



BEFORE INVESTMENT
PARK SCORE - 2021

STURT PARK TELOPEA

CITY OF PARRAMATTA
V2.0 30 SEPTEMBER 2021



CITY OF
PARRAMATTA



MEASURING PARK PERFORMANCE

This Park Score report captures key metrics regarding the place experience offered by your open space. It provides actionable insights regarding strengths and weaknesses that can be used to improve the park experience for all users, as well as providing a baseline for future assessments.

ABOUT THE STUDY

Between 28 July and 12 September 2021, Place Score conducted a Park Score Assessment at Sturt Park for the City of Parramatta.

This included observation studies undertaken by users of the park to capture their place experience, and their perception of the quality and accessibility of the park's amenities and facilities.

A total of 80 respondents took part in this assessment. Due to COVID-19, stay-at-home orders were in place at the time of this assessment. The data was collected via QR signage installed across the park.

THE METHODOLOGY

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

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



ABOUT YOUR RESPONDENTS

This page provides a summary of the respondents who completed an assessment of your open space. Our objective was to ensure a representative sample of the users of your open space have been included.

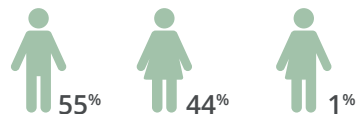
DEMOGRAPHIC BREAKDOWN

This section provides a summary of who completed the Park Score Assessment.

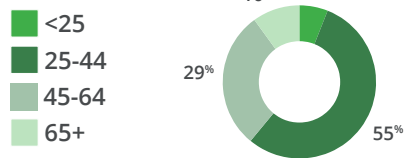
2021 DATA

n=80

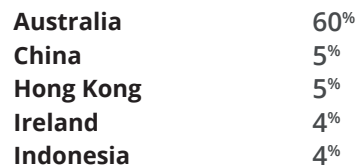
GENDER



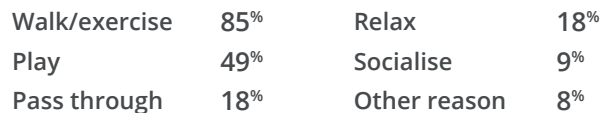
AGE¹



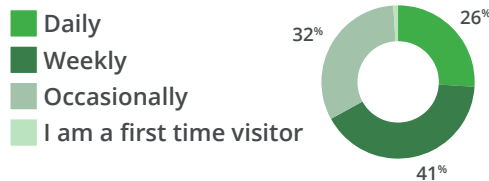
COUNTRY OF BIRTH



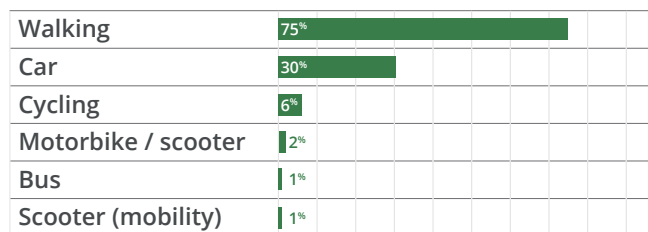
PURPOSE OF VISIT



FREQUENCY OF VISIT

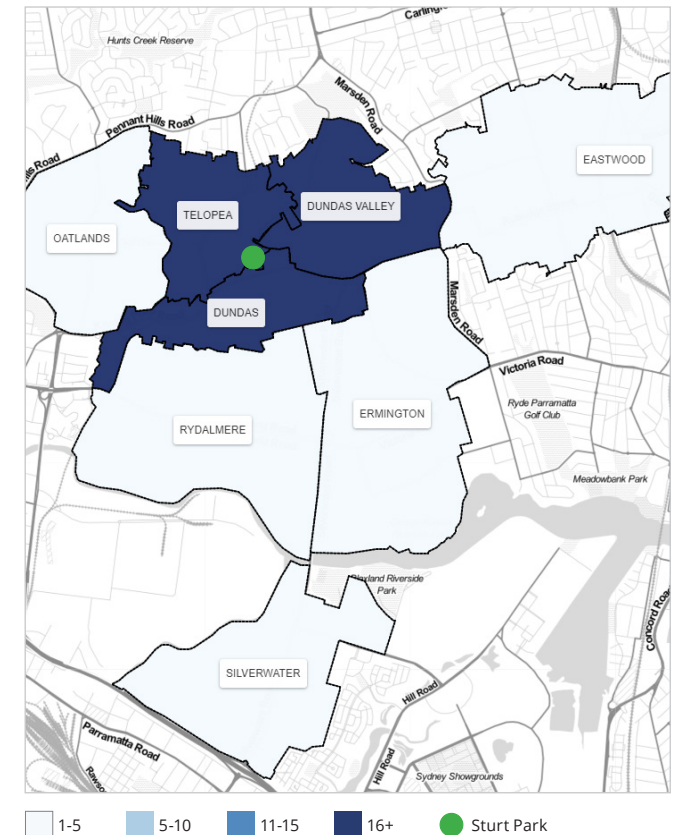


MODE OF TRAVEL²



RESPONDENT CATCHMENT

This map illustrates the suburbs of residence of most of the survey respondents.



STURT PARK

The City of Parramatta will upgrade Sturt Park to provide the community with continued access to quality recreation spaces and areas for relaxation in open green spaces. This will involve improved lighting, playground replacements, new pathways, benches and tables, and upgrades to the skate park and amenities building. Construction is scheduled for late-2021 to early 2022.

ABOUT THE PARK & ITS SURROUNDS

Sturt Park is located next to Telopea Public School, within walking distance of the Waratah Shopping Centre and the Dundas Brand 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.



AMENITIES & FACILITIES

Sturt Park features multiple amenities aimed at individual and group sports, including a large open space with rugby goal posts, a basketball court, a skatepark, cricket nets and pathways. Picnic tables are available adjacent to covered BBQs. Other facilities available include a playground, water bubbler and public toilets.

2021



AMENITY RATING ¹	2021
Drinking water	
Footpaths	
Lighting	
Shade	
Seating	
Toilets	
FACILITIES RATING ¹	2021
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 there

2021 - PARK SCORE

The users of Sturt Park scored it 4.3/10 in 2021. The users who generally rate the park higher are over 65 years of age, whereas those who rate it lower are aged between 45 and 64 years.

ASSESSMENT PERIOD

28 July - 12 September 2021



Sturt Park, Telopea



The best performing attribute of the park according to the park users is 'Mix or diversity of people in the area'.

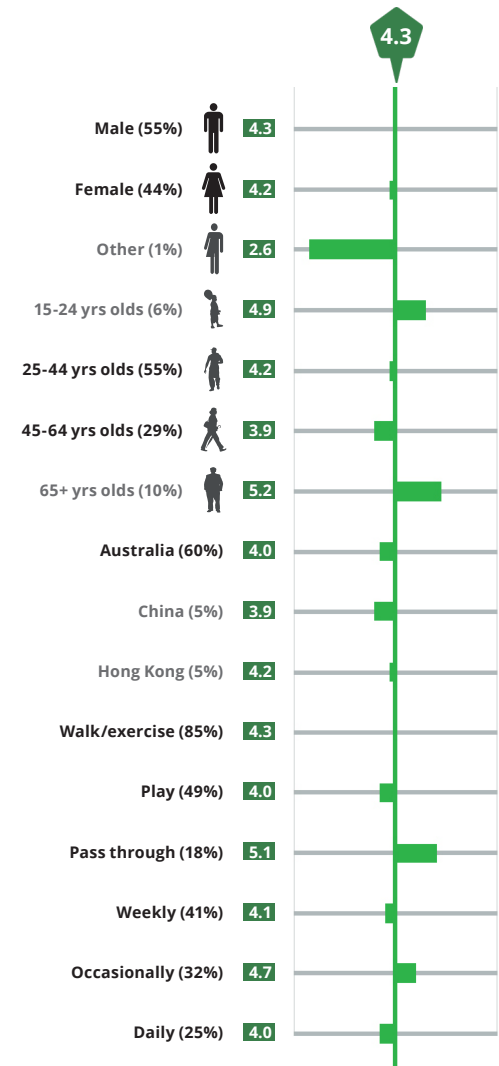


The worst performing attribute of the park according to the park users is 'Heritage elements and / or cultural expression (artworks, performances etc.)'.

COMMUNITY PARK SCORES

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

Total¹ n=80

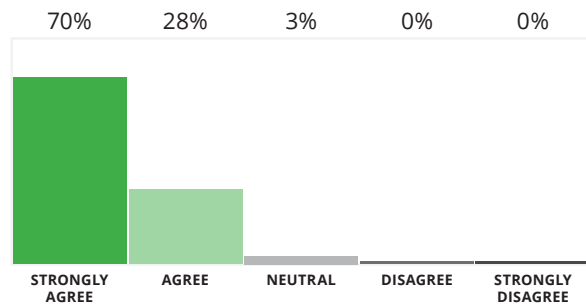


PLACE ATTACHMENT

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

"I care about this place and its future."

2021

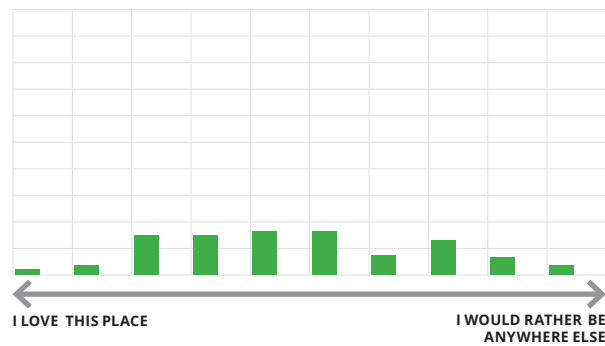


OVERALL PLACE EXPERIENCE

Park users 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?"

2021

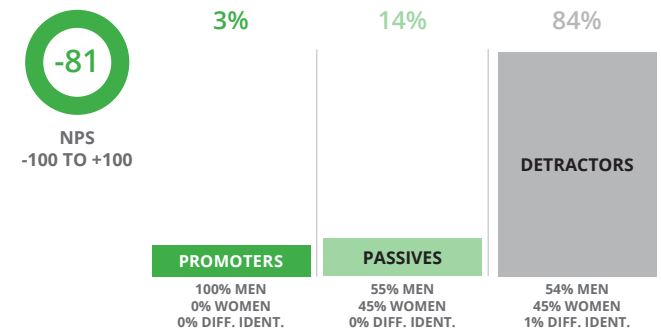


NET PROMOTER SCORE¹

Park users 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?"

2021



2021 - PARK ATTRIBUTES

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

KEY FINDINGS

With an overall score of 4.3/10, there is significant room for improvement for most aspects of the park.

The ease of access and the diversity of its users are among the top contributors to place experience.

However, offering more spaces for the diverse community to meet and express itself in unique ways would likely increase the performance of some of the worst-performing metrics.

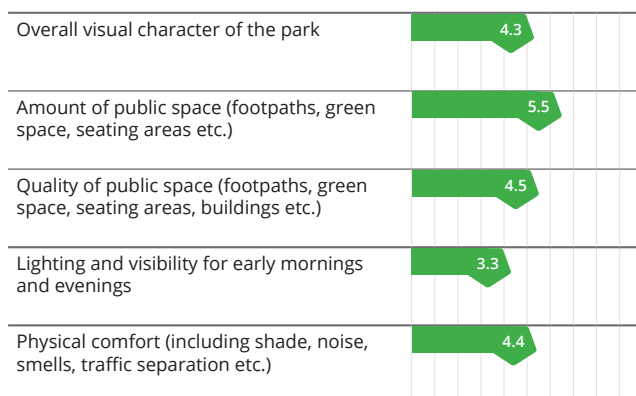
Improving the user experience around toilets and water bubblers, access to a commercial offer (cafe, markets etc.), lighting, and an improvement regarding public space management, may support an increase in the performance of other under-performing attributes.

Council investment in the park is also very likely to improve the performance of *Evidence of recent public investment*, which was rated at 2.5/10 by park users.



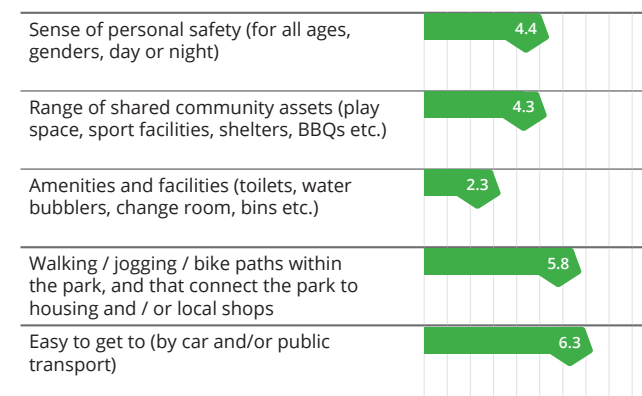
LOOK AND FUNCTION

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.

Facilities suitable for specific activities or special interests (exercise equipment, sports court, BBQs, stage etc.)	4.2
Spaces for group or community activities and / or gatherings (formal / informal sports, picnics, markets etc.)	4.9
Free places to sit comfortably by yourself or in groups	4.8
Spaces suitable for play (from toddlers to teens)	4.9
Evidence of community activity (volunteering, gardening, art, community-organised events etc.)	2.8



UNIQUENESS

Things that make the park interesting, special or unique.

Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	4.4
Unique design element or special feature	3
Heritage elements and / or cultural expression (artwork, performances etc.)	2.2
Mix or diversity of people in the area	6.7
Café, local business or market in and around this open space	3.5



CARE

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

General condition of public open space (vegetation, footpaths, furniture etc.)	4.8
Inclusion and / or protection of the natural environment (vegetation, views, habitat, topography etc.)	5.2
Environmentally friendly (recycling bins, water management, solar, building design etc.)	3.8
Evidence of recent public investment (landscaping, furniture, lighting, play equipment etc.)	2.5
Evidence of public space management (signage, maintenance, cleaners etc.)	3.5



PLACE SCORE

**SUITE 1, LEVEL 5, 2-12 FOVEAUX STREET,
SURRY HILLS, 2010 NSW AUSTRALIA**

ABN 19 610 823 286

T: +61 2 8065 7401