



AFTER INVESTMENT 2022
PARK SCORE COMPARISON REPORT

STURT PARK
TELOPEA

CITY OF PARRAMATTA



MEASURING PARK PERFORMANCE

This Park Score Comparison Report outlines the change in performance of Sturt Park, Telopea for the City of Parramatta between September 2021 and October 2022. It reflects the impact of the investment made in the park from the perspective of its visitors.

ABOUT THE STUDY

In October 2022, Place Score conducted a Park Score assessment at Sturt Park for the City of Parramatta. 61 responses were captured through on-site surveys and QR signage.

BEFORE INVESTMENT 2021

Between 28 July and 12 September 2021, Place Score conducted a Park Score assessment at the same park.

80 respondents took part in this earlier assessment. The data was collected via QR signage only as stay-at-home orders were in place at the time due to COVID-19.

HOW TO USE THIS REPORT

This report reflects the changes in place performance, frequency and purpose of visit, place attachment and Net Promoter Score between the two assessments.

Use the evidence-based findings to plan for further park improvements.

THE METHODOLOGY

Place Score's Park Score measures the performance of 25 unique attributes related to parks and open spaces.

These Place Attributes have been defined through extensive research through community, academic and commercial knowledge to identify the factors that contribute to the place experience of parks and open spaces.

Using face-to-face surveying and/or on-site QR signage, park visitors rate the 25 Place Attributes from 'Perfect' to 'Fail'. The resulting Park Score combines the rating of the 25 Place Attributes and ranges from 0 to 10.

Visitors are also asked to complete a short audit of different amenities and facilities (e.g. BBQs or toilets) in the open space based on their quality and accessibility. This audit uses a rating of 'Good', 'Pass', or 'Poor'. The reported results are an average of all responses.

PLACE DIMENSIONS

Place Attributes are categorised under five key Place Dimensions:



LOOK & FUNCTION

The physical characteristics of the park - how it looks and works.



SENSE OF WELCOME

Accessibility of the park to people regardless of age, income, gender, ethnicity or interests.



THINGS TO DO

Activities, events and the invitation to spend time in the park.



UNIQUENESS

Things that make the park interesting, special or unique.



CARE

How well the park is managed, maintained and whether improvements are being made.

2022 PARK SCORE

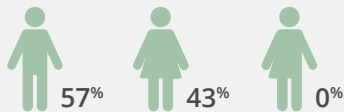
n=61

WHO DID THIS ASSESSMENT?

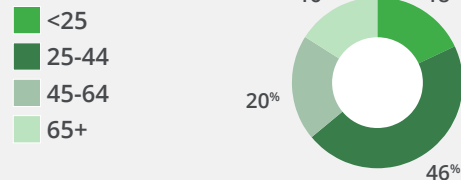
RESPONDENT DEMOGRAPHICS

This section provides a summary of who completed a Park Score assessment. Our objective was to ensure a representative sample of the visitors of your open space.

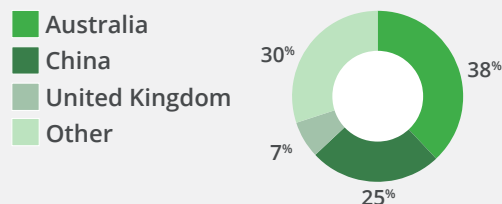
GENDER



AGE



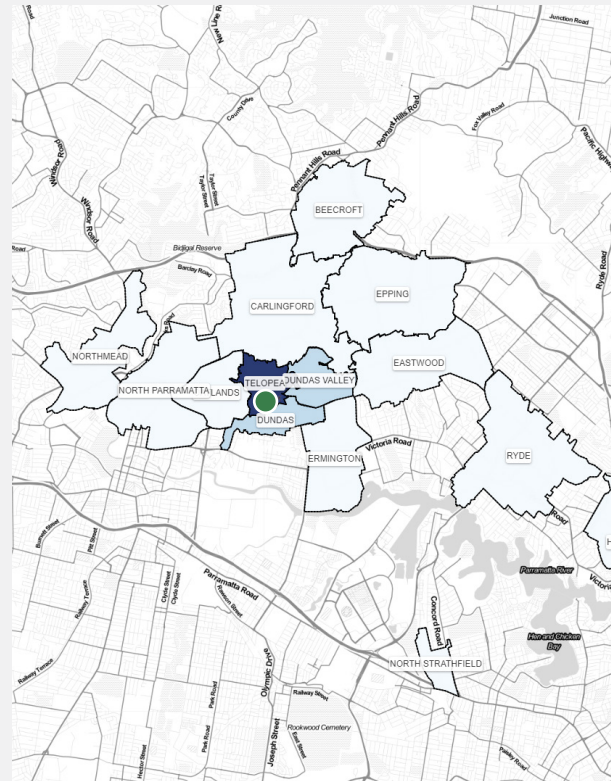
COUNTRY OF BIRTH



WHERE DID THEY COME FROM?

RESPONDENT CATCHMENT

This map illustrates the suburbs of residence of most of the survey respondents. Outlying suburbs of residence may be excluded from this map.



1-5 5-10 11-15 16+ ● Sturt Park

HOW DID THEY TRAVEL AND WHY?

These charts compare the top modes of travel, frequency of visit and purpose of visit from the first assessment with their more recent results. Respondents could select more than one mode of transport and purpose of visit.

MODE OF TRAVEL

Walking	51%	75%
Car	49%	30%
Cycling	3%	6%
Motorbike / scooter	2%	2%

FREQUENCY OF VISIT

Daily	25%	26%
Weekly	26%	41%
Occasionally	33%	32%
I am a first time visitor	16%	1%

PURPOSE OF VISIT

Walk / exercise	54%	85%
Play	56%	49%
Pass through	10%	18%
Relax	21%	18%

STURT PARK

The City of Parramatta has upgraded Sturt Park to provide the community with better access to quality recreation spaces and areas for relaxation. This involved the installation of improved lighting, new playground equipment, new pathways, benches and tables, and upgrades to the skate park and amenities building. Construction was completed in September 2022.

ABOUT THE PARK AND ITS SURROUNDINGS

Sturt Park is located next to Telopea Public School, within walking distance of the Waratah Shopping Centre and the Dundas Branch Library. The park, located in the suburb of Telopea, is bordered by residences on its southern and western edges. Sturt Park is accessible via bus services running on Sturt Street and Kissing Point Road. On-street parking is also offered on Sturt Street and Chestnut Avenue outside school drop-off and pick-up hours.



VISITOR AMENITIES AND FACILITIES AUDIT

Visitor assessment has improved across almost all amenities and facilities. Since the first assessment the old amenities, buildings, barbecues, playground and shelters have been removed and/or replaced with new play and exercise areas, multi-use court, seatings, sheltered picnic and barbeque areas, water bubblers and toilet facilities. The Sturt Street entrance, lighting, pathways, landscaping and the existing skate park have also been upgraded.

SEP 2021



OCT 2022



AMENITIES	2021 ¹	2022 ¹	VS
Drinking water			↑
Footpaths			↑
Lighting			↑
Shade			=
Seating			↑
Toilets			↑

FACILITIES	2021 ¹	2022 ¹	VS
BBQs			↑
Bike paths / storage			=
Cafe / hospitality			=
Community garden			↑
Dog facilities / off leash			=
Exercise equipment			↑
Heritage features			↑
Picnic tables			↑
Play space			↑
Public art			↑
Shelter			↑
Skate park			↑
Sports field / courts			↑
Stage / event space			↑
Wayfinding / signage			↑

■ Good
 ■ Pass
 ■ Poor
 Not here
↑ Improvement
 ↓ Decline
 = No change

PARK SCORE

The visitors of Sturt Park rated it 8.1/10 in 2022, which is a 3.8 point increase from the 4.3/10 rating in 2021. The under 25 cohort now rates the park with the highest rating, and 45 to 64 year olds respond with the lowest increase of 2.4 points from 5.2/10 rating in 2021. Park performance has also improved for people who visit the park daily, with a rise of 4.1 points since 2021.



Sturt Park, Telopea



The best performing attribute of the park in 2022 is Amount of public space (footpaths, green space, seating areas etc.).



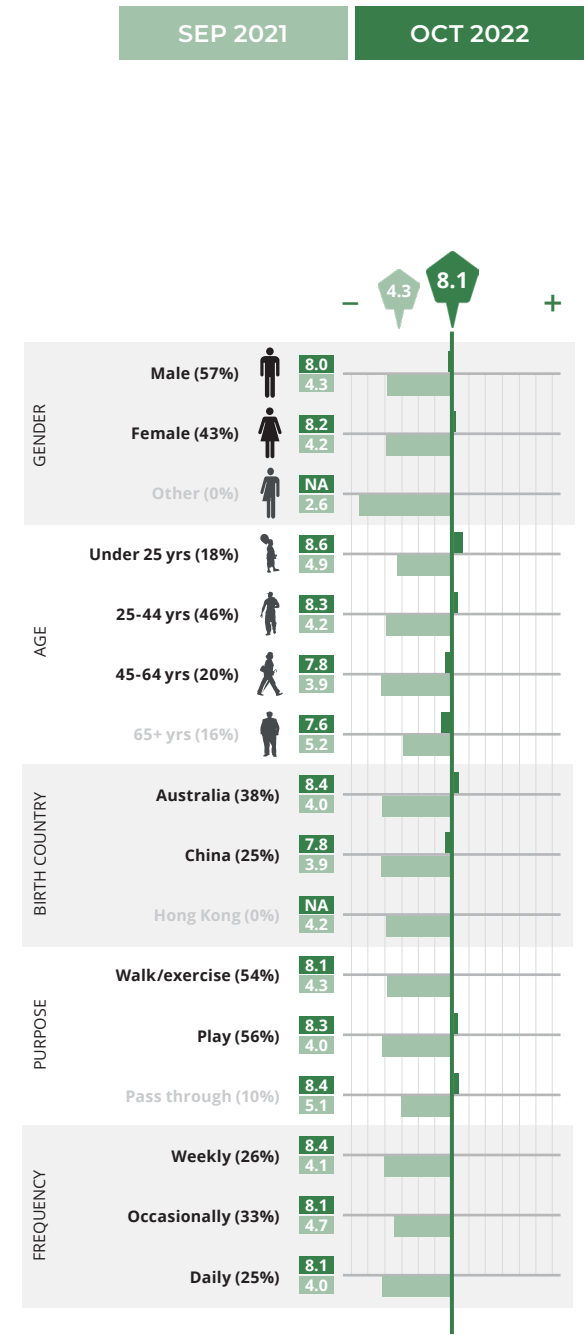
The worst performing attribute of the park in 2022 is Café, local business or market in and around this open space.

HOW DO DIFFERENT VISITORS RATE YOUR OPEN SPACE?

Groups within your community may perceive the park experience differently from one another. The following infographic displays the Park Scores for different demographic segments of park visitors.

This report only includes 100% completed surveys. Groups with <10 respondents are represented in grey to indicate a small dataset and results are indicative only.

Total n=61
Total n=80



ATTACHMENT, EXPERIENCE AND NPS

SEP 2021

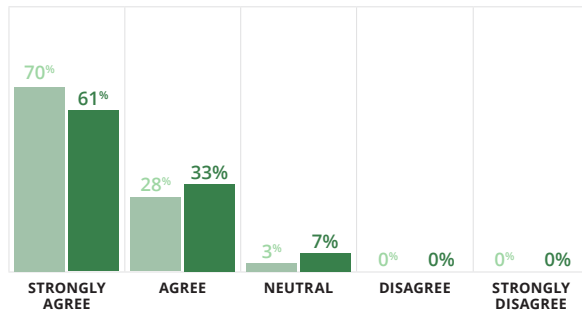
OCT 2022

These charts complement the site's Park Score and provide additional ways to measure change over time. As more people care about the park and recommend it to others, we can expect to see improvement in the Park Score.

PLACE ATTACHMENT

Park visitors were asked about the extent to which they cared about the park and its future. This represents the level of attachment of visitors to the park.

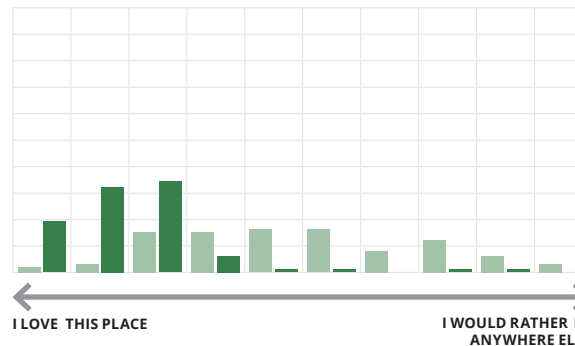
"I care about this place and its future."



OVERALL PLACE EXPERIENCE

Park visitors were asked how they would rate the park as a place they enjoyed visiting or spending time in.

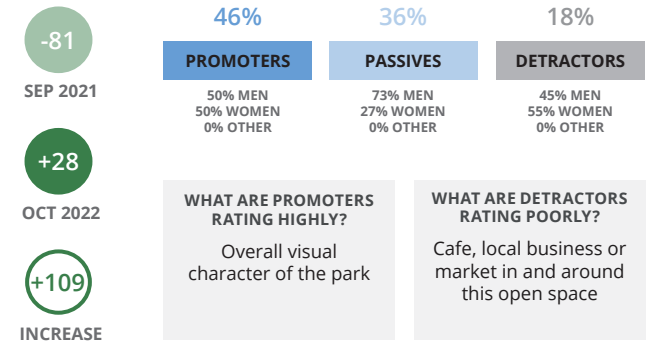
"Overall, how would you rate the park you are in as a place you enjoy visiting or spending time in?"



NET PROMOTER SCORE

Park visitors were asked how likely they were to recommend the park to others as a place to visit or spend time.

"How likely is that you would recommend this park to a friend or a colleague as a place to visit or spend time in?"



PLACE ATTRIBUTES

SEP 2021

OCT 2022

There are 25 Place Attributes that contribute to your overall Park Score. Park visitors have rated the performance of each of these in terms of their impact on their lived experience of your open space.

KEY FINDINGS

There has been significant improvement in the place experience of Sturt Park since 2021. This is reflected in the increase in all Place Attributes.

The score for *Amenities and facilities* has improved dramatically from 2.3/10 to 8.6/10 following the upgrades to the amenities block. This is the most improved attribute.

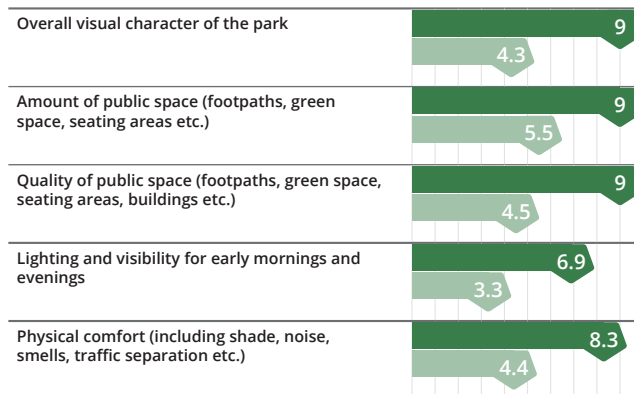
A significant improvement can also be seen in *Heritage elements and/or cultural expressions* which has increased from 2.2/10 to 6/10.

Looking to the future, commercial offerings such as cafes, and/or markets could improve the performance of some attributes. Adding spaces for community activity (such as a community garden) is likely to further enhance the performance of multiple attributes.



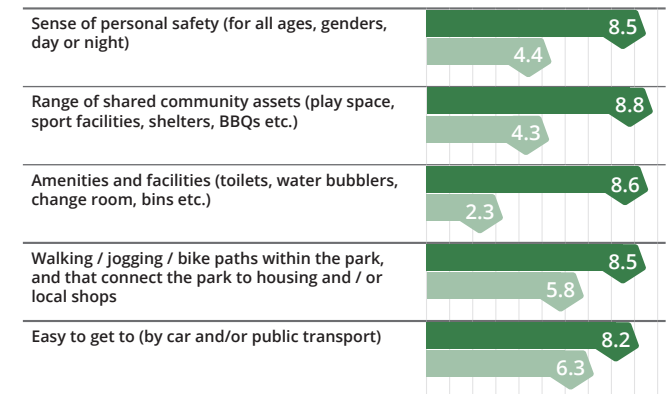
LOOK AND FUNCTION

The physical characteristics of the park - how it looks and works.



SENSE OF WELCOME

Accessibility of the park to people regardless of age, income, gender, ethnicity or interests.





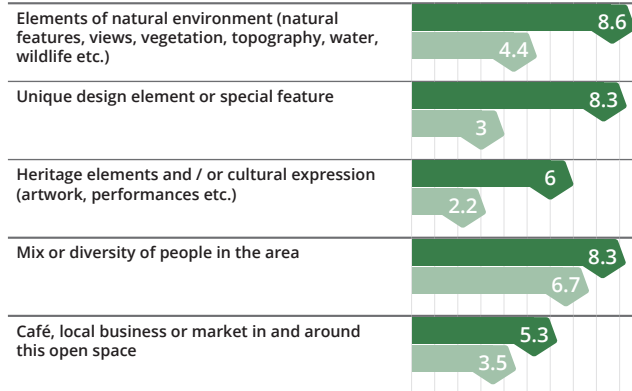
THINGS TO DO

Activities, events and the invitation to spend time in the park.



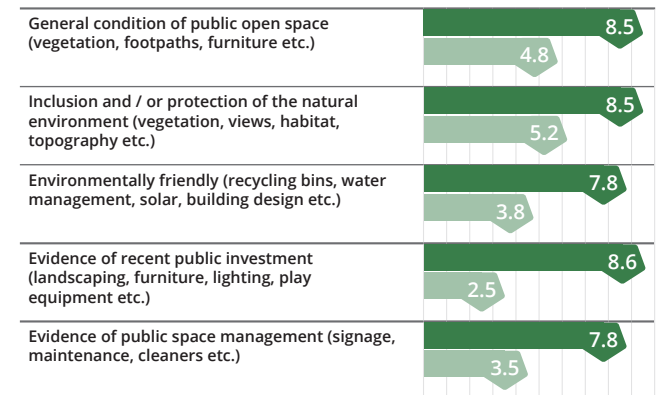
UNIQUENESS

Things that make the park interesting, special or unique.



CARE

How well the park is managed, maintained and whether improvements are being made.



ABOUT PLACE SCORE

Place Score is a groundbreaking place data company providing diagnostic, engagement, planning, benchmarking and tracking insights direct from local communities. Our purpose is to make places better for people by providing the evidence-base that helps us understand local values and current place experience in order to build a clear case for planning and investment.

HUMAN-CENTRIC PLACE DATA

Place Score's proprietary tools and reports use data collected directly from the user of your places.

There is no web scraping or social media - just the next innovation in community engagement that turns opinions into an evidence-base for decision making and performance tracking.

We facilitate community surveys and place assessments to deliver independent and rigorous results that decision makers can trust to guide investment decisions and track changes over time.

Some of the benefits of using Place Score data are to:

- **Inform multiple strategies - community, transport, land use, and more**
- **Focus future engagement planning, and community panels**
- **Support grant applications, and grant acquittal**
- **Fulfil mandatory reporting requirements**
- **Provide independent measures of success**

To learn more about how place data can help inform your projects, reduce stakeholder conflict and align your organisation please visit our website or give us a call.

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OUR PRODUCTS

LIVEABLE NEIGHBOURHOODS

Place Score's nationally consistent Liveability tools engage your community to deliver rigorous, independent and repeatable data via a fully interactive, online Liveability Platform. Products and services include:

- LGA Liveability Census
- Online Liveability Platform
- Strategic plan review and reporting metrics

SUCCESSFUL MAINSTREETS

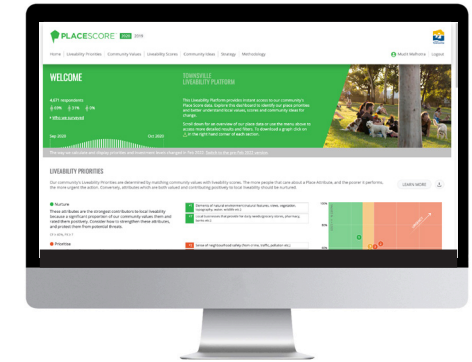
Mainstreets depend on their customers to not only survive but to thrive. Place Score gets to know your customers so you can prioritise investment that attracts more people and encourages them to stay longer and spend more. Products and services include:

- PX Assessment (before and after)
- Impact Maximiser (including placemaking recommendations)
- Impact Tracker (linked investment impact metrics)

LOVEABLE PARKS

The Park Score tool assesses the amenity and experience offered by your open space, and can track change over time before and after improvements are made. Products and services include:

- Park Score (before and after)
- Community vision and directions workshop



GLOSSARY

Place measurement and place data are relatively new to the urban planning industry. This glossary aims to share some common terms as well as those developed specifically by Place Score to define our proprietary methodology and deliverables.

ASSOCIATION

The relationship of a respondent to your place. Typically 'Resident', 'Visitor', 'Worker', and 'Student'. Respondents may select more than one association.

CARE FACTOR (CF)

Place Score's CF data gives you a measure of value. It tells you what is most valuable to your community.

Respondents are asked, "Which Place Attributes are most important to you in your ideal neighbourhood or street environment?" under each Place Dimension. Respondents select their three most important attributes from each of the Place Dimensions.

Once all responses have been collected, CF is expressed as a percentage indicating the proportion of respondents who selected that Place Attribute.

CONFIDENCE LEVEL

The statistical accuracy of a particular result is expressed as a percentage with a margin of error. For example, a confidence level of 90% ±2% means that if we were to repeat the assessment, 90% of the results would fall between -2% and +2% of the stated result.

IDENTITY

Female, male, non-binary or other gender identity. We report these as 'Female', 'Male' and 'Other'. Respondents are allowed to select only one of the options.

LIVEABILITY

An assessment of what a place is like to live in.

n

The sample size. The number of valid responses in a data collection exercise. Place Score considers only 100% complete surveys as valid responses.

Larger sample sizes yield higher levels of confidence.

NET PROMOTER SCORE (NPS)

Net Promoter Score is an internationally recognised tool for measuring respondent loyalty to a brand or entity.

Respondents are asked, "How likely is it that you would recommend this place to a friend or colleague?" on a scale of 0 to 10, where 0 is 'Not at all likely' and 10 is 'Extremely Likely'.

The NPS is a number between -100 and +100. It is obtained by subtracting the percentage of 'Detractors' (rating 0 to 6 out of 10) from the percentage of 'Promoters' (rating 9 or 10 out of 10).

PARK SCORE

A number between 0 and 10 which summarises people's experience with a park based on 25 Park Attributes.

PLACE ATTACHMENT

The respondents are asked to select one of the following — 'Strongly agree', 'Agree', 'Neutral', 'Disagree', 'Strongly disagree' — for the statement "I care about this place and its future". This helps determine whether people feel connected to the place, and are they more or less likely to invest in its future.

PLACE ATTRIBUTE

Place Score's Place Attributes are the result of an extensive investigation of community, academic and commercial research to identify the 50 factors that are universally valued by Australians.

A Place Attribute can be social, economic, cultural or physical. We use 50 attributes in neighbourhood and street environments, and 25 in park environments. Place Attributes are grouped into five Place Dimensions.

PLACE ATTRIBUTE SCORE

Each of the 50 Place Attributes is assigned a score between 0 and 10 reflecting the mean of the ratings from all respondents for that attribute in that place.

PLACE DIMENSION

Place Attributes are categorised into five Place Dimensions. Each Place Dimension covers ten related Place Attributes.

The five Place Dimensions are 'Look and Function', 'Sense of Welcome', 'Things to Do', 'Uniqueness', and 'Care'.

A Place Dimension score is a whole number between 0 and 20 representing the sum of its constituent Place Attribute scores.

PLACE EXPERIENCE (PX) SCORE

Place Score's PX Score gives a mainstreet or a neighbourhood its place rating. The whole number between 0 and 100 is nationally consistent and enables you to track place experience over time and to compare one place with another.



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