

PLACE SCORE REPORT FOR OXFORD STREET, PADDINGTON (Between Taylor Square and Glenmore Road) IN SYDNEY, AUSTRALIA

September 2015

Place Score is the world's first dedicated Place Experience (PX) diagnostic, engagement, benchmarking and tracking tool.

PlaceScore measures the quality of the human experience; considering the physical, economic, social and cultural attributes that contribute to people wanting to visit and spend time in a place.

It is important because places that are good for people have also been proven to be good for local economies, making them more resilient and faster growing. The higher your Place Score the more sustainable and successful your place is likely to be.

Place Score not only captures a moment in time but is specifically designed to help you prioritise what changes should occur and then, when those changes have been made, to measure how the user experience has improved as a result.

HOW DOES PLACESCORE WORK?

PlaceScore provides you with a number between 0 and 100 that measures the quality of the user's experience in your place.

It is a user-driven measurement tool that asks how different attributes of a place contribute to the experience of that place; that is, whether they contribute positively or negatively.



BENEFITS OF PLACE SCORE

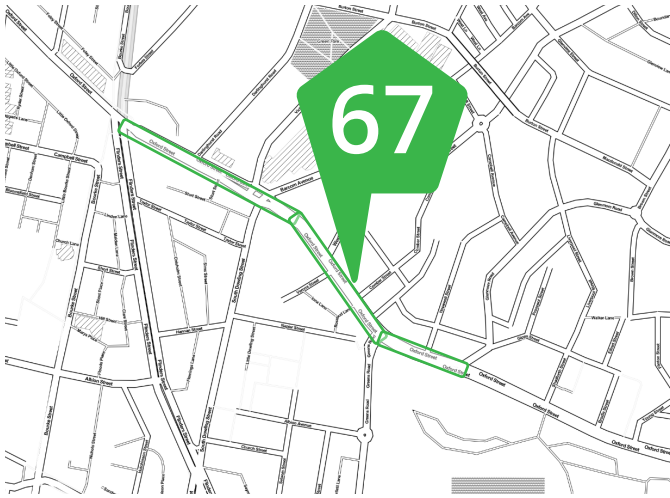
- Provides a single score out of 100 that can be compared with other places
- Allows for comparative assessment of your place before and after changes occur
- Provides you with breakdown scores across five key place dimensions; clearly illustrating your place's strengths and weaknesses
- Allows for community and stakeholders to be directly engaged in the place assessment process
- It turns the qualitative experience of places into a quantitative data set that can measure the impacts of investment

Generally, different scores give you an indication of how your place is working.



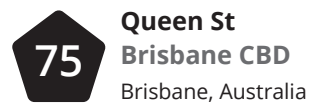
OXFORD STREET, PADDINGTON

IN SYDNEY, AUSTRALIA received a Place Score of:



Oxford Street is located in the suburb of Paddington in Sydney, NSW, Australia. This Place Score focused 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.

How does this compare with other similar places?



BREAKING DOWN YOUR SCORE

Your score is made up of 5 key place dimensions* that influence people's attraction and attachment to place.

LOOK & FUNCTION



SENSE OF WELCOME



THINGS TO DO



UNIQUENESS



CARE



*Place dimensions are scored out of 20.

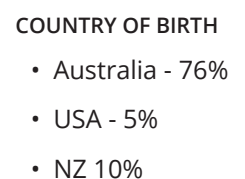
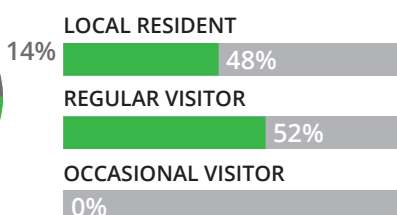
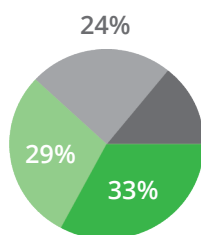
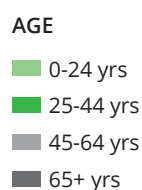
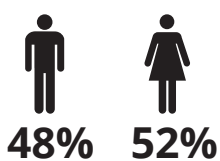
YOUR STRONGEST PLACE ATTRIBUTES ARE:

- A cluster of similar businesses (e.g. food, cultural traders, fashion etc.)
- Walking, cycling and public transport options
- Amount of public space (footpaths and public spaces)
- Ease of walking around (including crossing the street, moving between destinations)

By improving the attributes that impact people's positive experience of your place you can increase your overall score. The place attributes with the most opportunity for improvement are:

- Amenities and facilities (e.g. toilets, water bubblers, parent's rooms etc.)
- Child/youth specific space
- Car accessibility and parking
- Grocery and fresh food businesses

ABOUT YOUR 20 ASSESSORS:

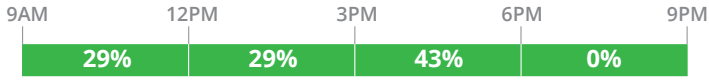


OXFORD STREET, PADDINGTON

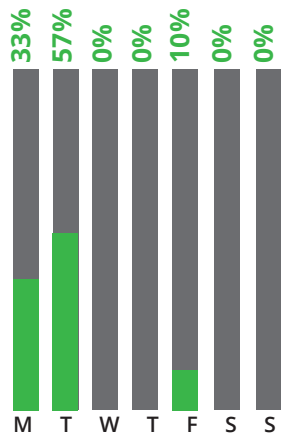
IN SYDNEY, AUSTRALIA

MORE ABOUT THE ASSESSMENT CONTEXT:

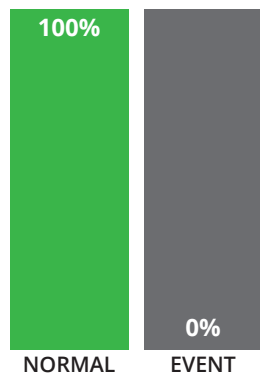
This tells you what the assessment conditions were like.



TIME OF DAY



DAY OF THE WEEK



LEVEL OF ACTIVITY

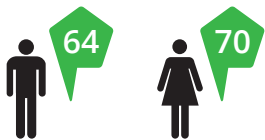


WEATHER CONDITION

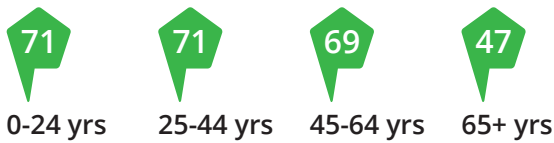
People who assessed the place on a day they felt uncomfortable were more likely to rate it lower

MORE ABOUT YOUR PLACE SCORE:

This gives you an insight into how the place score changes based on demographic factors.



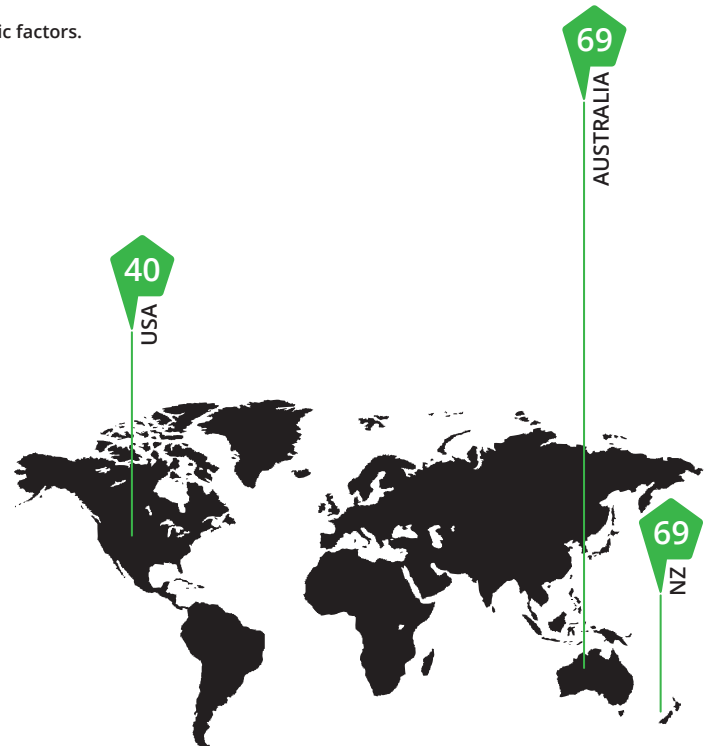
BY GENDER



BY AGE



BY FREQUENCY OF VISITS



BY COUNTRY OF BIRTH

OXFORD STREET, PADDINGTON

IN SYDNEY, AUSTRALIA



THE 5 DIMENSIONS OF GREAT PLACES:

Places that attract people, and that they get emotionally attached to, are also places that are more resilient, sustainable and successful. The Place Score criteria has been developed through extensive research of academia, and commercial organisations to identify the factors that contribute to users' place experience.

This research has uncovered 5 key place dimensions:

Look & Function

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

Sense of welcome

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

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

Uniqueness

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

Care

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

LOOK & FUNCTION

14

Strongest attribute:

- Amount of public space (footpaths and public spaces)

Greatest opportunity for improvement:

- Physical comfort (including noise, smells, temperature)

SENSE OF WELCOME

13

Strongest attribute:

- Walking, cycling or public transport options

Greatest opportunity for improvement:

- Amenities and facilities (e.g. toilets, water bubblers, parent's rooms etc.)

THINGS TO DO

12

Strongest attribute:

- Interesting things to look at (e.g. people, shops, views etc.)

Greatest opportunity for improvement:

- Child/youth friendly spaces

UNIQUENESS

14

Strongest attribute:

- A cluster of similar businesses (e.g. cultural traders, fashion etc.)

Greatest opportunity for improvement:

- Public or community art

CARE

13

Strongest attribute:

- Shop window dressing (visual merchandising)

Greatest opportunity for improvement:

- General condition of buildings