



IMPACT MAXIMISER FERODALE ROAD (BTW PEPPERTREE RD AND MEDOWIE RD) MEDOWIE

PORT STEPHENS COUNCIL MAY 2021

V1.0



MAXIMISE YOUR IMPACT

This Impact Maximiser Report helps you increase the impact of your place experience and community values data collected via Place Score's PX Assessment and Care Factor tools. It provides place-specific strengths and weaknesses that can help improve the performance of your mainstreet.

In April 2021, Place Score conducted a PX (Place Experience) Assessment of Ferodale Road (btw Peppertree Rd and Medowie Rd) and a Town Centre Care Factor (CF) survey in Medowie for Port Stephens Council.

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

- Grocery and fresh food businesses
- Welcoming to all people
- Car accessibility and parking

On the other hand, the following areas were highlighted as not performing as well:

- Amenities and facilities
- Free and comfortable group seating
- Public art, community art, water or light feature

Please note - In the following sections of the report "Ferodale Road" refers to the section of Ferodale Road between Peppertree Road and Medowie Road.

ABOUT FERODALE ROAD

Ferodale Road is a two way double lane road which serves as an access to a cluster of eateries and supermarkets. It has a divider towards Medowie Road which slows down the traffic coming in from the highway. There is lush greenery with trees on both sides of the road along with wide footpaths.

To either side are Medowie Community Centre, Woolworths, a park, a large car park and some terrace housing. The road also features a bus stop and public toilets, both located nearby the community centre.

At the time of the assessment, Ferodale Road was mostly used by Woolworths customers as a way to exit the centre and access Medowie Road. There was also limited pedestrian activity along the road, with most users driving into the commercial area.



FERODALE RD, OFFERS A RELATIVELY LOW PLACE EXPERIENCE, WITH A PX SCORE 6 POINTS LOWER THAN THE 2021 NATIONAL BENCHMARK AVERAGE STREET PX OF 66/100.¹

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

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)

CF	STRENGTHS
10 ^a	Vegetation and natural elements (street trees, planting, water etc.)
6 ^a	Welcoming to all people
1 ^{9b}	General condition of vegetation, street trees and other planting
3	Sense of safety (for all ages, genders, day/night etc.)
4 ^a	Overall look and visual character of the area
CF	IMPROVEMENT PRIORITIES
4 ^b	Things to do in the evening (shopping, dining, entertainment etc.)
8	Maintenance of public spaces and street furniture
1	Cleanliness of public space
9	Walking paths that connect to other places
6 ^b	Ease of walking around (including crossing the street, moving between destinations)
2	Elements of the natural environment (views, vegetation, topography, water etc.)
CF	FOR CONSIDERATION ²
12 ^a	Local history, heritage buildings or features
12 ^b	Outdoor restaurant, cafe and/or bar seating

Notes: 1. National average sample used n=15,116 (April 2021). 2. More considerations can be found on page 8.

HOW DOES FERODALE ROAD COMPARE?

Ferodale Road is performing below the National Benchmark average. Its main point of difference is car accessibility and fresh food businesses. Most other aspects of place are either performing similarly or below the national average.

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.

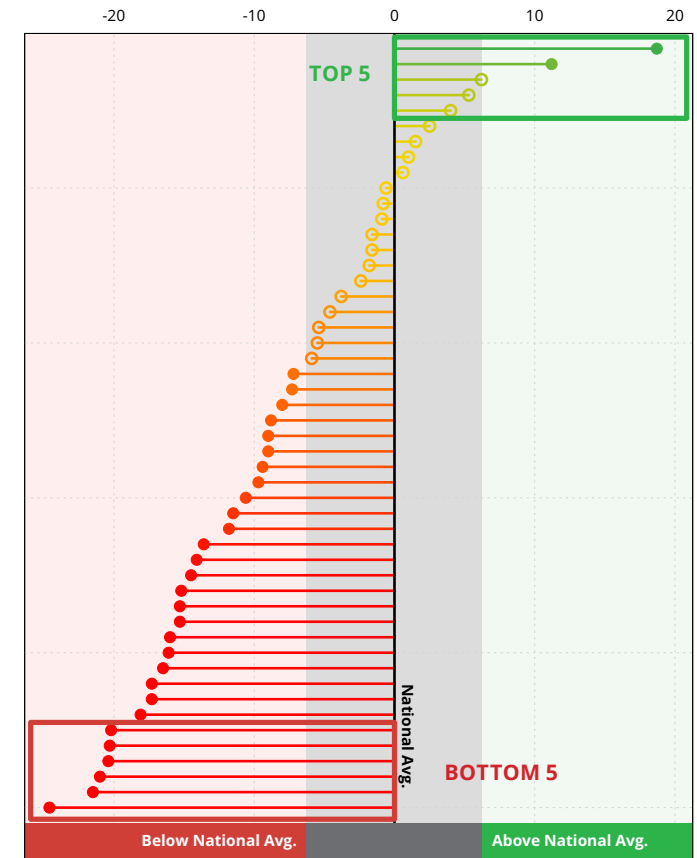
PX SCORES

- 66** National
- 64** Market St, Newcastle
- 58** Ferodale Rd, Medowie
- 58** Hunter St, Newcastle
- 49** Burton St, Vincentia
- 46** Kinghorne St, Nowra

BEST AND WORST PERFORMING ATTRIBUTES

TOP 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE	DIFFERENCE FROM NATIONAL AVERAGE
Car accessibility and parking	+18.7%
Grocery and fresh food businesses	+11.2%
Businesses that reflect the local community and values	+6.2%
Vegetation and natural elements (street trees, planting, water etc.)	+5.3%
Evidence of recent public investment (new planting, paving, street furniture etc.)	+4.0%

BOTTOM 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE	DIFFERENCE FROM NATIONAL AVERAGE
Free and comfortable group seating	-24.6%
Street furniture (including benches, bins, lights etc.)	-21.5%
Interesting things to look at (people, shops, views etc.)	-21.0%
Free and comfortable places to sit alone	-20.4%
Amenities and facilities (toilets, water bubblers, parents rooms etc.)	-20.3%



PX score of all 50 attributes of Ferodale Rd compared with Place Score's National Benchmark

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 (CF)	119
Street Place Experience (PX) Assessment	62

Your Town Centre Care Factor (CF)

- Collected face to face on 23 and 24 April 2021
- 119 respondents; 52 men, 66 women and 1 different identity

Your Street PX Assessment

- Collected face to face on 23 and 24 April 2021
- 62 respondents; 26 men and 36 women

To support the development of this Impact Maximiser Report Place Score has also considered Google Maps (2021).

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

MEDOWIE'S TOP 10 CARE FACTORS

The Medowie community's ideal town centre varies greatly depending on whom you ask, with age and association with the centre significantly impacting values. However, most community members would agree on their ideal town centre featuring natural elements and a great look and feel. The perfect town centre would also be walkable and welcoming to all.

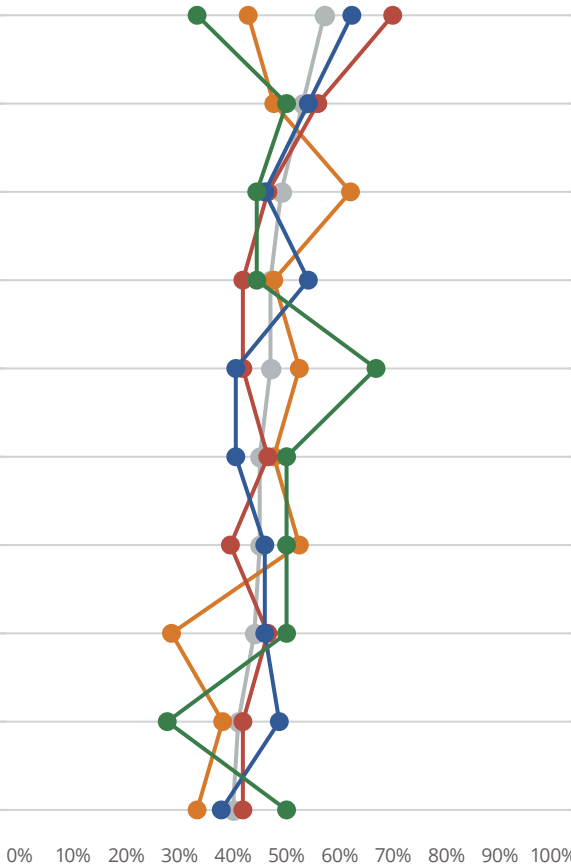
LEGEND

- Age:**
- All
 - 15-24
 - 25-44
 - 45-64
 - 65+
- Association:**
- All
 - Residents
 - Workers
 - Visitors

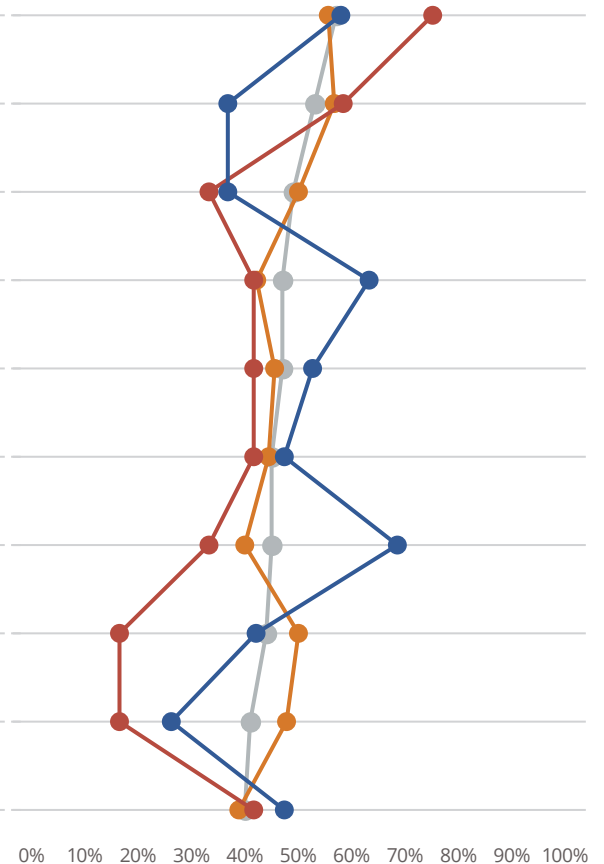
2021 TOWN CENTRE CARE FACTOR¹

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	57%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	53%
#3	Sense of safety (for all ages, genders, day/night etc.)	49%
#4	Overall look and visual character of the area	47%
#4	Things to do in the evening (shopping, dining, entertainment etc.)	47%
#6	Ease of walking around (including crossing the street, moving between destinations)	45%
#6	Welcoming to all people	45%
#8	Maintenance of public spaces and street furniture	44%
#9	Walking paths that connect to other places*	41%
#10	General condition of vegetation, street trees and other planting*	40%

BY AGE



BY ASSOCIATION²



FERODALE ROAD PLACE EXPERIENCE

(Between Peppertree Road and Medowie Road), Medowie

Ferodale Road is a two way double lane road which serves as an access to a cluster of eateries and supermarkets. It has a divider towards Medowie Rd which slows down the traffic coming in from the highway. To either side are Medowie Community Centre, Woolworths, a park, terrace housing and a large car park. There is lush greenery with trees on both sides of the road.

KEY FINDINGS

- 62 people completed an on-site assessment via face-to-face surveys on 23-24 Apr 2021.
- Ferodale Road received a PX score of 58/100.
- The strongest rated attribute is 'Grocery and fresh food businesses'.
- The poorest rated attribute is 'Amenities and facilities'.
- Men rate 'Unique mix or diversity of people in the area' 11% higher than women.
- Women rate 'Service businesses (post offices, libraries, banks etc.)' 14% higher than men.
- 15-24 yrs olds rate 'Shelter/awnings (protection from sun, rain etc.)' 58% higher than 25-44 yrs olds.
- 25-44 yrs olds rate 'General condition of vegetation, street trees and other planting' 13% higher than 65+ yrs olds.
- 65+ yrs olds rate 'Welcoming to all people' 13% higher than 25-44 yrs olds.

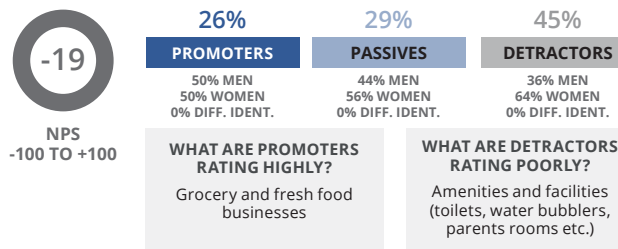


HOW DOES FERODALE RD COMPARE WITH OTHER SIMILAR STREETS?

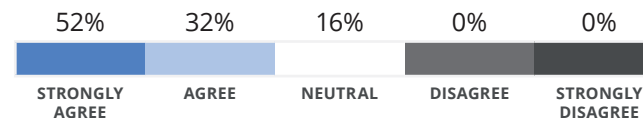


NET PROMOTER SCORE (NPS)²

How likely is your community to recommend this place?



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

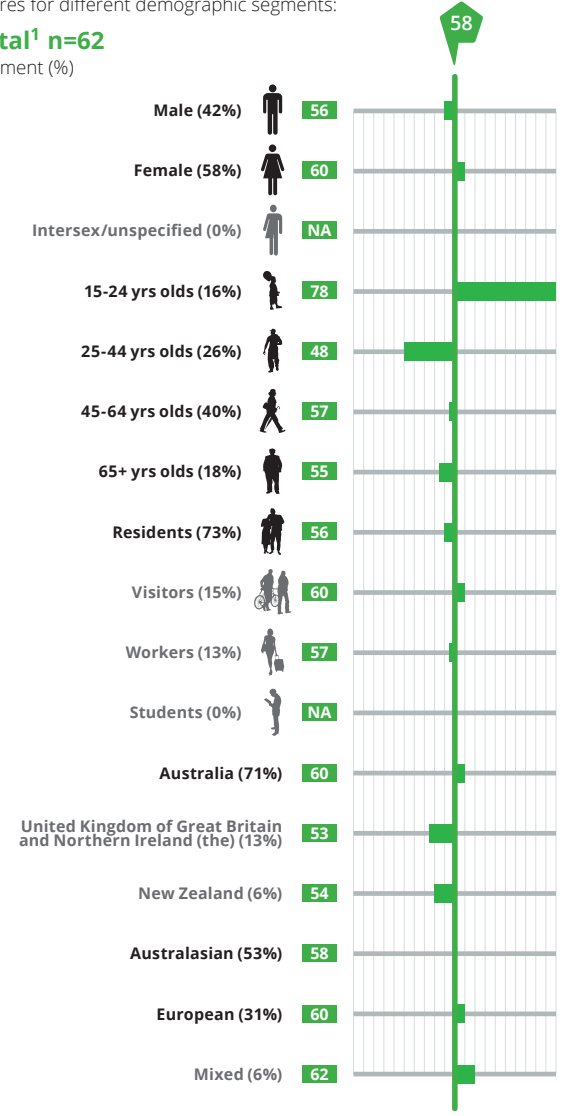


COMMUNITY GROUP PX SCORES

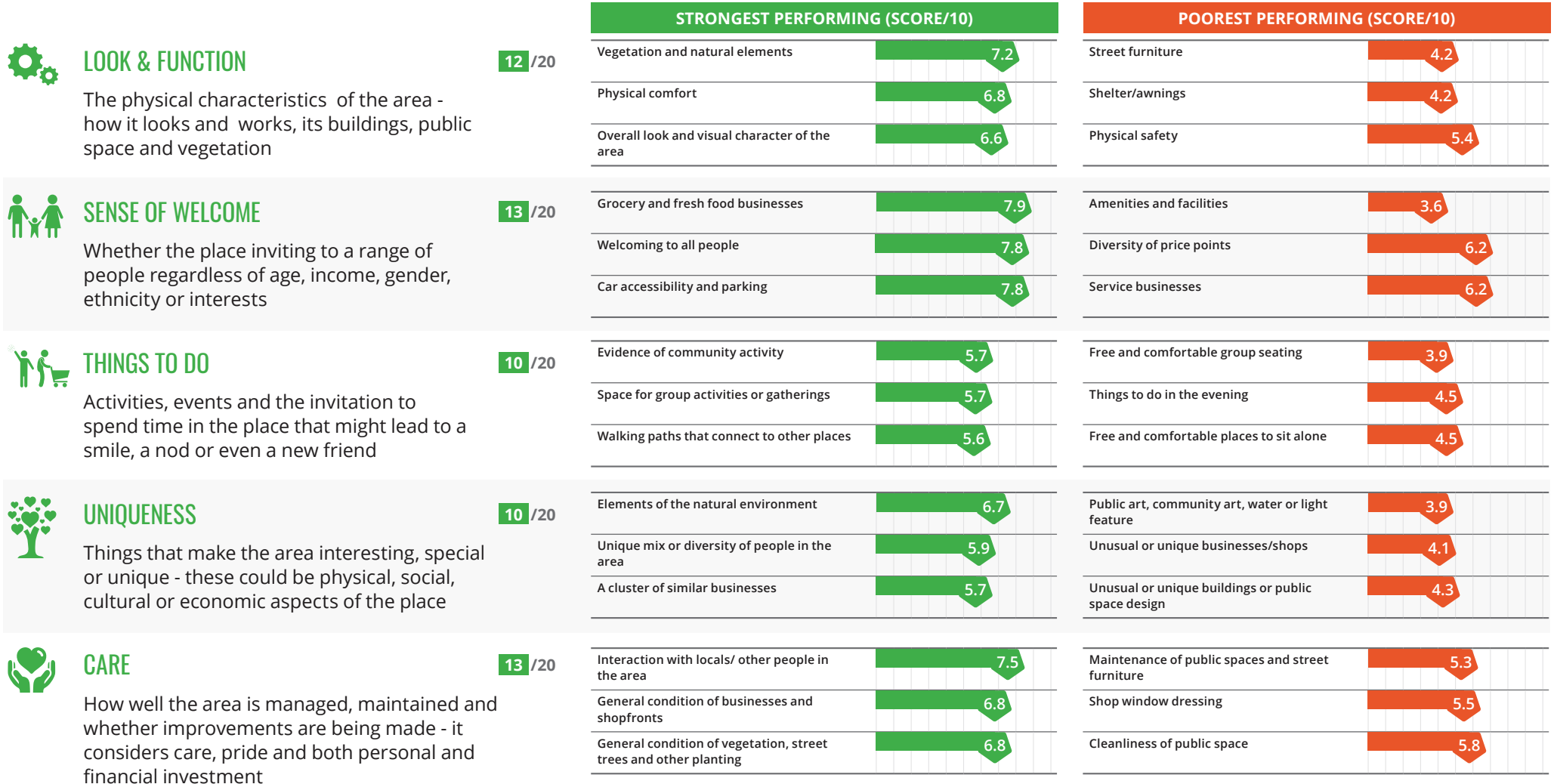
Groups within your community may perceive place experience differently to one another. The following infographic displays the PX Scores for different demographic segments:

Total¹ n=62

Segment (%)



A town centre's PX Score is a number between 0 and 100 which measures your community's experience of that place. Here we drill down into the individual place attributes which contribute positively and negatively to place experience. The three strongest and poorest attributes under each place dimension are listed. Each attribute score is shown as a number between 0 and 10.



2020 PRIORITIES FOR FERODALE ROAD

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.

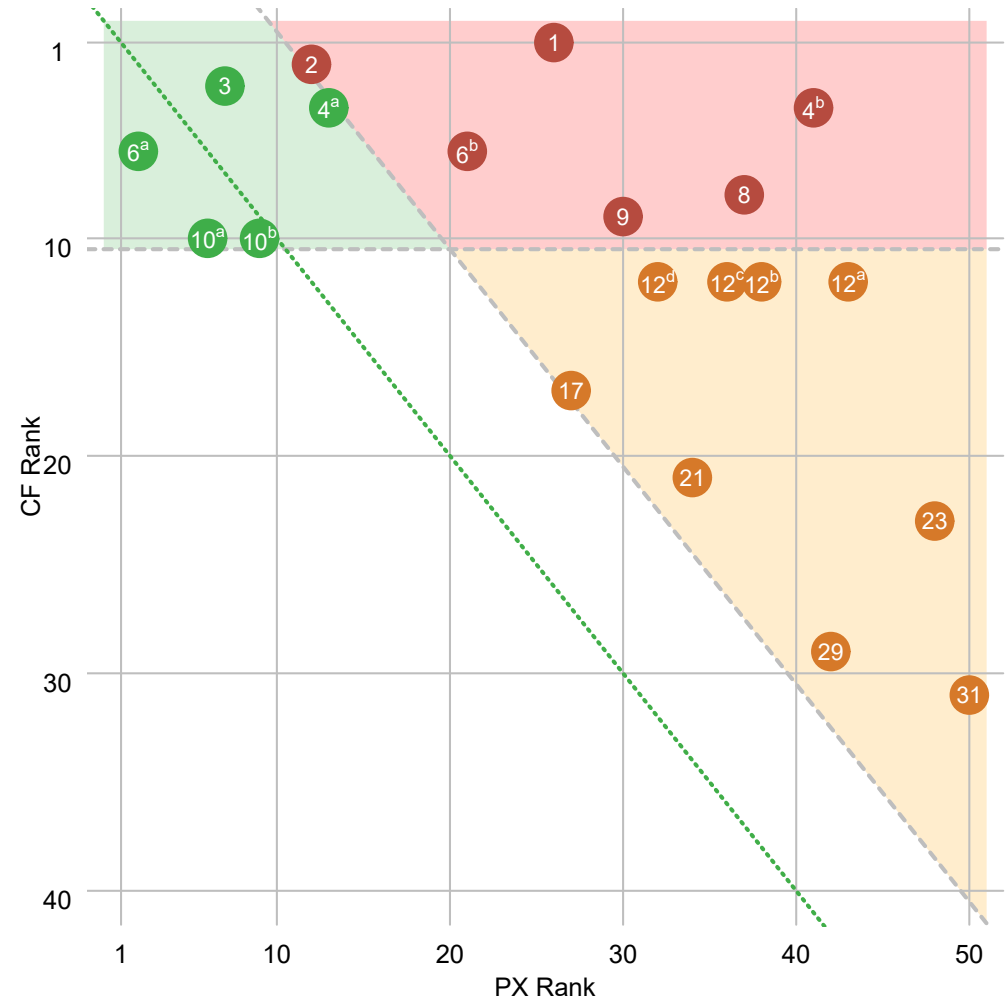
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CF	FOR CONSIDERATION
12 ^a	Local history, heritage buildings or features
12 ^b	Outdoor restaurant, cafe and/or bar seating
23	Public art, community art, water or light feature
12 ^c	Physical safety (paths, cars, lighting etc.)
12 ^d	Landmarks, special features or meeting places
31	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
21	Evidence of public events happening here (markets, street entertainers etc.)
29	One of a kind, quirky or unique features
17	A cluster of similar businesses (food, cultural traders, fashion etc.)

LEGEND

- Horizontal: Top 10 CF threshold
- Diagonal: Threshold showing attributes whose PX Rank is performing 10 pts worse than its CF Rank¹ (PX=CF+10)
- Equal CF rank and PX Score (PX=CF)



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