PLACESCORE™

COMMUNITY PRIORITIES REPORT - FAIRLIGHT

NORTHERN BEACHES COUNCIL

MAY 2022

V2.1

northern
beaches
council

COMMUNITY PRIORITIES

This Community Priorities Report uses data collected via Place Score's PX Assessment and Care Factor tools to provide you with place-specific priorities directing investment in areas that can help improve the performance of your mainstreet.

In May 2022, Place Score conducted a PX (Place Experience) Assessment of Sydney Rd in Fairlight for Northern Beaches Council.

In addition, Care Factor (CF) data collected in July 2018 has been utilised in the preparation of this report.

Your community identified the main street to be performing well in terms of:

- Presence of local businesses
- Sense of welcome, and interactions with locals

On the other hand, the following areas were highlighted as areas for investment:

- Uniqueness
- Evidence of recent public investment
- Amenities and facilities

Please note: when referencing performance and priorities, the use of "Fairlight" refers to Sydney Rd.

ABOUT FAIRLIGHT

Sydney Rd is a two-way double lane road. The northern side of the street features a commercial strip with retail, services and small businesses.

The built form along the road comprises of one- to two-storey shoptop buildings are well maintained.

The northern side of the road has wide and nicely paved footpaths. It includes bus stops, signalised crossings, short-term car parking spaces.

The southern side of the street includes a slip road with a grassed traffic island, established trees and seating. This side of the street also offers cafes and service businesses.

68

FAIRLIGHT OFFERS A PLACE EXPERIENCE SLIGHTLY HIGHER THAN THE 2022 NATIONAL BENCHMARK AVERAGE STREET PX OF 66/100.[1] 'SENSE OF SAFETY' AND 'OVERALL LOOK AND VISUAL CHARACTER' ARE BOTH STRENGTHS OF THE AREA.

PLACE STRENGTHS AND PRIORITIES

Your Strengths and Priorities are determined by aggregating community values against the current performance of your street.

- High CF + High PX Score = Strength
- High CF + Low PX Score = Priority
- Mid to low CF + Low PX Score = For consideration

CF	STRENGTHS
10	**Sense of safety** (for all ages, genders, day/night etc.)
3	**Overall look and visual character of the area**

CF	IMPROVEMENT PRIORITIES
1	**Elements of the natural environment** (views, vegetation, topography, water etc.)
5	**Vegetation and natural elements** (street trees, planting, water etc.)
8a	**General condition of vegetation, street trees and other planting**
6	**Maintenance of public spaces and street furniture**
7	**Walking, cycling or public transport options**
4	**Outdoor restaurant, cafe and/or bar seating**
8b	**Ease of walking around** (including crossing the street, moving between destinations)
2	**Cleanliness of public space**

CF	FOR CONSIDERATION[2]
20	**Amenities and facilities** (toilets, water bubblers, parents rooms etc.)
19	**Public art, community art, water or light feature**

LEGEND

- ▬ Strengths (Protect and build upon these attributes)
- ▬ Improvement Priorities (Focus on improving these attributes)
- ▬ For Consideration (Focus on improving these attributes AFTER all priorities have been addressed)

Notes: 1. National average sample used n=16,586 (May 2022).
2. More considerations can be found on page 11.

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BACKGROUND DATA

THIS SECTION OF THE REPORT INCLUDES
1. CARE FACTOR RESULTS
2. PX ASSESSMENT REPORT
3. NATIONAL BENCHMARK COMPARISON
4. PRIORITIES FOR FAIRLIGHT

ABOUT YOUR DATA

This section includes a summary of your Care Factor survey and Street PX Assessment data. This includes your community's values, the performance of your main street, how it compares to other places in Australia, the strengths and priorities for your mainstreet.

Place Score offers two sophisticated data collection tools, Care Factor (CF) survey and Place Experience (PX) Assessments.

Like a 'place census', Care Factor captures what your community really values, while PX Assessments measure the community's lived place experience.

Together they help you identify what is important, how the place is performing, and what the focus of change should be. An attribute with a high CF but a low PX should be a priority for investment as it will have the most positive impact on the most amount of people.

ABOUT YOUR PLACE SCORE DATA

Two types of Place Score data have been used to develop the recommendations in this report.

Data source	n=
Town Centre Care Factor survey (CF)	173
Street Place Experience (PX)	41

Your Town Centre Care Factor (CF)

- Collected online on July 2018 from residents of Fairlight, Balgowlah and Manly Vale

- 173 respondents; 60 men and 113 women

Your Street PX Assessment

- Collected face to face on 14 May 2022

- 41 respondents; 15 men and 26 women

To support the development of this Community Priorities Report, Place Score has also considered census data collected for your LGA in 2016, Google Maps (2020).

THE FIVE DIMENSIONS OF GREAT PLACES

The 50 Place Score attributes have been defined as a result of extensive investigation of community, academic and commercial research to identify the factors that contribute to place experience. We group them under five 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 is 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

FAIRLIGHT'S TOP 10 CARE FACTORS

The Fairlight community values elements of the natural environment, the cleanliness and maintenance of public space, walkability and active transport in their ideal town centre. The Fairlight community are generally aligned around values, however people aged 65+ value the cleanliness of public space more than the average.

2018 TOWN CENTRE CARE FACTOR[1]

RANK	ATTRIBUTE	% OF PEOPLE	
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	75%	UNIQUE
#2	Cleanliness of public space	67%	CARE
#3	Overall look and visual character of the area	59%	LOOK & FUNCTION
#4	Outdoor restaurant, cafe and/or bar seating	58%	THINGS TO DO
#5	Vegetation and natural elements (street trees, planting, water etc.)	56%	LOOK & FUNCTION
#6	Maintenance of public spaces and street furniture	54%	CARE
#7	Walking, cycling or public transport options	53%	SENSE OF WELCOME
=#8	Ease of walking around (including crossing the street, moving between destinations)	45%	LOOK & FUNCTION
=#8	General condition of vegetation, street trees and other planting	45%	CARE
#10	Sense of safety (for all ages, genders, day/night etc.)	44%	SENSE OF WELCOME

BY AGE

BY ASSOCIATION[2]

Notes: 1. Care Factor percentages are based on the percentage of respondents that selected an attribute, the ranking is based on the level of alignment in your community. 2. Respondents could select more than one identity e.g. resident and worker. Dotted lines represent samples of less than 10 respondents.
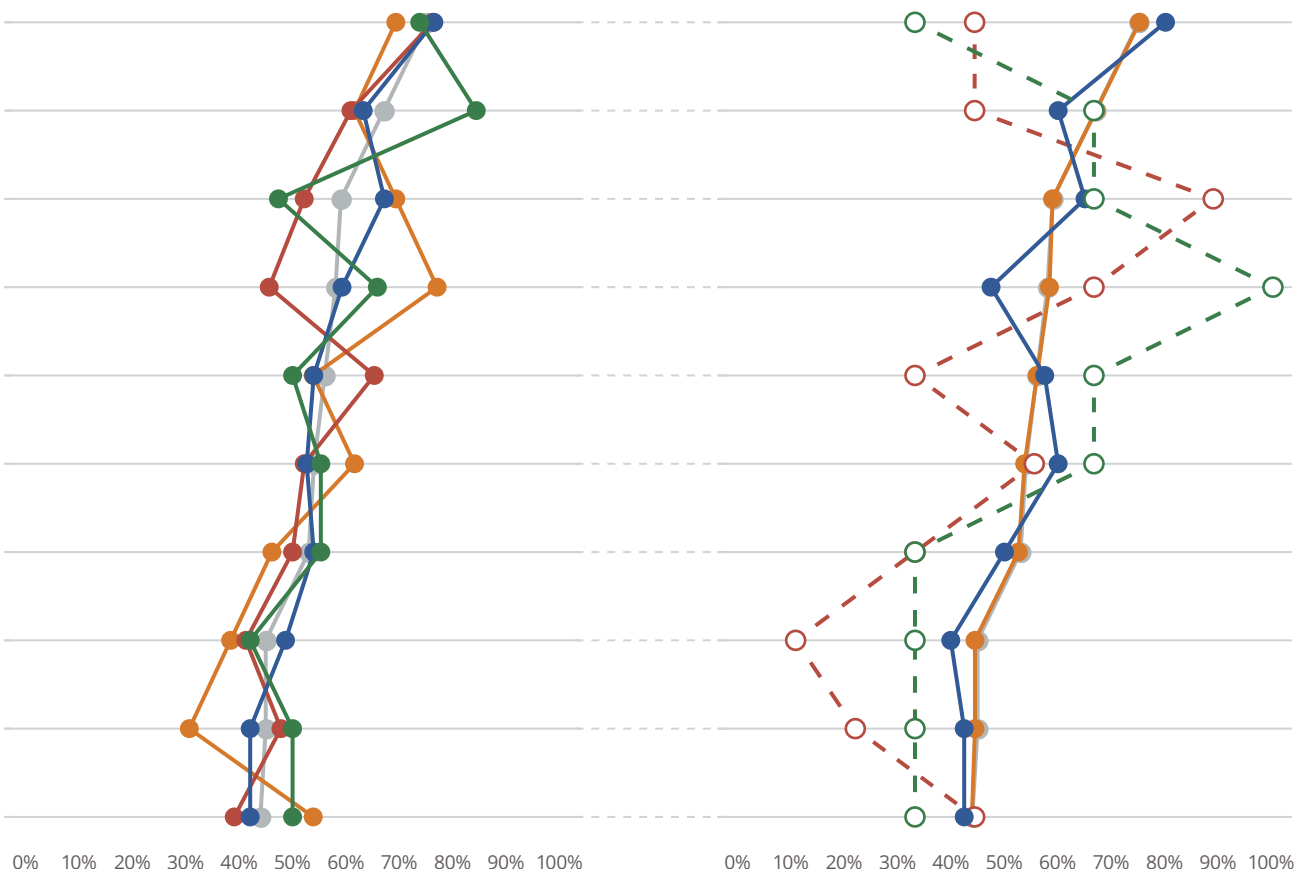
FAIRLIGHT PLACE EXPERIENCE

Sydney Rd, Fairlight is a two-way double lane road. The northern side of the street features a commercial strip with retail, services and small businesses. The one- to two-storey shop top buildings are well maintained. The northern side of the road has wide and paved footpaths with widely distributed vegetation.

The southern side of the street includes a slip road with a grassed traffic island, established trees and seating. This side of the street also offers cafes and service businesses.

KEY FINDINGS

- 41 people completed an on-site assessment via face-to-face surveys on 14 May 2022.

- Sydney Road, Fairlight received a PX score of 68/100.

- The strongest rated attribute is 'Welcoming to all people'.

- The poorest rated attribute is 'Amenities and facilities'.

- Men rate 'Walking, cycling or public transport options' 21% higher than women.

- Women rate 'Spaces suitable for specific activities (play, entertainment, exercise etc.)' 21% higher than men.

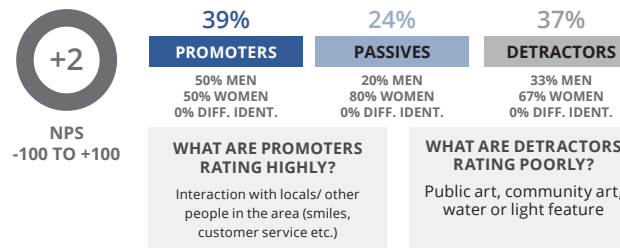- 25-44 yrs olds rate 'Car accessibility and parking' 45% higher than 45-64 yrs olds.

PX SCORE
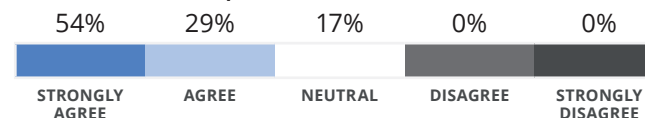
68

HOW DOES ENTIRE LGA COMPARE WITH OTHER SIMILAR PLACES?

56 CONDAMINE STREET (BTW KOORALA ST AND KING RD), MANLY VALE

63 LAWRENCE STREET (BTW OLIVER ST AND MOORE LN), FRESHWATER

NET PROMOTER SCORE (NPS)[2]

How likely is your community to recommend this place?

+2

NPS
-100 TO +100

39%	24%	37%
PROMOTERS	**PASSIVES**	**DETRACTORS**
50% MEN	20% MEN	33% MEN
50% WOMEN	80% WOMEN	67% WOMEN
0% DIFF. IDENT.	0% DIFF. IDENT.	0% DIFF. IDENT.

WHAT ARE PROMOTERS RATING HIGHLY?
Interaction with locals/ other people in the area (smiles, customer service etc.)

WHAT ARE DETRACTORS RATING POORLY?
Public art, community art, water or light feature

How did your community respond to the statement...
"I care about this place and its future"

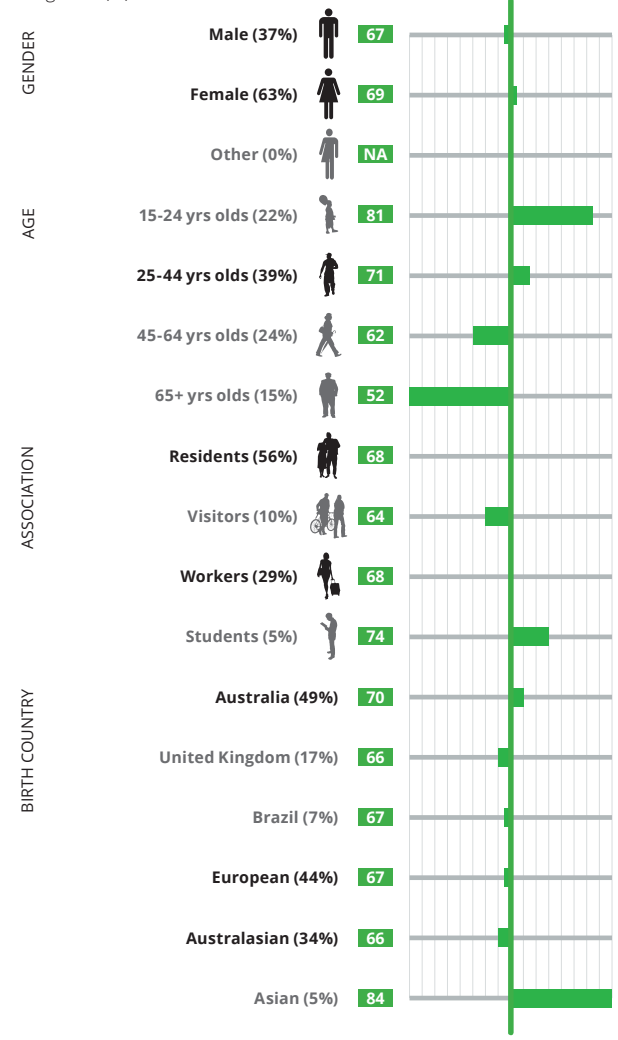| 54%	29%	17%	0%	0%
STRONGLY AGREE	**AGREE**	**NEUTRAL**	**DISAGREE**	**STRONGLY DISAGREE**

HOW DO DIFFERENT USERS RATE YOUR PLACE?

Groups within your community may perceive place experience differently to one another. The following infographic displays the PX Scores for different demographic segments:

Total[1] n=41
Segment (%)

68

		PX Score
GENDER	Male (37%)	67
	Female (63%)	69
	Other (0%)	NA
AGE	15-24 yrs olds (22%)	81
	25-44 yrs olds (39%)	71
	45-64 yrs olds (24%)	62
	65+ yrs olds (15%)	52
ASSOCIATION	Residents (56%)	68
	Visitors (10%)	64
	Workers (29%)	68
	Students (5%)	74
BIRTH COUNTRY	Australia (49%)	70
	United Kingdom (17%)	66
	Brazil (7%)	67
	European (44%)	67
	Australasian (34%)	66
	Asian (5%)	84

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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 strongest and poorest attributes from 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

LOOK & FUNCTION — 15 /20

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

STRONGEST PERFORMING (SCORE/10)

Attribute	Score
Overall look and visual character of the area	8
Amount of public space	8
Shelter/awnings	7.6

POOREST PERFORMING (SCORE/10)

Attribute	Score
Vegetation and natural elements	6.4
Street furniture	6.9
Physical safety	6.9

SENSE OF WELCOME — 14 /20

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

STRONGEST PERFORMING (SCORE/10)

Attribute	Score
Welcoming to all people	8.4
Businesses that reflect the local community and values	8.1
Sense of safety	7.8

POOREST PERFORMING (SCORE/10)

Attribute	Score
Amenities and facilities	5.1
Car accessibility and parking	6
Diversity of price points	6.5

THINGS TO DO — 13 /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

STRONGEST PERFORMING (SCORE/10)

Attribute	Score
Interesting things to look at	7.6
Walking paths that connect to other places	7.4
Outdoor restaurant, cafe and/or bar seating	7.4

POOREST PERFORMING (SCORE/10)

Attribute	Score
Spaces suitable for specific activities	5.5
Things to do in the evening	5.7
Space for group activities or gatherings	5.7

UNIQUENESS — 12 /20

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

STRONGEST PERFORMING (SCORE/10)

Attribute	Score
A cluster of similar businesses	7
Elements of the natural environment	6.7
Unusual or unique businesses/shops	6.3

POOREST PERFORMING (SCORE/10)

Attribute	Score
Public art, community art, water or light feature	5.4
One of a kind, quirky or unique features	5.6
Unusual or unique buildings or public space design	5.7

CARE — 14 /20

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

STRONGEST PERFORMING (SCORE/10)

Attribute	Score
Interaction with locals/ other people in the area	8.2
Shop window dressing	7.7
General condition of buildings	7.6

POOREST PERFORMING (SCORE/10)

Attribute	Score
Evidence of recent public investment	5.6
Evidence of recent private investment	6.1
General condition of vegetation, street trees and other planting	6.9

HOW DOES FAIRLIGHT COMPARE?

Fairlight is performing slightly above the National Benchmark average with a score of 68/100.

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 under-performing.
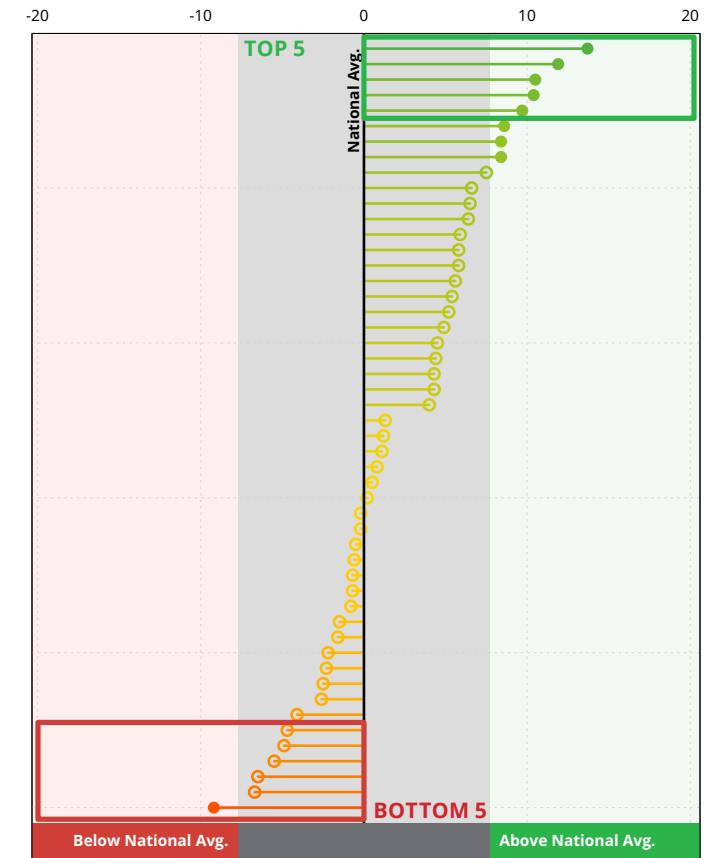
PX SCORES

68 Fairlight

66 National Benchmark Average

69 The Corso, Manly

63 Great North Road, Canada Bay

76 Woolwich Road (btw 94 Woolwich and Gale Street), Hunters Hill

67 Lindfield Ave (btw Tryon Rd and 51 Lindfield Ave), Ku-ring-gai

BEST AND WORST PERFORMING ATTRIBUTES

TOP 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE	DIFFERENCE FROM NATIONAL AVERAGE
Shelter/awnings (protection from sun, rain etc.)	**+13.7%**
Shop window dressing (visual merchandising)	**+11.9%**
Grocery and fresh food businesses	**+10.5%**
Businesses that reflect the local community and values	**+10.4%**
Interaction with locals/ other people in the area (smiles, customer service etc.)	**+9.7%**

BOTTOM 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE	DIFFERENCE FROM NATIONAL AVERAGE
Landmarks, special features or meeting places	**-9.2%**
Spaces suitable for specific activities (play, entertainment, exercise etc.)	**-6.7%**
Unique mix or diversity of people in the area	**-6.5%**
Amenities and facilities (toilets, water bubblers, parents rooms etc.)	**-5.5%**
Space for group activities or gatherings	**-4.9%**

PX score of all 50 attributes of Entire LGA compared with Place Score's National Benchmark

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2022 PRIORITIES FOR FAIRLIGHT

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

These tables and graph illustrate your town centre strengths, improvement priorities and secondary priorities.

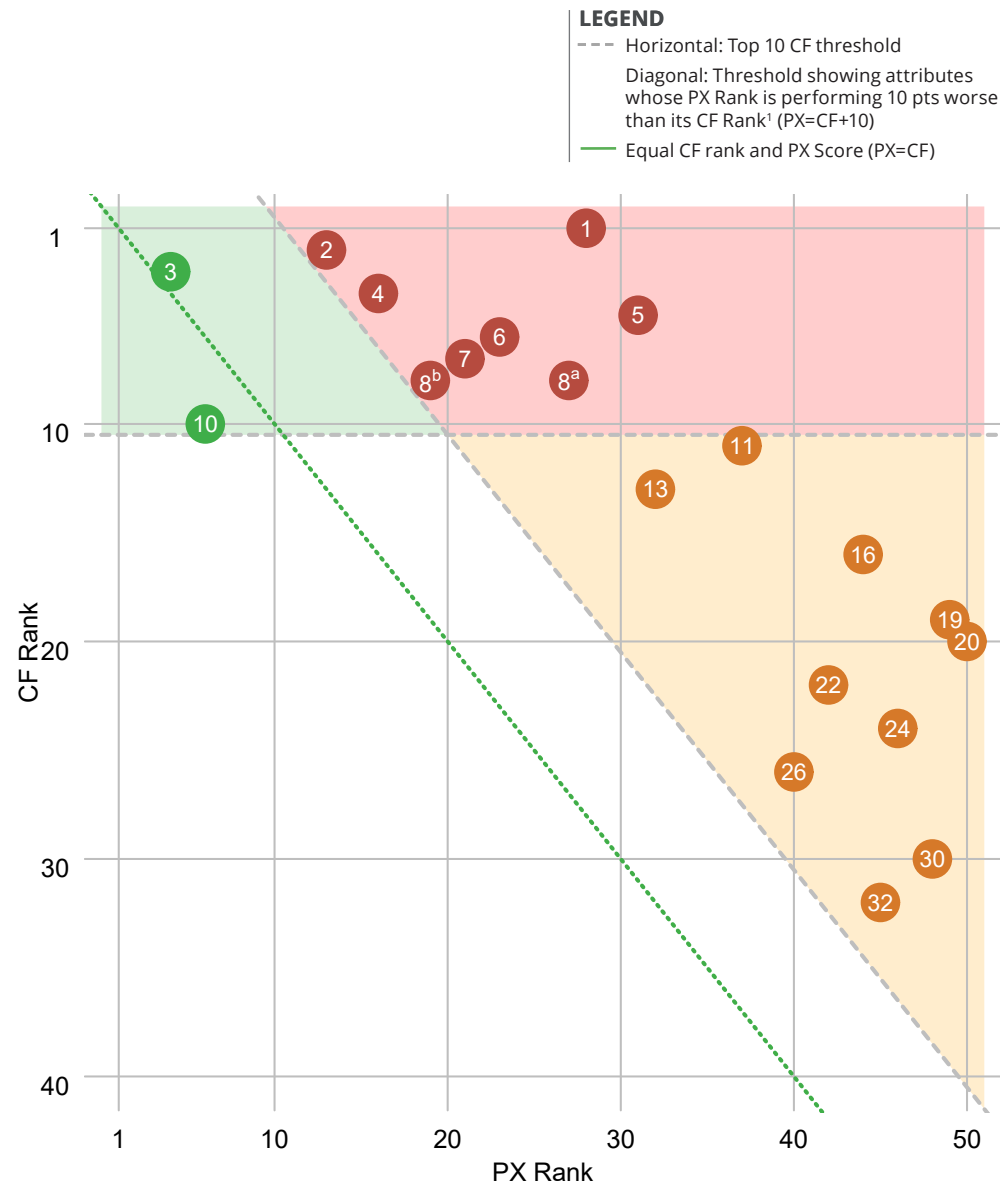**STRENGTHS** should be celebrated and protected.

IMPROVEMENT PRIORITIES identify the aspects of your town centre that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

FOR CONSIDERATION identify attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.

CF	STRENGTHS
10	Sense of safety (for all ages, genders, day/night etc.)
3	Overall look and visual character of the area

CF	IMPROVEMENT PRIORITIES
1	Elements of the natural environment (views, vegetation, topography, water etc.)
5	Vegetation and natural elements (street trees, planting, water etc.)
8a	General condition of vegetation, street trees and other planting
6	Maintenance of public spaces and street furniture
7	Walking, cycling or public transport options
4	Outdoor restaurant, cafe and/or bar seating
8b	Ease of walking around (including crossing the street, moving between destinations)
2	Cleanliness of public space

CF	FOR CONSIDERATION
20	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
19	Public art, community art, water or light feature
16	Things to do in the evening (shopping, dining, entertainment etc.)
11	Local history, heritage buildings or features
24	Evidence of recent public investment (new planting, paving, street furniture etc.)
22	Evidence of community activity (community gardening, art, fundraising etc.)
13	Evidence of public events happening here (markets, street entertainers etc.)
30	Spaces suitable for specific activities (play, entertainment, exercise etc.)
26	Car accessibility and parking
32	Unusual or unique buildings or public space design

LEGEND

- - - Horizontal: Top 10 CF threshold

Diagonal: Threshold showing attributes whose PX Rank is performing 10 pts worse than its CF Rank[1] (PX=CF+10)

—— Equal CF rank and PX Score (PX=CF)

PLACESCORE ©2022   Notes: CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. 1. A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

Fairlight
Community Priorities Report   9