=44

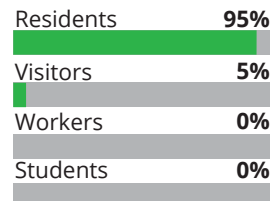
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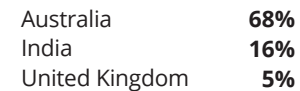
AGE



IDENTITY



TOP 3 COUNTRIES OF BIRTH



KEY FINDINGS & RECOMMENDATIONS

This section provides an executive summary of key findings and recommendations for the Schofields Town Centre Priority Precinct.

SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT EXECUTIVE SUMMARY



- 99 people completed one of the surveys

carefactor

WHAT WE CARE ABOUT...

The Top 3 neighbourhood place attributes valued by the Schofields Town Centre community are:

1. Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
2. General condition of public open space (street trees, footpaths, parks etc.)
3. Evidence of recent public investment (roads, parks, schools etc.)

PXassessment

55

LOOK & FUNCTION



SENSE OF WELCOME



THINGS TO DO



UNIQUENESS



CARE



POSITIVE PLACE ATTRIBUTES...

The neighbourhood place attributes contributing most significantly to liveability are:

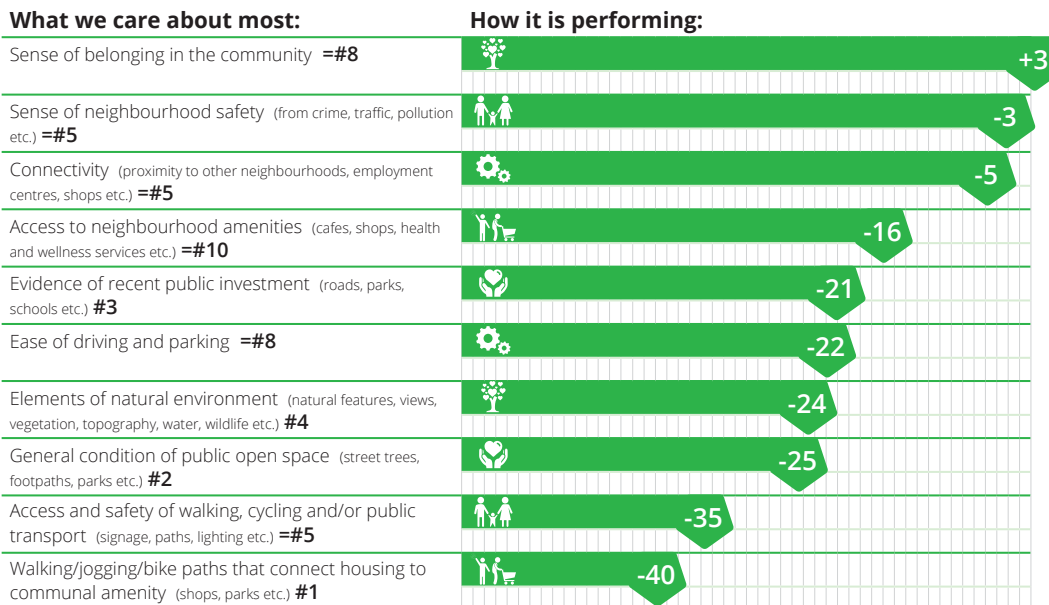
1. There are people like me (age, gender, interests, ethnic backgrounds etc.)
2. Welcoming to all people
3. Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)

SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT EXECUTIVE SUMMARY

DEFINING OUR PRIORITIES...

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment.

TOP 10 CARE FACTORS



COMMUNITY IDEAS FOR CHANGE

Participants were asked to share their biggest opportunity for the future of the neighbourhood. Dominant themes for Schofields Town Centre Priority Precinct were:

1. Improve community facilities
2. Improve public transport
3. Improve access to jobs and other destinations

“Supporting and focus on safe family orientated environment”

SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT EXECUTIVE SUMMARY

Key community values for Schofield Town Centre are:

- Public transport, pedestrian and bike paths that connect to community amenity and are safe
- Ongoing maintenance and public investment
- Neighbourhood safety and sense of belonging

Recommendations:

Short term:

- Tactical urbanism project to create well lit walking and bike paths around the area that connect destinations
- Pocket/pop up public space suitable for different users; play ground
- Early street tree planting
- Short term parking solution

Long term:

- Early delivery of community infrastructure and shared amenity
- Main street tree/planting and along roads to station precinct and green, quality, well maintained public space – WSUD
- Quality walking and bike paths connecting housing to services and transport
- Quality community shared and open spaces that provide play areas and other amenity for different community uses
- Improve train services and parking solution

WHAT DO PEOPLE IN YOUR DATA SET VALUE?

Your **Care Factor** is a unique community values-capture tool that acts as a 'place census', allowing you to understand what is most important to your community regarding their ideal neighbourhood.

WHAT DO PEOPLE VALUE?

SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT

RANK	OVERALL (N=45)	%	RANK	OVERALL (N=45)	%
#1	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	69%	=#5	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	51%
#2	General condition of public open space (street trees, footpaths, parks etc.)	64%	=#5	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	51%
#3	Evidence of recent public investment (roads, parks, schools etc.)	62%	=#8	Ease of driving and parking	49%
#4	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	60%	=#8	Sense of belonging in the community	49%
=#5	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	51%	=#10	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	47%

This slide illustrates the top 10 neighbourhood place attributes that your community has said they value as being most important.

WHAT DO PEOPLE VALUE?

SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT - MATRIX

LEGEND

- #1 attribute
- #2 attribute
- #3 attribute

#1	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
#2	General condition of public open space (street trees, footpaths, parks etc.)
#3	Evidence of recent public investment (roads, parks, schools etc.)
#4	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
#5	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
#5	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)
#5	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
#8	Ease of driving and parking
#8	Sense of belonging in the community
#10	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)

ALL	45	#1	#2	#3	#4	#5	#5	#5	#8	#8	#10	Highest rated attributes if not in the overall top ten
Male	16	81%	69%	50%	75%	44%	56%	69%	56%	31%	56%	
Female	29	62%	62%	69%	52%	55%	48%	41%	45%	59%	41%	
Age												
25-44	29	69%	69%	66%	55%	55%	59%	62%	55%	41%	48%	
45-64	11	82%	45%	45%	64%	45%	45%	36%	36%	55%	45%	
Country of birth (Top 3)												
AUSTRALIA	26	62%	69%	54%	65%	50%	38%	58%	50%	50%	38%	
INDIA	8	75%	75%	75%	50%	63%	75%	63%	75%	50%	25%	Evidence of Council/government management (signage, street cleaners)
Ancestry (Top 3)												
Australasian	17	59%	65%	53%	76%	59%	29%	53%	35%	47%	29%	
European (including United Kingdom)	11	82%	64%	45%	64%	45%	64%	45%	55%	36%	64%	
South Asian (Afghanistan, Bangladesh, Bhutan, ...)	9	78%	56%	78%	44%	56%	67%	56%	67%	56%	22%	Spaces suitable for play (from toddlers to teens)
Identity												
Residents	39	69%	69%	62%	56%	56%	51%	56%	51%	49%	49%	
Neighbourhood Type												
Suburban (Low density)	31	65%	74%	71%	61%	52%	45%	45%	48%	52%	42%	
Inner-urban (Low-medium density)	10	80%	40%	60%	40%	50%	60%	80%	60%	40%	50%	

WHAT DO PEOPLE VALUE?

25-44 & 45-64 YEARS OLD – TOP 5

RANK	25-44 (N=29)	%	RANK	45-64 (N=11)	%
#1	General condition of public open space (street trees, footpaths, parks etc.)	69%	#1	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	82%
#1	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	69%	#2	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	64%
#3	Evidence of recent public investment (roads, parks, schools etc.)	66%	#2	Mix or diversity of people in the area	64%
#4	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	62%	#4	Overall visual character of the neighbourhood	55%
#5	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	59%	#4	Protection of the natural environment	55%

WHAT DO PEOPLE VALUE? WOMEN & MEN – TOP 5

RANK	WOMEN (N=29)	%	RANK	MEN (N=16)	%
#1	Evidence of recent public investment (roads, parks, schools etc.)	69%	#1	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	81%
=#2	General condition of public open space (street trees, footpaths, parks etc.)	62%	#2	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	75%
=#2	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	62%	=#3	General condition of public open space (street trees, footpaths, parks etc.)	69%
#4	Sense of belonging in the community	59%	=#3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	69%
=#5	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	55%	=#5	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	56%

WHAT DO PEOPLE VALUE?

SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT

KEY FINDINGS

Key community values for Schofields are:

- Public transport, pedestrian and bike paths that connect to community amenity and are safe
- Ongoing maintenance and public investment
- Neighbourhood safety and sense of belonging

The most people are aligned around the value of:

- Walking/jogging/bike paths that connect housing to communal amenity
- General condition of public open space
- Evidence of recent public investment

The least people are aligned around the value of:

- Free places to sit comfortably by yourself or in small groups
- There are people like me
- Cultural and/or artistic community

Different demographics care about different place attributes:

People aged 45-64:

- 64% of people aged 45-64 care about '*Mix or diversity of people in the area*' compared to only 24% of people aged 25-44

People aged 25-44:

- 45% of people aged 25-44 care about '*Local businesses that provide for daily needs*' compared to only 18% of people aged 45-64

Men:

- 69% of Men care about '*Sense of neighbourhood safety*' compared to only 41% of Women.

Women:

- 59% of Women care about '*Sense of belonging in the community*' compared to only 31% of Men

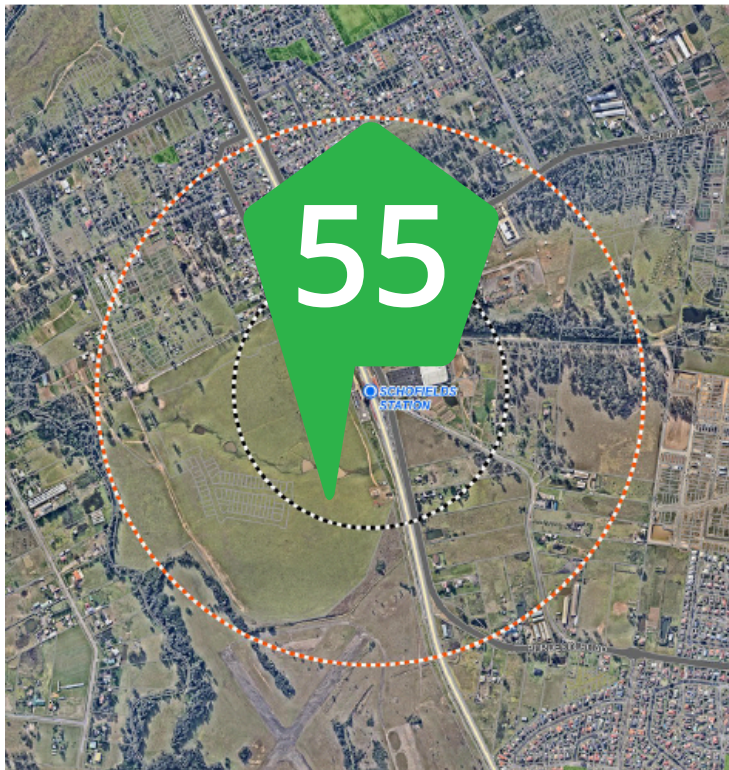
HOW **LIVEABLE** IS THE SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT?

Your **PX Score** is a number between 0 and 100 that measures your community's place experience.

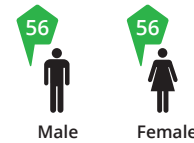
It allows you to identify the place attributes that are **contributing positively and negatively** to place experience; providing you with an important tool for prioritising investment.

HOW DOES THE COMMUNITY RATE THE SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT?

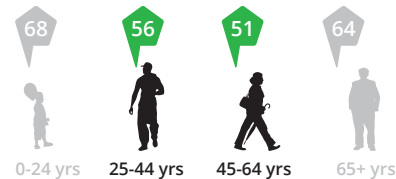
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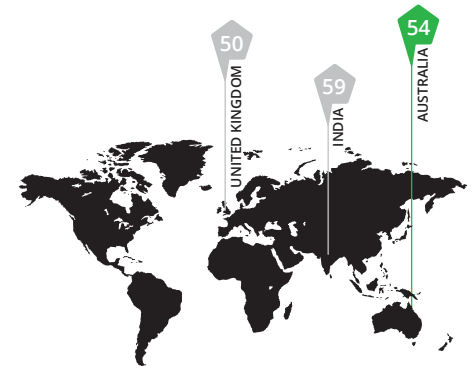
BY GENDER



BY AGE

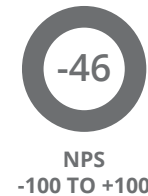
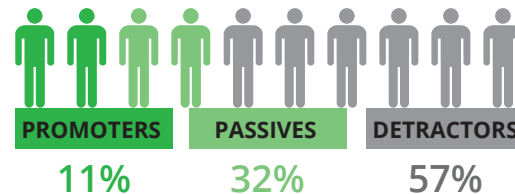


BY COUNTRY OF BIRTH

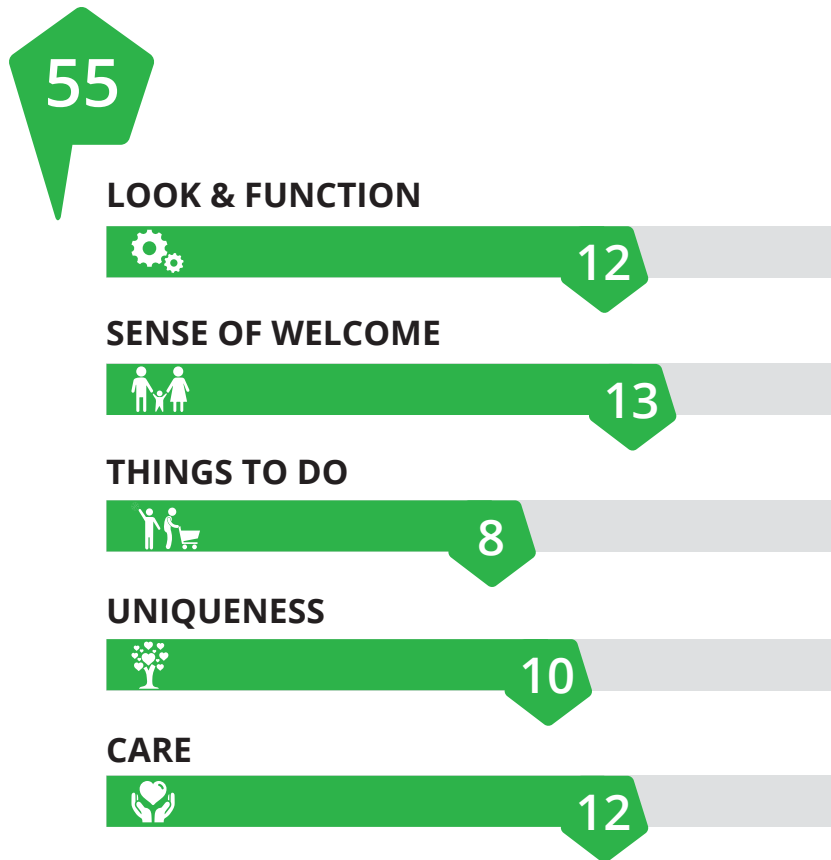


NET PROMOTER SCORE⁴

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



HOW DOES THE COMMUNITY RATE THE SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT?













The strongest performing place dimension in the Schofields Town Centre Priority Precinct is **SENSE OF WELCOME**.

The poorest performing place dimension is **THINGS TO DO**.

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

HOW DOES THE COMMUNITY RATE THE SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT?

RANK	TOP 5 ATTRIBUTES	
#1		There are people like me (age, gender, interests, ethnic backgrounds etc.)
#2		Welcoming to all people
#3		Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)
#4		Mix or diversity of people in the area
#5		Sense of belonging in the community

RANK	BOTTOM 5 ATTRIBUTES	
#50		Things to do in the evening (bars, dining, cinema, live music etc.)
#49		Unusual or unique buildings and/or public space design
#48		Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)
#47		Landmarks, special features or meeting places
#46		Local history, historic buildings or features

HOW DOES THE COMMUNITY RATE THE SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT?

KEY FINDINGS

Thematically, well performing attributes are connected to:

- Community diversity, welcome and relationships

The highest performing attributes belong to these place dimensions:

- SENSE OF WELCOME
- LOOK & FUNCTION

The weakest performing attributes belong to these place dimensions:

- THINGS TO DO
- UNIQUENESS

Different demographics rate place attributes differently :

People aged 25-44:

- Rate '*Sense of neighbourhood safety*' 23 points higher than people aged 45-64.

People aged 45-64:

- Rate '*Child services*' 13 points higher than people aged 25-44.

Men:

- Rate '*Access and safety of walking, cycling and/or public transport*' 19 points higher than Women.

Women:

- Rate '*Evidence of recent public investment*' 18 points higher than Men.

PERFORMANCE MATRIX

We have identified **priority investment areas** by comparing what your community values in their 'ideal' neighbourhood, against how they rate their current neighbourhood.

HOW DOES THE PLACESCORE SYSTEM WORK?

Care Factor

captures *what* attributes your community 'values'...

PX Assessment

captures *how* your community 'rates' each attribute...

Together they help you identify what is important, how a place is performing and what the focus of change should be. E.g.. An attribute with a high Care Factor but a low PX Assessment should be a priority for investment



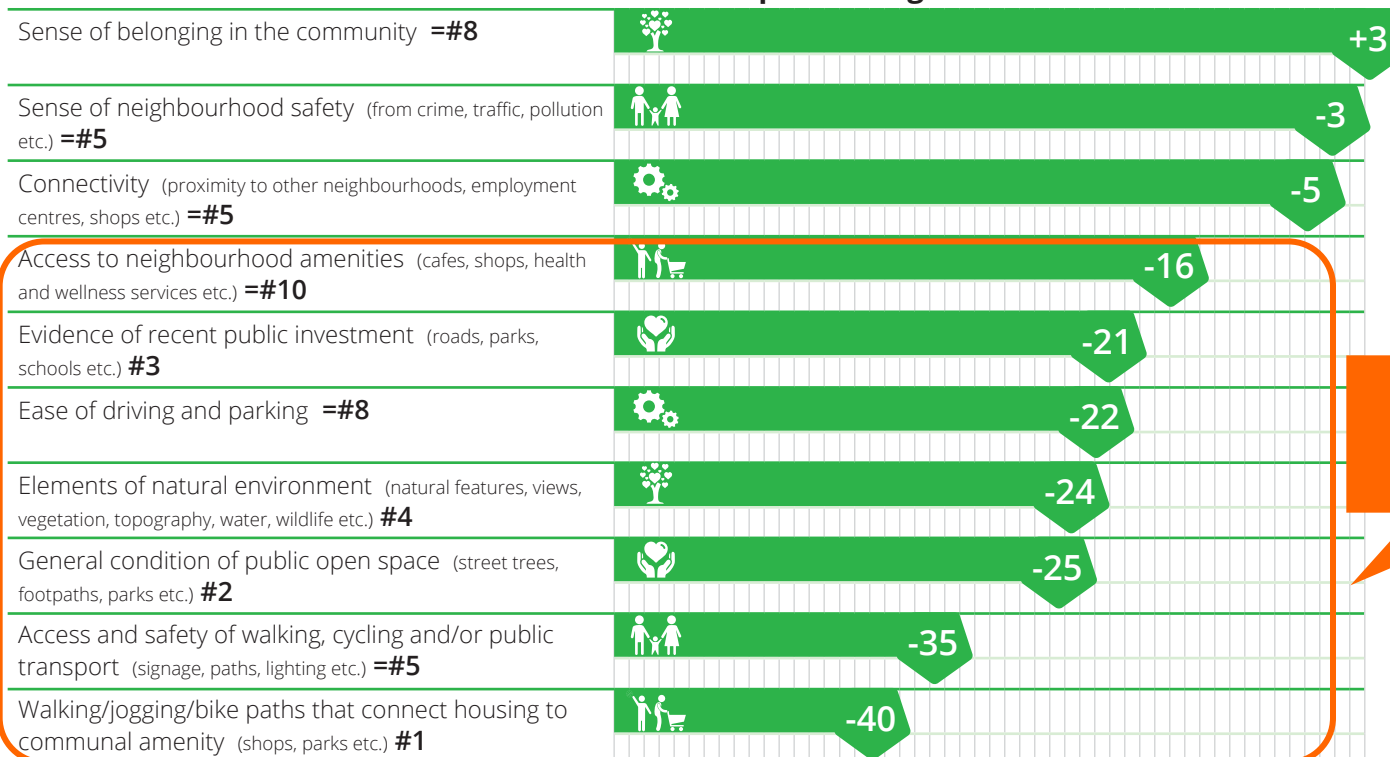
SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT DEFINING OUR PRIORITIES

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment, while those with high PX can be celebrated.

TOP 10 CARE FACTORS

What we care about most:

How it is performing:



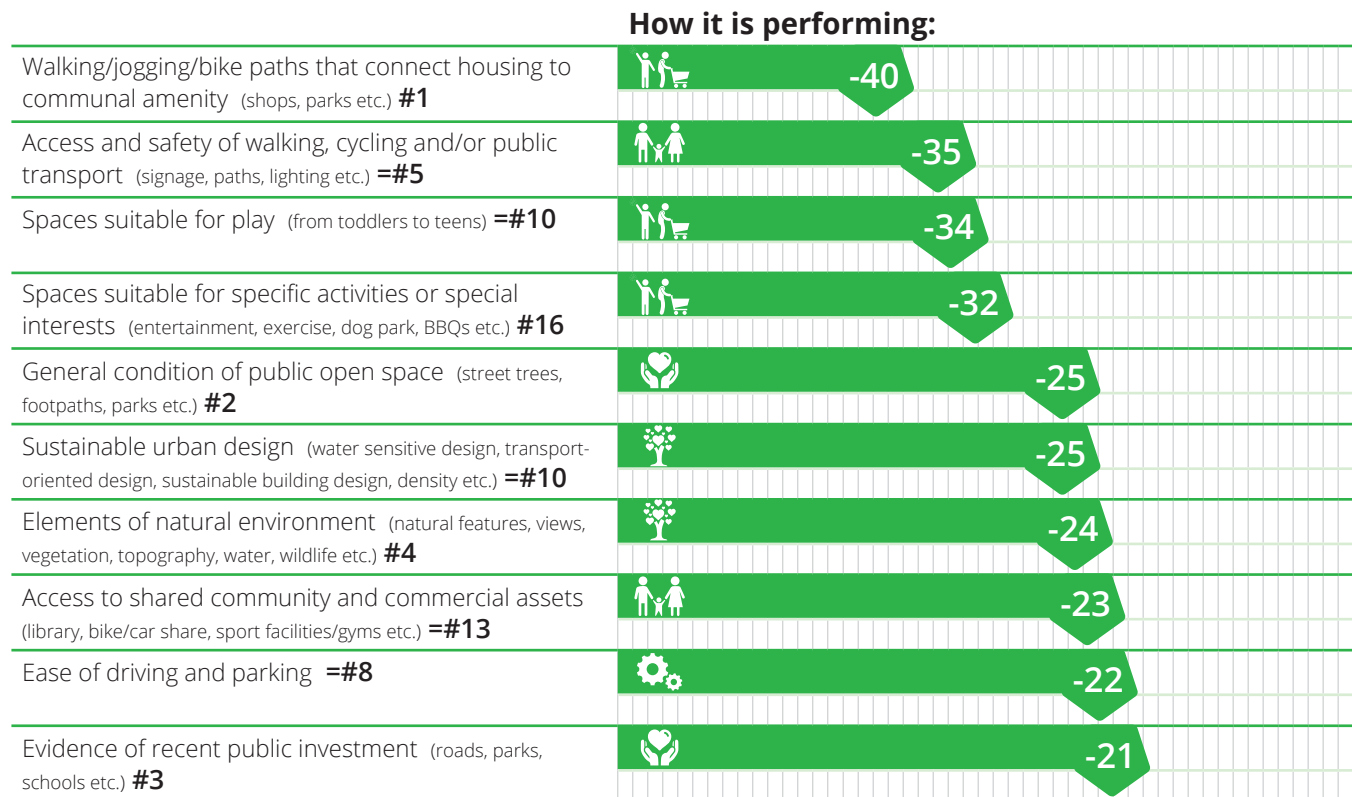
Attributes to
prioritise for
improvement

SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT

DEFINING OUR PRIORITIES

This matrix identifies the place attributes with the biggest gap between their Care Factor ranking (value) and PX Score (performance).

POOREST PERFORMING PLACE ATTRIBUTES



ADDITIONAL INSIGHTS

RESEARCH QUESTION 1

What is the greatest opportunity for the future of the Schofields Town Centre Priority Precinct?

SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT COMMUNITY DIRECTIONS

18 people contributed to the open question 'what is the greatest opportunity for the future of this priority precinct?'

The key theme for improving Schofields Town Centre Priority Precinct was:

Community facilities (7)

"Supporting and focus on safe family orientated environment. Building facilities, parks, sports fields, community centres, schools and shops."

"More parks/accessibility for non vehicle transport - like The Ponds."

"Street lighting for those who currently have to walk to/from station in pitch black at night!"

SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT COMMUNITY DIRECTIONS

Other themes for improving Schofields Town Centre Priority Precinct were:

Improved public transport (3)

“More parking spaces at the station and more regular train services.”

Connectedness (2)

“Good connectivity through public transport however needs more parking space around stations.”

Parks/open spaces (2)

“Park to be enjoy with random activity.”

ADDITIONAL INSIGHTS

RESEARCH QUESTION 2

What small things would you change right now to make Schofields Town Centre Priority Precinct a better neighbourhood?

SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT COMMUNITY DIRECTIONS

19 people contributed to the open question 'what small things would you change right now to make this precinct a better neighbourhood?'

The key theme for improving Schofields Town Centre Priority Precinct was:

Parking (5)

"More parking at Schofields station."

"Fix the roads and address the car parking issues at the train station before building any more houses and apartment buildings."

SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT COMMUNITY DIRECTIONS

Other themes for improving Schofields Town Centre Priority Precinct were:

Improve Public Transport (3)

"Better train station access."

"More frequent train services."

Improve Parks and Open Spaces (2)

"High need for more sports fields, especially cricket and soccer."

"More parks and open spaces with information about the history of Schofields."

Maintain or reduce density (1)

"Less high rise apartment developments."

Improve Community Facilities (1)

"Better play area at park that is age appropriate for all. More community groups activities."

Improve Roads (1)

"Less heavy traffic on suburban roads."

SCHOFIELDS TOWN CENTRE PRIORITY PRECINCT COMMUNITY CONCERNS

The open questions allowed some respondents to share their concerns about the future of the Schofields Town Centre Priority Precinct:

Waste Management (1)

“Clean-up/fines for people who dump trash near construction (often Blight St). Last time I walked past it was a freezer full of rotting meat!”

Local Character(1)

“Needs a huge stylish and sustainable makeover. Currently its a disgusting place with no style or class.”

THANK YOU