



PLACESCORE

NSW PLANNING AND
ENVIRONMENT
LEPPINGTON 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.

Leppington 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 26th July 2017.

LEPPINGTON TOWN CENTRE PRIORITY PRECINCT

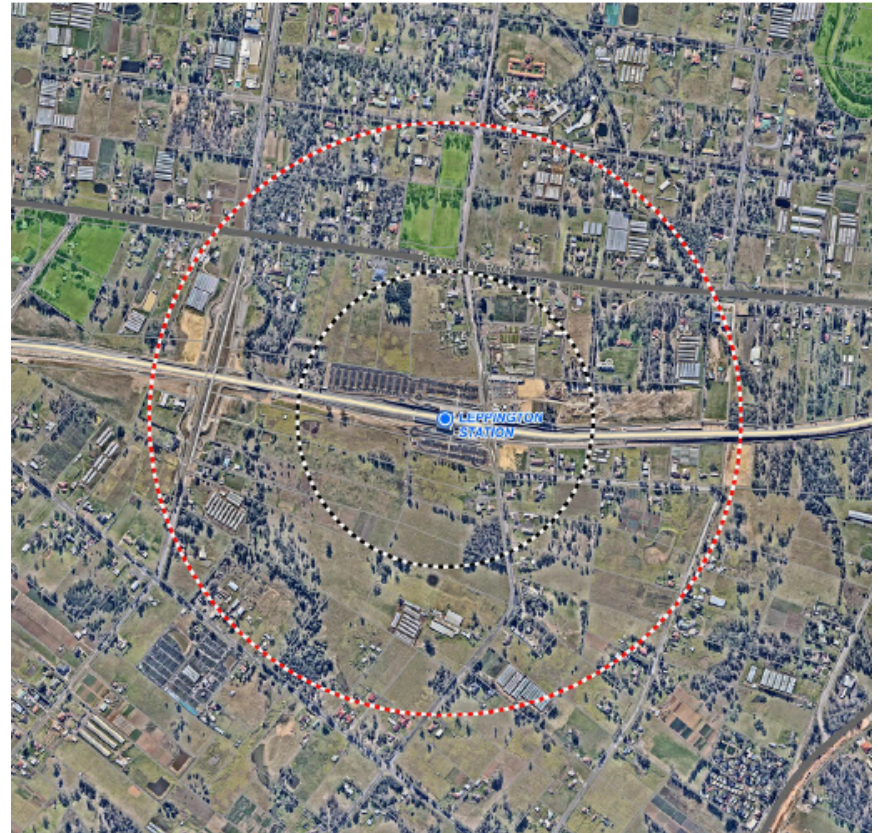
THE STUDY AREA

Care Factor:

23 Respondents: The existing and future community of the Leppington Town Centre Priority Precinct, including residents.

PX Assessments:

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



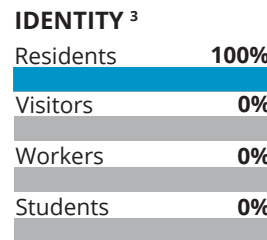
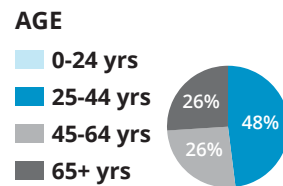
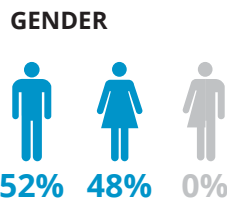
LEPPINGTON TOWN CENTRE PRIORITY PRECINCT YOUR DATASET



ABOUT YOUR DATASET

Data was collected via online and face to face surveys during the period 16 Jun- 13 Aug, 2017. A total of 24 participated with 23 completing all questions (96% completion rate).

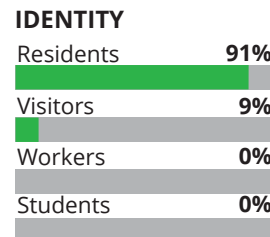
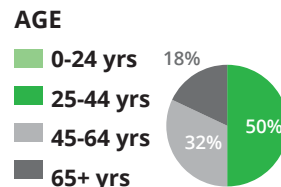
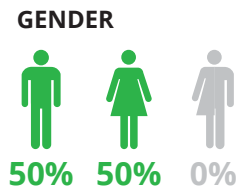
TOTAL ²
n=23



ABOUT YOUR DATASET

Data was collected via online and face to face surveys during the period 16 Jun - 13 Aug, 2017. A total of 26 participated with 22 completing all questions (85% completion rate).

TOTAL ²
n=22



KEY FINDINGS & RECOMMENDATIONS

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

LEPPINGTON TOWN CENTRE PRIORITY PRECINCT EXECUTIVE SUMMARY



• 45 people completed one of the surveys

carefactor

WHAT WE CARE ABOUT...

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

1. General condition of public open space (street trees, footpaths, parks etc.)
2. Locally owned and operated businesses
3. Evidence of recent public investment (roads, parks, schools etc.)



PXassessment

67

LOOK & FUNCTION



SENSE OF WELCOME



THINGS TO DO



UNIQUENESS



CARE



POSITIVE PLACE ATTRIBUTES...

The neighbourhood place attributes contributing most significantly to liveability are:

1. Welcoming to all people
2. There are people like me (age, gender, interests, ethnic backgrounds etc.)
3. Sense of personal safety (for all ages, genders, day or night)

LEPPINGTON TOWN CENTRE PRIORITY PRECINCT EXECUTIVE SUMMARY

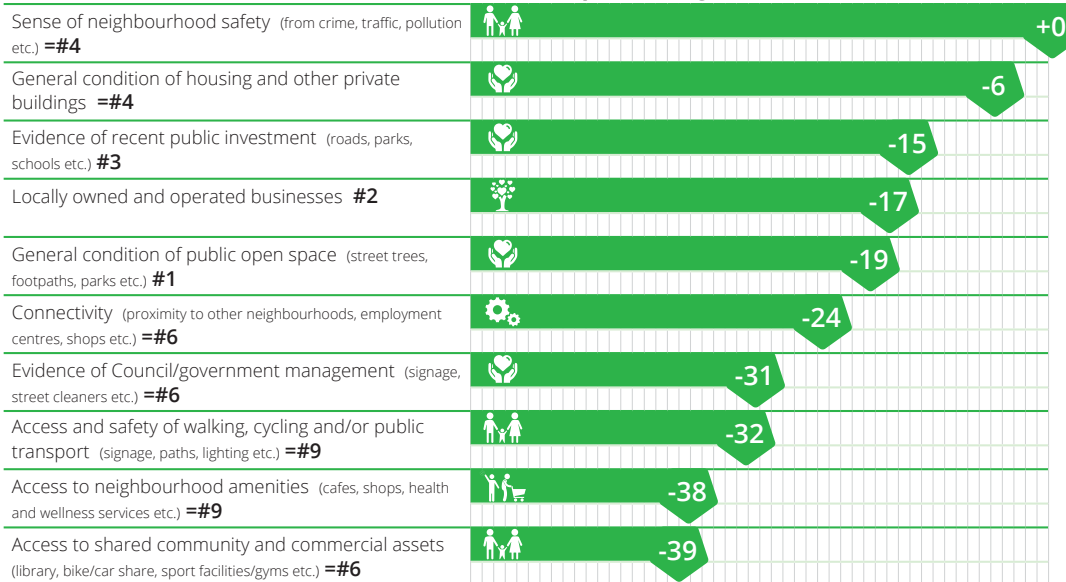
DEFINING OUR PRIORITIES...

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

TOP 10 CARE FACTORS

What we care about most:

How it is performing:



COMMUNITY IDEAS FOR CHANGE

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

1. Leveraging airport proximity
2. Improving public transport
3. Quality open space

"Please keep streets wide, parks plentiful, and lots of free parking."

LEPPINGTON TOWN CENTRE PRIORITY PRECINCT EXECUTIVE SUMMARY

Key community values for Leppington Town Centre are:

- Maintenance, investment and care of shared assets such as open space, community facilities etc
- Access and connection to local shops, services, leisure and work, as well as other centres

Recommendations:

Short term:

- Small scale community events to connect people with existing public space
- Pocket/pop up public space suitable for different users/new small businesses, markets, exercise areas
- Clean up and mini makeovers of existing public spaces
- More buses and parking at station

Long term:

- Quality walking and bike paths connecting housing to services and transport
- Quality community amenity, facilities and activities in the area; parks and parking
- Local education and employment options
- Local business and shopping area
- Leverage proximity and Western Sydney Airport

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?

LEPPINGTON TOWN CENTRE PRIORITY PRECINCT

RANK	OVERALL (N=23)	%	RANK	OVERALL (N=23)	%
#1	General condition of public open space (street trees, footpaths, parks etc.)	65%	=#6	Access to shared community and commercial assets (library, bike/car share, sport facilities/gyms etc.)	48%
#2	Locally owned and operated businesses	61%	=#6	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	48%
#3	Evidence of recent public investment (roads, parks, schools etc.)	57%	=#6	Evidence of Council/ government management (signage, street cleaners etc.)	48%
=#4	General condition of housing and other private buildings	52%	=#9	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	43%
=#4	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	52%	=#9	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	43%

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

WHAT DO PEOPLE VALUE?

LEPPINGTON TOWN CENTRE PRIORITY PRECINCT - MATRIX

LEGEND

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

		#1	#2	#3	#4	#4	#6	#6	#6	#9	#9		
#1	General condition of public open space (street trees, footpaths, parks etc.)	23	#1	#2	#3	#4	#4	#6	#6	#6	#9	#9	Highest rated attributes if not in the overall top ten
#2	Locally owned and operated businesses	12	67%	67%	58%	42%	67%	42%	50%	67%	33%	50%	
#3	Evidence of recent public investment (roads, parks, schools etc.)	11	73%	45%	64%	36%	64%	45%	45%	55%	36%	36%	
#4	General condition of housing and other private buildings	6	50%	83%	50%	83%	17%	50%	83%	33%	67%	50%	
#4	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	6	67%	67%	50%	50%	67%	50%	17%	50%	33%	50%	Amount of public space (footpaths, verges, parks etc.)
#6	Access to shared community and commercial assets (library, bike/car share, sport facilities/ gyms etc.)	6	100%	67%	50%	50%	17%	33%	67%	50%	50%	33%	Free places to sit comfortably by yourself or in small groups
#6	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	5	60%	20%	40%	60%	80%	60%	60%	40%	40%	40%	
#6	Evidence of Council/ government management (signage, street cleaners etc.)	23	65%	61%	57%	52%	52%	48%	48%	48%	43%	43%	
#9	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	18	67%	61%	56%	56%	50%	44%	50%	50%	50%	44%	
#9	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	18	67%	61%	56%	56%	50%	44%	50%	50%	50%	44%	

WHAT DO PEOPLE VALUE?

25-44 & 45-64 YEARS OLD – TOP 5

RANK	25-44 (N=11)	%	RANK	45-64 (N=6*)	%
#1	General condition of public open space (street trees, footpaths, parks etc.)	73%	=#1	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	83%
=#2	Evidence of recent public investment (roads, parks, schools etc.)	64%	=#1	General condition of housing and other private buildings	83%
=#2	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	64%	=#1	Locally owned and operated businesses	83%
=#4	Evidence of Council/ government management (signage, street cleaners etc.)	55%	=#4	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	67%
=#4	Overall visual character of the neighbourhood	55%	=#4	Local employment opportunities (within easy commute)	67%

WHAT DO PEOPLE VALUE? WOMEN & MEN – TOP 5

RANK	WOMEN (N=11)	%	RANK	MEN (N=12)	%
#1	General condition of housing and other private buildings	64%	#1	Evidence of Council/ government management (signage, street cleaners etc.)	67%
#1	General condition of public open space (street trees, footpaths, parks etc.)	64%	#1	General condition of public open space (street trees, footpaths, parks etc.)	67%
#3	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	55%	#1	Locally owned and operated businesses	67%
#3	Access to shared community and commercial assets (library, bike/car share, sport facilities/gyms etc.)	55%	#1	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	67%
#3	Evidence of recent public investment (roads, parks, schools etc.)	55%	#5	Evidence of recent public investment (roads, parks, schools etc.)	58%

WHAT DO PEOPLE VALUE?

LEPPINGTON TOWN CENTRE PRIORITY PRECINCT

KEY FINDINGS

Key community values for Leppington Town Centre are:

- Maintenance, investment and care of shared assets such as open space, community facilities etc
- Access and connection to local shops, services, leisure and work, as well as other centres

The most people are aligned around the value of:

- General condition of public open space
- Locally owned and operated businesses
- Evidence of recent public investment

The least people are aligned around the value of:

- General condition of private open space
- Child services
- Sense of connection to/feeling support from neighbours or community

Different demographics care about different place attributes:

People aged 45-64*:

- 50% of people aged 45-64* care about '*Protection of the natural environment*' compared to 0% of people aged 25-44.

People aged 25-44 :

- 55% of people aged 25-44 care about '*Sense of personal safety*' compared to 0% of people aged 45-64*.

Women:

- 36% of Women care about '*Things to do in the evening*' compared to 0% of Men.

Men:

- 67% of Men care about '*Evidence of Council/government management*' compared to only 27% of Women.

* Small Dataset

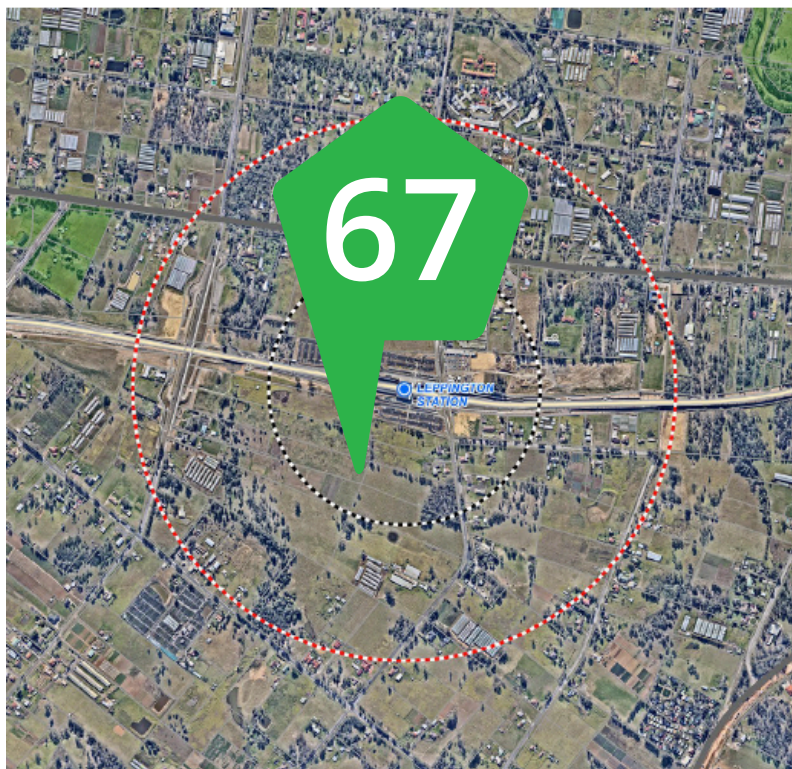
HOW **LIVEABLE** IS THE LEPPINGTON TOWN CENTRE PRIORITY PRECINCT?

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

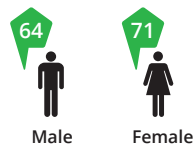
It allows you to identify the place attributes that are **contributing positively and negatively** to place experience; providing you with an important tool for prioritising investment.

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

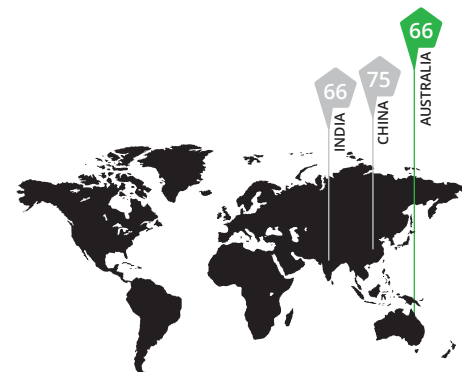
PX Score is a number between 0 and 100 that measures your community's place experience.



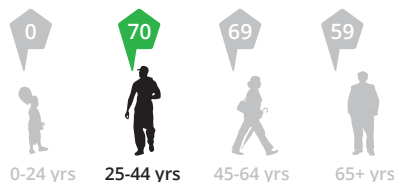
BY GENDER



BY COUNTRY OF BIRTH

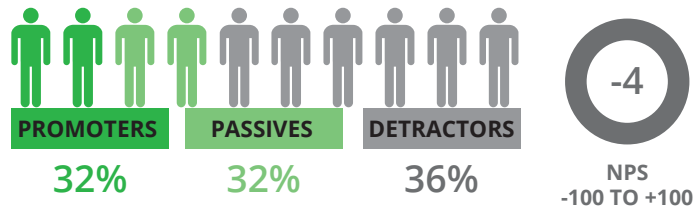


BY AGE

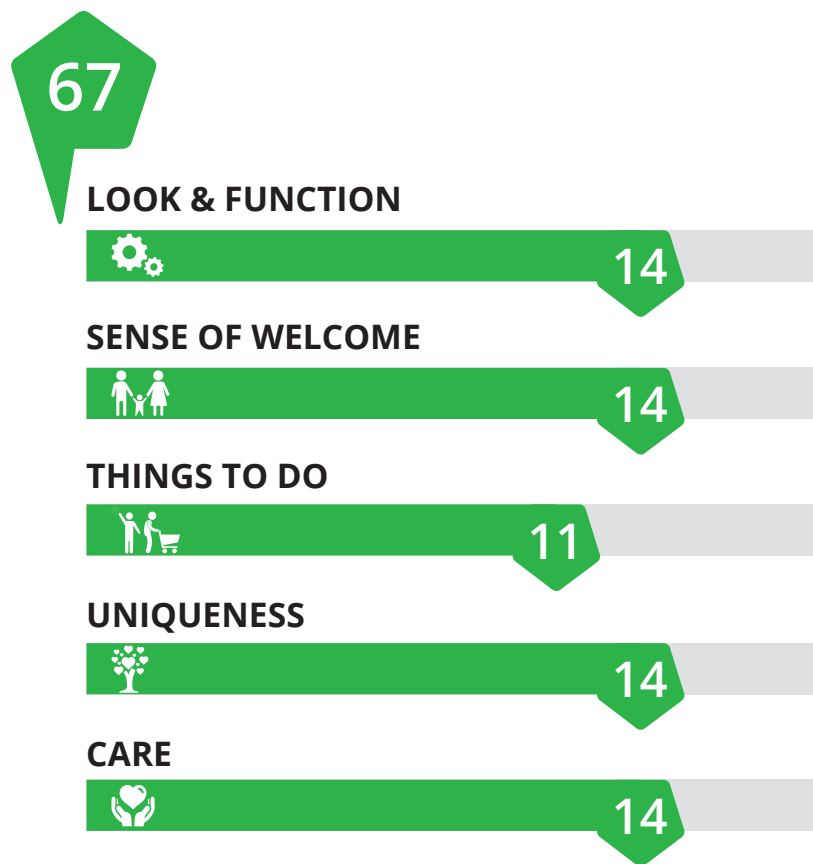


NET PROMOTER SCORE⁴

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



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








Leppington Town Centre Priority Precinct performs most strongly in terms of its **LOOK & FUNCTION, SENSE OF WELCOME, UNIQUENESS** and **CARE**.

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 LEPPINGTON TOWN CENTRE PRIORITY PRECINCT?

RANK	TOP 5 ATTRIBUTES	
#1		Welcoming to all people
#2		There are people like me (age, gender, interests, ethnic backgrounds etc.)
#3		Sense of personal safety (for all ages, genders, day or night)
#4		Sense of neighbourhood safety (from crime, traffic, pollution etc.)
#5		Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)

RANK	BOTTOM 5 ATTRIBUTES	
#50		Things to do in the evening (bars, dining, cinema, live music etc.)
#49		Local employment opportunities (within easy commute)
#48		Evidence of community activity (volunteering, gardening, art, community-organised events etc.)
#47		Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
#46		Spaces for group or community activities and/or gatherings (sports, picnics, performances etc.)

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

KEY FINDINGS

Thematically, well performing attributes are connected to:

- Community belonging, safety, relationships & resilience

The highest performing attributes belong to these place dimensions:

- SENSE OF WELCOME

The weakest performing attributes belong to these place dimensions:

- THINGS TO DO
- SENSE OF WELCOME

Different demographics rate place attributes differently :

Women:

- Rate *'Amount of public space'* 29 points higher than Men

Men:

- Rate *'Free places to sit comfortably by yourself or in small groups'* 11 points higher than Women.

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



LEPPINGTON TOWN CENTRE PRIORITY PRECINCT

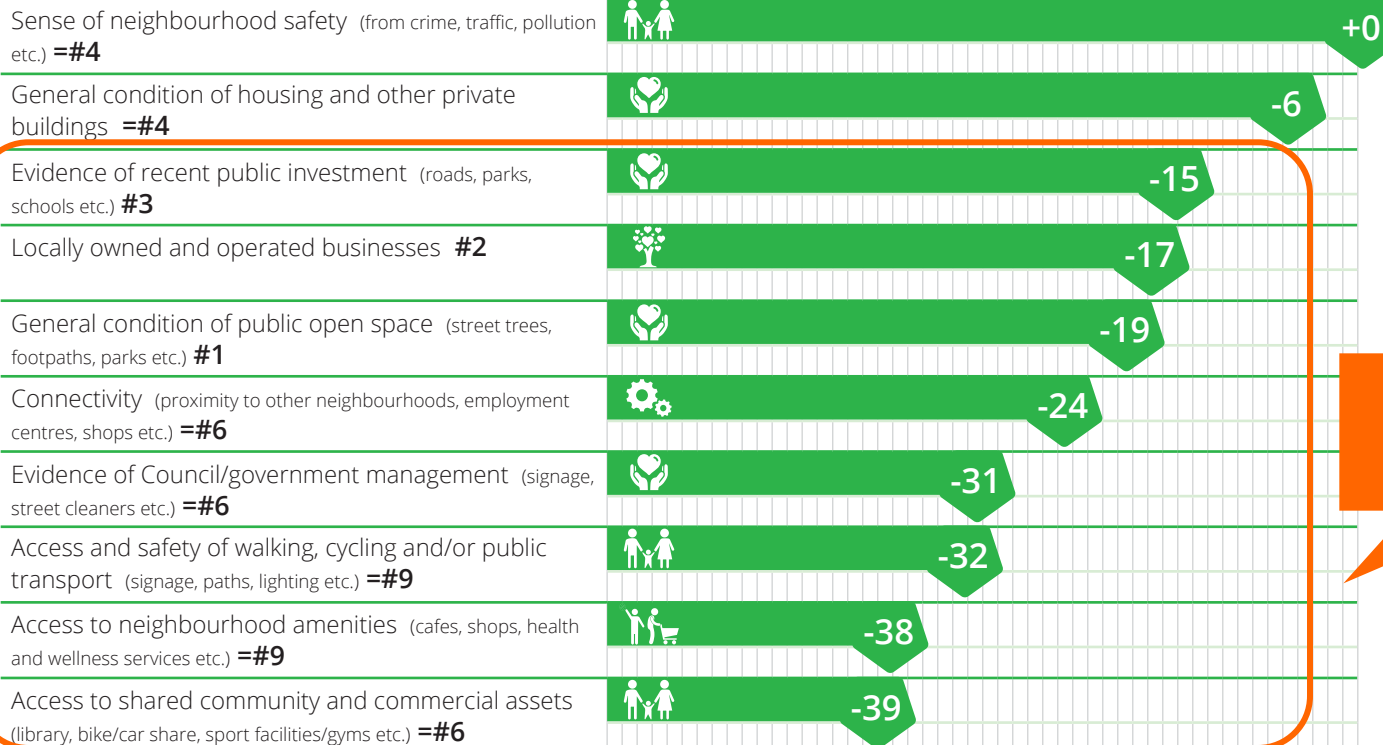
DEFINING OUR PRIORITIES

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:



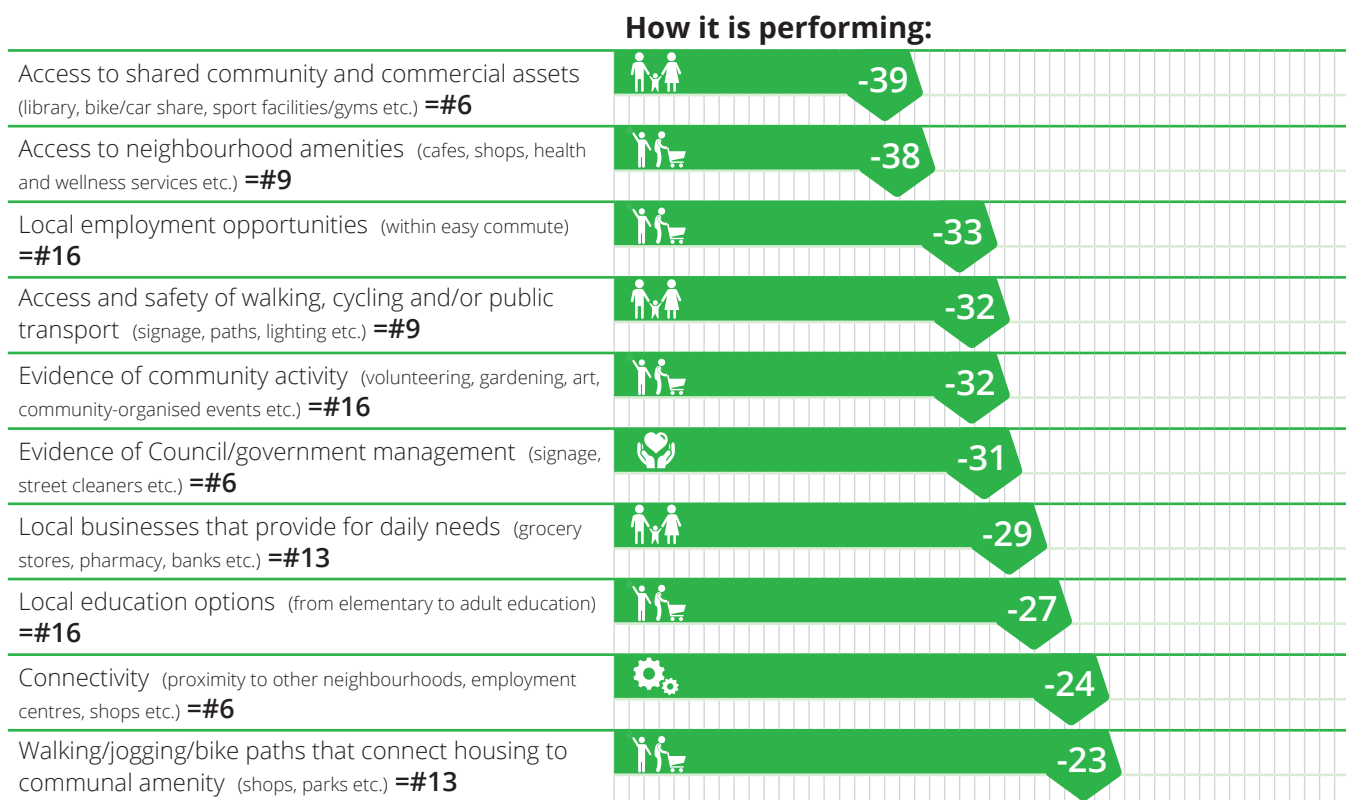
Attributes to prioritise for improvement

LEPPINGTON 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 Leppington Town Centre Priority Precinct?

LEPPINGTON TOWN CENTRE PRIORITY PRECINCT COMMUNITY DIRECTIONS

6 people contributed to the open question ‘what is the greatest opportunity for the future of this priority precinct?’.

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

Connectedness (2)

“Proximity to the new airport, being a gateway to Western Sydney and Australia, being one of the first transit-first developments in Australia since the early 20th century and a community that is built to cater for the local community and for the travellers and workers using the new Western Sydney Airport.”

LEPPINGTON TOWN CENTRE PRIORITY PRECINCT COMMUNITY DIRECTIONS

Other themes for improving Leppington Town Centre Priority Precinct were:

Community facilities (2)

"Please keep streets wide and lots of free parking."

Parks/open spaces (1)

"Plentiful parks."

Increase Density (1)

"Minimum units or high density please."

ADDITIONAL INSIGHTS

RESEARCH QUESTION 2

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

LEPPINGTON TOWN CENTRE PRIORITY PRECINCT COMMUNITY DIRECTIONS

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

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

Improve public transport (2)

"More frequent bus to the station."

Increase green space (2)

"Provide more open spaces with greenery."

Parking (2)

"More parking at new train stations."

LEPPINGTON TOWN CENTRE PRIORITY PRECINCT COMMUNITY DIRECTIONS

Other themes for improving Leppington Town Centre Priority Precinct were:

Improve Community Facilities (1)

“Quicker & frequent transport to city, amenities, cafes, quality schools & safety.”

Increase density (1)

“More development high rise apartment major shopping center.”

LEPPINGTON TOWN CENTRE PRIORITY PRECINCT COMMUNITY CONCERNS

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

No negative responses were received.

THANK YOU