PLACESCORE™

Hawkesbury City Council

COMMUNITY INSIGHTS REPORT

Hawkesbury Town Centres

February 2018

ABOUT
PLACE SCORE

PLACESCORE is a place experience (PX) diagnostic, engagement, benchmarking, and data tracking platform that helps guide and measure more effective investment in urban environments.

PLACESCORE offers two sophisticated data collection tools, Care Factor and PX Assessments. Like a 'place census', Care Factor captures what your community really values. PX Assessments measure the community's lived experience.

Together they provide you with data driven directions for prioritising investment... a high 'Care Factor' and a low 'PX Score' denotes a high priority for investment.

HAWKESBURY TOWN CENTRES
PROJECT SCOPE

Between 14th December 2017 - 7th February 2018 **PLACE**SCORE, on behalf of the Hawkesbury City Council, collected Town Centre Care Factor surveys and PX Assessments via online and face to face surveys.

This Community Insights Report (CIR) includes:

- A summary of your survey respondents
- The key findings of the Care Factor survey
- The key findings of the PX Assessments
- Findings by town centre and by suburb
- Recommendations for short and long term improvements in key town centres

TOWN CENTRE CARE FACTOR SURVEY

- *Which place attributes are most important to you in your ideal town centre?*
- **1710** respondents from across the Local Government Area
- The online survey was live from **14th December 2017 to 7th February 2018**

TOWN CENTRE PX ASSESSMENTS

- *How is each place attribute impacting your personal enjoyment of this place?*
- 11 main street environments
- **439** local residents, workers and visitors completed a PX Assessment
- 25+ respondents at each of PX[1] locations
- 40+ respondents at each of PX[2] locations
- Face to face data was collected between 27th January 2018 and 4th February 2018

A total of 2149 responses were collected during the research.

EXECUTIVE SUMMARY

This section provides an executive summary of key findings and recommendations for Hawkesbury Town Centres.

HAWKESBURY TOWN CENTRES
ABOUT YOUR RESPONDENTS

carefactor town centre

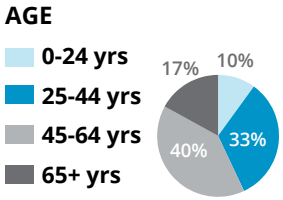
ABOUT YOUR DATASET

Data was collected via online and face to face surveys during the period 14th Dec 2017 - 7 Feb 2018. A total of 1798 participated with 1710 completing all questions (95% completion rate).

TOTAL [2]
n=1710

GENDER

AGE



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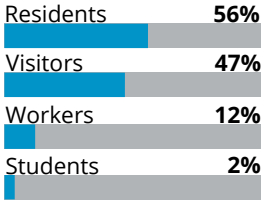


TOP 3 COUNTRIES OF BIRTH

Australia	**84%**
United Kingdom	**7%**
New Zealand	**2%**

PXassessment street

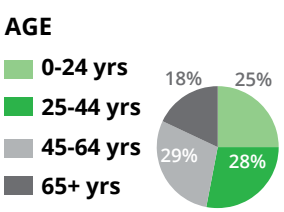
ABOUT YOUR DATASET

Data was collected via face to face survey during the period 27th Jan - 4th Feb 2018. A total of 439 participated with 439 completing all questions (100% completion rate).

TOTAL [2]
n=439

GENDER

AGE



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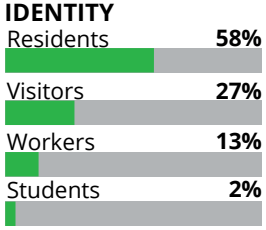


TOP 3 COUNTRIES OF BIRTH

Australia	**69%**
United Kingdom	**9%**
Argentina	**4%**

HAWKESBURY TOWN CENTRES
EXECUTIVE SUMMARY

carefactor town centre

1710 local residents, workers and visitors completed a Care Factor survey.

WHAT WE ALL CARE ABOUT...

The Top 5 town centre place attributes valued by ***all respondents*** are:

#1 Local history, heritage buildings or features
#2 Cleanliness of public space
#3 Elements of the natural environment (views, vegetation, topography, water etc.)
#4 Overall visual character of the area
#5 Vegetation and natural elements (street trees, planting, water etc.)

WHO CARES ABOUT SOMETHING DIFFERENT?

While most people care about the same place attributes, some groups differ:

Women

52% of Women care about 'Evidence of public events happening here (markets, street entertainers, festivals etc.)' compared to only 39% of Men.

Visitors

50% of Visitors care about 'Car accessibility and parking' compared to only 41% of Residents.

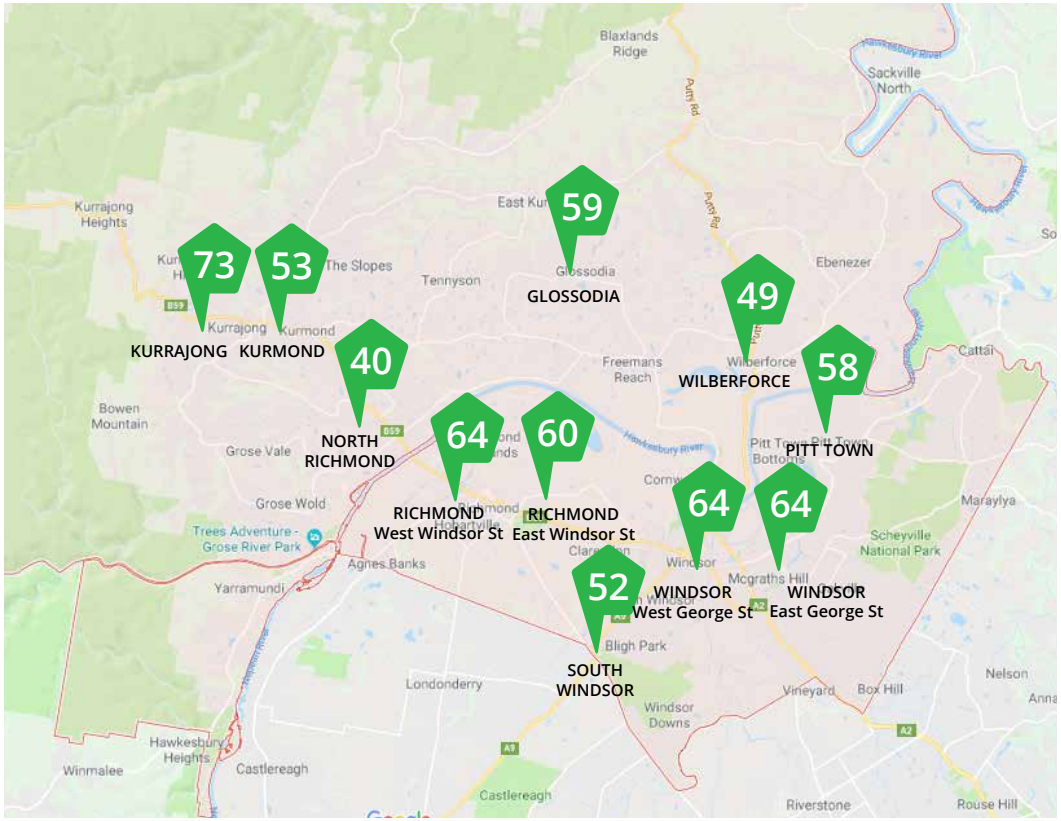
HAWKESBURY TOWN CENTRES
EXECUTIVE SUMMARY

PXassessment street

439 local residents, workers and visitors completed a PX Assessment.

This table summarises the PX score for each location.

LOCATION	N=	PX SCORE
Old Bells Line of Road, Kurrajong	*25*	**73**
Bells Line of Road, Kurmond	*35*	**53**
Golden Valley Drive, Glossodia	*25*	**59**
Bells Line of Road, North Richmond	*49*	**40**
King Road, Wilberforce	*23*	**49**
Windsor Street (West), Richmond	*54*	**64**
Windsor Street (East), Richmond	*46*	**60**
Bathurst Street, PittTown	*33*	**58**
George Street (East), Windsor	*62*	**64**
George Street (West), Windsor	*44*	**64**
George Street, South Windsor	*43*	**52**



HAWKESBURY TOWN CENTRES
EXECUTIVE SUMMARY

PERFORMANCE AND PRIORITIES

When the Top 10 Care Factors are compared against their performance in the PX Assessments it is possible to identify priorities for town centre investment.

Across all the town centres the following attributes are generally most highly valued, but performing the poorest from the community's perspective.

These should be considered as overall priorities moving forward.

	Top 10 priorities cross all town centres	Ranking gap (CF Rank - PX Rank)
#1	Maintenance of public spaces and street furniture	-327
#2	Things to do in the evening (shopping, dining, entertainment etc.)	-323
#3	Evidence of public events happening here (markets, street entertainers, festivals etc.)	-312
#4	Cleanliness of public space	-223
#5	Outdoor restaurant, café and/or bar seating	-213
#6	Elements of the natural environment (views, vegetation, topography, water etc.)	-210
#7	Evidence of recent public investment (new planting, paving, street furniture etc.)	-209
#8	Amenities and facilities (toilets, water bubblers, parents rooms etc.)	-209
#9	Vegetation and natural elements (street trees, planting, water etc.)	-183
#10	Evidence of community activity (community gardening, art, fundraising etc.)	-176

The ranking gap captures the difference between the LGA Care Factor ranking and average PX ranking across all locations.

HAWKESBURY TOWN CENTRES
EXECUTIVE SUMMARY

TOWN CENTRE PRIORITIES

The following table summarises the priorities for each town centre. Priorities are defined as attributes with a Care Factor and low PX score/ performance rating.

Highlighted attribute is the most common across all locations

LOCATION	PRIORITY 1	PRIORITY 2	PRIORITY 3
Old Bells Line of Road, Kurrajong	Evidence of public events happening here (markets, street entertainers, festivals etc.)	Maintenance of public spaces and street furniture	Elements of the natural environment (views, vegetation, topography, water etc.)
Bells Line of Road, Kurmond	Maintenance of public spaces and street furniture	Evidence of recent public investment (new planting, paving, street furniture etc.)	Cleanliness of public space
Golden Valley Drive, Glossodia	Local history, heritage buildings or features	Elements of the natural environment (views, vegetation, topography, water etc.)	Maintenance of public spaces and street furniture
Bells Line of Road, North Richmond	Elements of the natural environment (views, vegetation, topography, water etc.)	Local history, heritage buildings or features	Vegetation and natural elements (street trees, planting, water etc.)
King Road, Wilberforce	Evidence of public events happening here (markets, street entertainers, festivals etc.)	Outdoor restaurant, café and/or bar seating	Elements of the natural environment (views, vegetation, topography, water etc.)
Windsor Street (West), Richmond	Elements of the natural environment (views, vegetation, topography, water etc.)	Evidence of public events happening here (markets, street entertainers, festivals etc.)	Maintenance of public spaces and street furniture
Windsor Street (East), Richmond	Cleanliness of public space	Maintenance of public spaces and street furniture	Evidence of public events happening here (markets, street entertainers, festivals etc.)
Bathurst Street, PittTown	Landmarks, special features or meeting places	Maintenance of public spaces and street furniture	Car accessibility and parking
George Street (East), Windsor	Cleanliness of public space	Maintenance of public spaces and street furniture	Vegetation and natural elements (street trees, planting, water etc.)
George Street (West), Windsor	Maintenance of public spaces and street furniture	Vegetation and natural elements (street trees, planting, water etc.)	Evidence of public events happening here (markets, street entertainers, festivals etc.)
George Street, South Windsor	Things to do in the evening (shopping, dining, entertainment etc.)	Evidence of public events happening here (markets, street entertainers, festivals etc.)	Maintenance of public spaces and street furniture

HAWKESBURY TOWN CENTRES
EXECUTIVE SUMMARY

COMMUNITY IDEAS FOR CHANGE

Participants were asked to share their small and large ideas for improving town centres in Hawkesbury, 1140 responses were recevied.

The dominant themes were:

1. Economic development - support and grow businesses/ more diverse businesses/ lower rents/ business attraction
2. More street tree planting, planters, urban agriculture, community gardens
3. Heritage tourism and nature tourism - protect, build on and celebrate
4. Alternate transport modes - dedicated and shaded walking and cycling paths that connect places

"To do everything possible to keep the small business people trading by supporting them and my town centre."

"Windsor is my town and I want to enjoy it after hours. An entertainment centre for live music and theatre would be great."

"Maintaining clean streets and footpaths, respecting the cultural heritage of the area and promoting local events, markets community events etc."

"A competition promoted via all Hawkesbury Schools for Children to describe how they want the Hawkesbury to be when they leave school: Winning ideas implemented."

*"We make our homes beautiful, natural, historically relevant, well maintained, clean, practical, useful, comfortable, memorable spaces.
Towns are extensions of our homes."*

HAWKESBURY TOWN CENTRES
EXECUTIVE SUMMARY

COMMUNITY IDEAS REGARDING TRANSPORT

34% (388) responses to the open question included a reference to transport.

Bypass/bridge (31%):

The majority of respondents who mentioned a bypass or a bridge were in favour of a bypass. Some of these respondents also explicitly voiced out their concerns about the current bridge project. Their support for a bypass was based on:

- Maintaining the heritage of the town centre;
- Reducing heavy and through traffic in the town centre;
- Maintaining Thompson Square as it is.

Manage parking (21%):

When respondents spoke about parking it was mostly in favour of more parking spaces and fewer time limitations. The respondents also mentioned:

- Reopening the former car parks or a better management of existing ones, moving parking off main streets;
- Better maintenance of existing infrastructure;
- Shade over parking areas with trees or shade sails.

Better pedestrian and bike paths (22%):

Security and universal accessibility of footpaths were both recurring issues. The respondents across all suburbs also proposed:

- Facilitate access to bushes or water fronts via pathways and bicycle lanes;
- Encourage tourism and local business with larger and well-maintained
sidewalks as well as leisure-oriented cycling paths;
- Use mixed foot/bicycle paths;
- Create more connexions across the different suburbs.

Reducing traffic congestion (26%):

The ideas and problems that were shared were mostly car related, demanding additional roads and links. Amongst the other ideas stood:

- Implementing additional public transport
- Improve footpaths and crossings for pedestrians
- Have one-way traffic on streets like Windsor to reduce traffic, create additional parking or implement larger sidewalks;
- Limit new developments and plan better infrastructure for growing population.

TOWN CENTRE CARE FACTOR

Your Care Factor data acts as a ‘place census’, identifying what is most important to your community regarding their ideal town centre. The data is valid for 3-5 years and can be used for a variety of strategic and tactical project - from planning to place branding and activation.

HAWKESBURY TOWN CENTRES
WHAT DO PEOPLE VALUE?

KEY FINDINGS

Key community values for Hawkesbury City Council are:

- Your communities have very similar values, the top 10 attributes are the same for all except intersex gender.
- Hawkesbury LGA respondents are the first cohort to select 'Local history, heritage buildings or features' as their #1 Care Factor.
- Cleanliness and maintenance is important, as well as vegetation for uniqueness and street character.
- Day and night activities contribute to your community's ideal town centre.

Different demographics care about different place attributes:

People aged 25-44:
- 34% of people aged 25-44 care about 'Spaces suitable for specific activities (play, entertainment, exercise, etc.)' compared to only 21% of people aged 45-64.

Men:
- 14% of Men care about 'Evidence of recent private investment (new buildings, painting etc.)' compared to only 4% of Women.

Women:
- 52% of Women care about 'Evidence of public events happening here (markets, street entertainers, festivals etc.)' compared to only 39% of Men.

Visitors:
- 50% of Visitors care about 'Car accessibility and parking' compared to only 41% of Residents.

Residents:
- 27% of Residents care about 'Walking, cycling or public transport options' compared to only 20% of Visitors.

HAWKESBURY TOWN CENTRES
OUR TOP 10 PLACE ATTRIBUTES

RANK	OVERALL (N=1710)	%
#1 UNIQUE	**Local history, heritage buildings or features**	71%
#2 CARE	**Cleanliness of public space**	62%
#3 UNIQUE	**Elements of the natural environment** (views, vegetation, topography, water etc.)	59%
#4 LOOK & FUNCTION	**Overall visual character of the area**	56%
#5 LOOK & FUNCTION	**Vegetation and natural elements** (street trees, planting, water etc.)	52%

RANK	OVERALL (N=1710)	%
#6 SENSE OF WELCOME	**Sense of safety** (for all ages, genders, day/night etc.)	50%
=#7 THINGS TO DO	**Evidence of public events happening here** (markets, street entertainers, festivals etc.)	48%
=#7 CARE	**Maintenance of public spaces and street furniture**	48%
#9 THINGS TO DO	**Outdoor restaurant, café and/or bar seating**	47%
#10 SENSE OF WELCOME	**Car accessibility and parking**	45%

This slide illustrates the top 10 Town Centre place attributes that your community has said they value as being most important, and the percentage of people who selected each attribute.

HAWKESBURY TOWN CENTRES
WHAT DO PEOPLE VALUE?

#1	Local history, heritage buildings or features
#2	Cleanliness of public space
#3	Elements of the natural environment (views, vegetation, topography, water etc.)
#4	Overall visual character of the area
#5	Vegetation and natural elements (street trees, planting, water etc.)
#6	Sense of safety (for all ages, genders, day/night etc.)
=#7	Evidence of public events happening here (markets, street entertainers, festivals etc.)
=#7	Maintenance of public spaces and street furniture
#9	Outdoor restaurant, café and/or bar seating
#10	Car accessibility and parking

		#1	#2	#3	#4	#5	#6	=#7	=#7	#9	#10	Highest rated attributes if not in the overall top ten
ALL	1710											
Male	528	68%	57%	56%	58%	47%	46%	39%	48%	48%	46%	
Female	1174	72%	65%	61%	55%	54%	52%	52%	48%	46%	45%	
Intersex	8	63%	63%	50%	38%	38%	38%	38%	25%	25%	38%	Landmarks, special features or meeting places
Age												
0-24	169	53%	57%	45%	46%	47%	43%	38%	38%	40%	41%	
25-44	570	65%	64%	62%	53%	51%	52%	50%	48%	47%	40%	
45-64	684	74%	62%	58%	60%	52%	50%	50%	50%	48%	47%	
65+	287	84%	61%	63%	57%	56%	51%	44%	50%	48%	55%	
Country of birth (Top 3)												
Australia	1443	71%	62%	59%	56%	52%	50%	48%	49%	47%	47%	
United Kingdom	117	79%	65%	67%	55%	59%	54%	52%	43%	50%	32%	
New Zealand	32	78%	66%	66%	63%	63%	53%	63%	53%	47%	41%	
Ancestry (Top 3)												
Australasian	871	70%	64%	58%	55%	50%	51%	46%	48%	47%	48%	
European (including United Kingdom)	631	75%	60%	61%	59%	54%	49%	48%	49%	47%	42%	
Mixed	85	62%	65%	68%	44%	66%	45%	65%	46%	46%	44%	

LEGEND

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

HAWKESBURY TOWN CENTRES
WHAT DO PEOPLE VALUE?

#1	Local history, heritage buildings or features
#2	Cleanliness of public space
#3	Elements of the natural environment (views, vegetation, topography, water etc.)
#4	Overall visual character of the area
#5	Vegetation and natural elements (street trees, planting, water etc.)
#6	Sense of safety (for all ages, genders, day/night etc.)
=#7	Evidence of public events happening here (markets, street entertainers, festivals etc.)
=#7	Maintenance of public spaces and street furniture
#9	Outdoor restaurant, café and/or bar seating
#10	Car accessibility and parking

		#1	#2	#3	#4	#5	#6	=#7	=#7	#9	#10	Highest rated attributes if not in the overall top ten
ALL	1710											
Identity												
Residents	963	73%	64%	59%	54%	51%	52%	47%	48%	46%	41%	
Visitors	797	73%	64%	62%	59%	55%	48%	50%	48%	49%	50%	
Workers	204	60%	54%	55%	59%	52%	50%	45%	49%	50%	44%	
Students	40	55%	58%	55%	33%	43%	53%	28%	40%	38%	45%	
Neighbourhood Type												
Rural/Suburban (Low density)	1226	73%	63%	61%	59%	52%	48%	46%	48%	49%	47%	
Inner-urban (Low-medium density)	354	66%	60%	58%	48%	52%	52%	51%	49%	41%	39%	
Inner-urban (Medium-high density)	112	66%	61%	49%	46%	49%	62%	56%	44%	41%	47%	
City (High density)	18	56%	50%	33%	78%	28%	44%	61%	44%	28%	50%	

LEGEND

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

HAWKESBURY TOWN CENTRES
DO WE CARE ABOUT DIFFERENT THINGS?

HAWKESBURY LGA

#1	Local history, heritage buildings or features
#2	Cleanliness of public space
#3	Elements of the natural environment (views, vegetation, topography, water etc.)
#4	Overall visual character of the area
#5	Vegetation and natural elements (street trees, planting, water etc.)
#6	Sense of safety (for all ages, genders, day/night etc.)
=#7	Evidence of public events happening here (markets, street entertainers, festivals etc.)
=#7	Maintenance of public spaces and street furniture
#9	Outdoor restaurant, café and/or bar seating
#10	Car accessibility and parking

KURRAJONG

#1	Local history, heritage buildings or features
#2	Elements of the natural environment (views, vegetation, topography, water etc.)
#3	Vegetation and natural elements (street trees, planting, water etc.)
#4	Overall visual character of the area
#5	Cleanliness of public space
#6	General condition of vegetation, street trees and other planting
#7	Evidence of community activity (community gardening, art, fundraising etc.)
=#8	Businesses that reflect the local community and values
=#8	Evidence of public events happening here (markets, street entertainers, festivals etc.)
=#10	Maintenance of public spaces and street furniture

KURMOND

=#1	Businesses that reflect the local community and values
=#1	Car accessibility and parking
#3	Cleanliness of public space
=#4	Local history, heritage buildings or features
=#4	Overall visual character of the area
=#6	A cluster of similar businesses (food, cultural traders, fashion etc.)
=#6	Maintenance of public spaces and street furniture
=#6	Sense of safety (for all ages, genders, day/night etc.)
=#9	Evidence of recent public investment (new planting, paving, street furniture etc.)
=#9	General condition of businesses and shopfronts

GLOSSODIA

#1	Cleanliness of public space
=#2	Elements of the natural environment (views, vegetation, topography, water etc.)
=#2	Local history, heritage buildings or features
#4	Maintenance of public spaces and street furniture
#5	Overall visual character of the area
#6	Sense of safety (for all ages, genders, day/night etc.)
=#7	Car accessibility and parking
=#7	Vegetation and natural elements (street trees, planting, water etc.)
=#9	A cluster of similar businesses (food, cultural traders, fashion etc.)
=#9	General condition of vegetation, street trees and other planting

HAWKESBURY TOWN CENTRES
DO WE CARE ABOUT DIFFERENT THINGS?

WILBERFORCE

#1	Local history, heritage buildings or features
#2	Cleanliness of public space
#3	Elements of the natural environment (views, vegetation, topography, water etc.)
#4	Overall visual character of the area
=#5	Evidence of public events happening here (markets, street entertainers, festivals etc.)
=#5	Vegetation and natural elements (street trees, planting, water etc.)
=#7	Car accessibility and parking
=#7	Maintenance of public spaces and street furniture
=#9	Grocery and fresh food businesses
=#9	Outdoor restaurant, café and/or bar seating

PITT TOWN

#1	Local history, heritage buildings or features
#2	Elements of the natural environment (views, vegetation, topography, water etc.)
#3	Sense of safety (for all ages, genders, day/night etc.)
#4	Cleanliness of public space
#5	Maintenance of public spaces and street furniture
#6	Overall visual character of the area
#7	Outdoor restaurant, café and/or bar seating
#8	Vegetation and natural elements (street trees, planting, water etc.)
#9	Car accessibility and parking
=#10	Landmarks, special features or meeting places

RICHMOND

#1	Local history, heritage buildings or features
#2	Elements of the natural environment (views, vegetation, topography, water etc.)
#3	Cleanliness of public space
#4	Vegetation and natural elements (street trees, planting, water etc.)
#5	Sense of safety (for all ages, genders, day/night etc.)
=#6	Evidence of public events happening here (markets, street entertainers, festivals etc.)
=#6	Overall visual character of the area
#8	General condition of vegetation, street trees and other planting
#9	Maintenance of public spaces and street furniture
=#10	Car accessibility and parking

NORTH RICHMOND

#1	Elements of the natural environment (views, vegetation, topography, water etc.)
#2	Local history, heritage buildings or features
#3	Cleanliness of public space
=#4	Car accessibility and parking
=#4	Overall visual character of the area
#6	Vegetation and natural elements (street trees, planting, water etc.)
#7	Outdoor restaurant, café and/or bar seating
#8	Maintenance of public spaces and street furniture
#9	Sense of safety (for all ages, genders, day/night etc.)
#10	General condition of vegetation, street trees and other planting

HAWKESBURY TOWN CENTRES
DO WE CARE ABOUT DIFFERENT THINGS?

WINDSOR

#1	Local history, heritage buildings or features
#2	Cleanliness of public space
#3	Overall visual character of the area
=#4	Elements of the natural environment (views, vegetation, topography, water etc.)
=#4	Vegetation and natural elements (street trees, planting, water etc.)
=#6	Evidence of public events happening here (markets, street entertainers, festivals etc.)
=#6	Outdoor restaurant, café and/or bar seating
#8	Sense of safety (for all ages, genders, day/night etc.)
#9	Maintenance of public spaces and street furniture
=#10	Car accessibility and parking

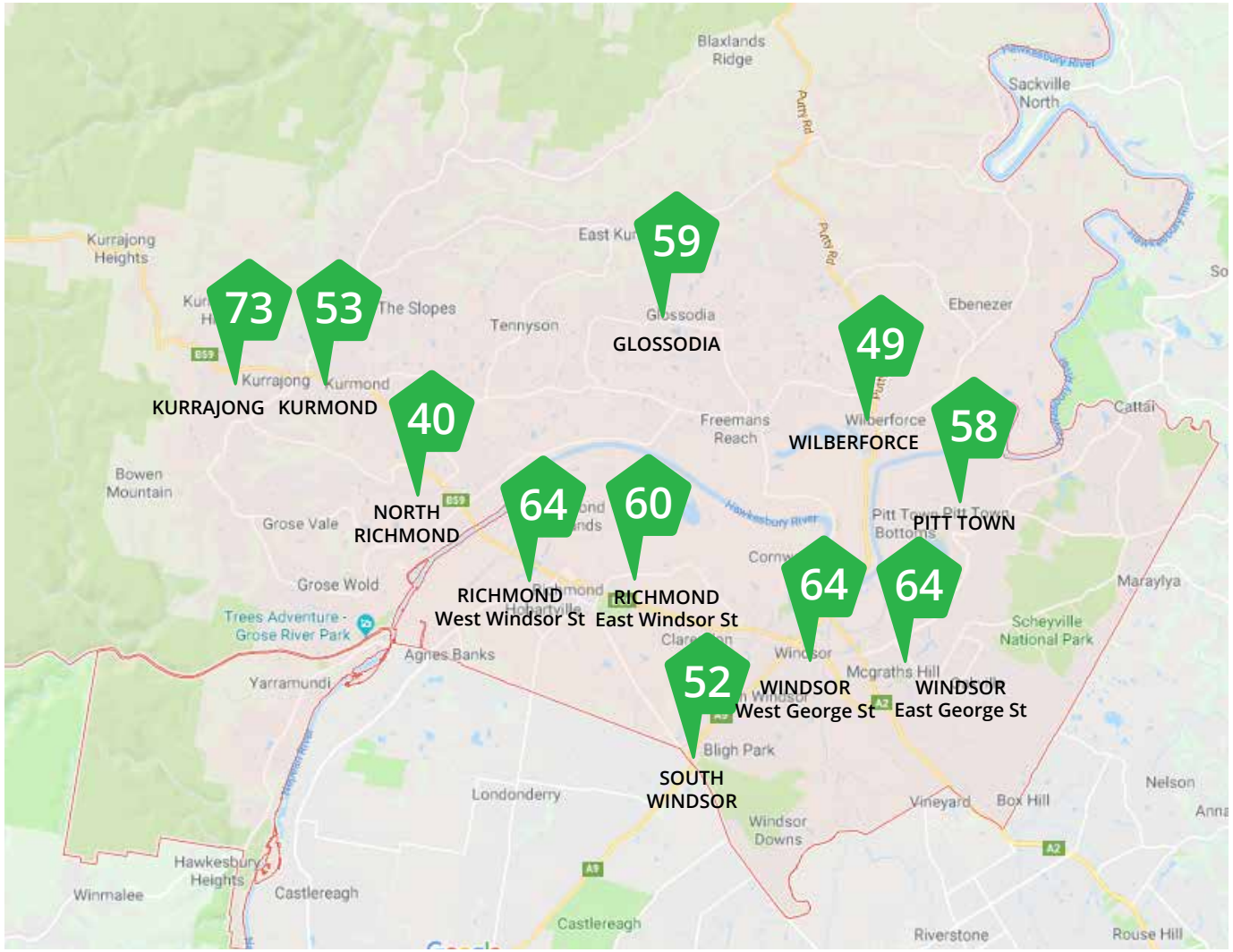
SOUTH WINDSOR

#1	Local history, heritage buildings or features
#2	Cleanliness of public space
#3	Maintenance of public spaces and street furniture
#4	Sense of safety (for all ages, genders, day/night etc.)
=#5	Evidence of public events happening here (markets, street entertainers, festivals etc.)
=#5	Overall visual character of the area
=#7	Car accessibility and parking
=#7	Elements of the natural environment (views, vegetation, topography, water etc.)
=#9	Quality of public space (footpaths and public spaces)
=#9	Things to do in the evening (shopping, dining, entertainment etc.)

PX ASSESSMENTS

Face to face PX Assessments were conducted with community members at 11 main street locations in centres across the LGA. This section provides a summary of the data.

HAWKESBURY TOWN CENTRES
HOW ARE OUR TOWN CENTRES PERFORMING?



HAWKESBURY TOWN CENTRES
HOW ARE OUR TOWN CENTRES PERFORMING?

KURRAJONG

73

LOOK & FUNCTION 16

SENSE OF WELCOME 15

THINGS TO DO 13

UNIQUENESS 14

CARE 15

Strongest attributes:

- #1 Welcoming to all people
- #2 Businesses that reflect the local community and values
- =#3 Physical comfort (including noise, smells, temperature)
- =#3 Sense of safety (for all ages, genders, day/ night etc.)

Weakest attributes:

- #50 Things to do in the evening (shopping, dining, entertainment etc.)
- =#48 Public art, community art, water or light feature
- =#48 Spaces suitable for specific activities (play, entertainment, exercise, etc.)

KURMOND

53

LOOK & FUNCTION 10

SENSE OF WELCOME 12

THINGS TO DO 9

UNIQUENESS 11

CARE 11

Strongest attributes:

- #1 Welcoming to all people
- #2 Interaction with locals/ other people in the area (smiles, customer service etc.)
- #3 Businesses that reflect the local community and values

Weakest attributes:

- #50 Street furniture (including benches, bins, lights etc.)
- #49 Things to do in the evening (shopping, dining, entertainment etc.)
- =#47 Evidence of recent public investment (new planting, paving, street furniture etc.)
- =#47 Maintenance of public spaces and street furniture

GLOSSODIA

59

LOOK & FUNCTION 14

SENSE OF WELCOME 13

THINGS TO DO 10

UNIQUENESS 10

CARE 12

Strongest attributes:

- #1 Physical comfort (including noise, smells, temperature)
- =#2 Overall visual character of the area
- =#3 Welcoming to all people

Weakest attributes:

- =#49 Public art, community art, water or light feature
- =#49 Things to do in the evening (shopping, dining, entertainment etc.)
- =#47 Evidence of public events happening here (markets, street entertainers, festivals etc.)
- =#47 Local history, heritage buildings or features

NORTH RICHMOND

40

LOOK & FUNCTION 8

SENSE OF WELCOME 10

THINGS TO DO 7

UNIQUENESS 7

CARE 8

Strongest attributes:

- #1 Grocery and fresh food businesses
- #2 Diversity of price points ($ to $$$)
- #3 Businesses that reflect the local community and values

Weakest attributes:

- #50 Street furniture (including benches, bins, lights etc.)
- #49 Free and comfortable group seating
- =#45 Evidence of community activity
- =#45 Evidence of recent public investment
- =#45 Point of difference from other similar streets of places
- =#45 Public art, community art, water or light feature

HAWKESBURY TOWN CENTRES
HOW ARE OUR TOWN CENTRES PERFORMING?

WILBERFORCE

49

LOOK & FUNCTION 11

SENSE OF WELCOME 12

THINGS TO DO 7

UNIQUENESS 9

CARE 10

Strongest attributes:

- #1 Welcoming to all people
- #2 Interaction with locals/ other people in the area (smiles, customer service etc.)
- =#3 Grocery and fresh food businesses
- =#3 Sense of safety (for all ages, genders, day/ night etc.)

Weakest attributes:

- #50 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- #49 Outdoor restaurant, café and/or bar seating
- #48 Things to do in the evening (shopping, dining, entertainment etc.)

RICHMOND WEST WINDSOR ST

64

LOOK & FUNCTION 14

SENSE OF WELCOME 14

THINGS TO DO 12

UNIQUENESS 12

CARE 12

Strongest attributes:

- #1 Welcoming to all people
- =#2 Amount of public space (footpaths and public spaces)
- =#2 Grocery and fresh food businesses

Weakest attributes:

- #50 Evidence of recent public investment (new planting, paving, street furniture etc.)
- =#48 Evidence of recent private investment (new buildings, painting etc.)
- =#48 Public art, community art, water or light feature

RICHMOND EAST WINDSOR ST

60

LOOK & FUNCTION 12

SENSE OF WELCOME 13

THINGS TO DO 12

UNIQUENESS 12

CARE 11

Strongest attributes:

- #1 Overall visual character of the area
- =#2 Amount of public space (footpaths and public spaces)
- =#2 Local history, heritage buildings or features

Weakest attributes:

- #50 Evidence of recent public investment (new planting, paving, street furniture etc.)
- =#48 Things to do in the evening (shopping, dining, entertainment etc.)
- =#48 Evidence of recent private investment (new buildings, painting etc.)

PITT TOWN

58

LOOK & FUNCTION 13

SENSE OF WELCOME 12

THINGS TO DO 9

UNIQUENESS 11

CARE 13

Strongest attributes:

- #1 Interaction with locals/ other people in the area (smiles, customer service etc.)
- #2 Welcoming to all people
- #3 Overall visual character of the area

Weakest attributes:

- #50 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- #49 Things to do in the evening (shopping, dining, entertainment etc.)
- =#47 Evidence of community activity (community gardening, art, fundraising etc.)
- =#47 Evidence of public events happening here (markets, street entertainers, festivals etc.)

HAWKESBURY TOWN CENTRES
HOW ARE OUR TOWN CENTRES PERFORMING?

WINDSOR WEST GEORGE ST

64

LOOK & FUNCTION 13

SENSE OF WELCOME 14

THINGS TO DO 12

UNIQUENESS 13

CARE 12

Strongest attributes:

- #1 Amount of public space (footpaths and public spaces)
- =#2 Ease of walking around (including crossing the street, moving between destinations)
- =#3 Service businesses (post offices, libraries, banks etc.)
- =#4 Welcoming to all people

Weakest attributes:

- #50 Evidence of recent public investment (new planting, paving, street furniture etc.)
- =#48 Evidence of recent private investment (new buildings, painting etc.)
- =#48 Things to do in the evening (shopping, dining, entertainment etc.)

WINDSOR EAST GEORGE ST

64

LOOK & FUNCTION 13

SENSE OF WELCOME 13

THINGS TO DO 13

UNIQUENESS 13

CARE 12

Strongest attributes:

- #1 Welcoming to all people
- =#2 Ease of walking around (including crossing the street, moving between destinations)
- =#3 Sense of safety (for all ages, genders, day/night etc.)

Weakest attributes:

- #50 Evidence of recent public investment (new planting, paving, street furniture etc.)
- =#48 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- =#48 Evidence of recent private investment (new buildings, painting etc.)

SOUTH WINDSOR

52

LOOK & FUNCTION 11

SENSE OF WELCOME 12

THINGS TO DO 9

UNIQUENESS 10

CARE 10

Strongest attributes:

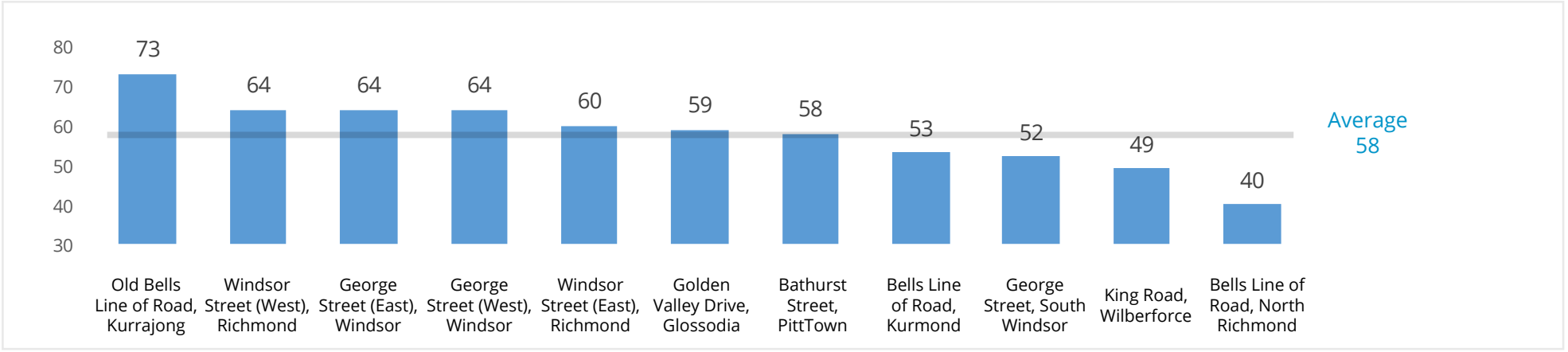
- #1 Ease of walking around (including crossing the street, moving between destinations)
- #2 Grocery and fresh food businesses
- =#3 Amount of public space (footpaths and public spaces)
- =#3 Welcoming to all people

Weakest attributes:

- #50 Things to do in the evening (shopping, dining, entertainment etc.)
- =#48 Evidence of community activity (community gardening, art, fundraising etc.)
- =#48 Street furniture (including benches, bins, lights etc.)

HAWKESBURY TOWN CENTRES
HOW DO WE COMPARE?

ID	LOCATION	N	PX SCORE TOTAL	PX SCORE MEN	PX SCORE WOMEN	PX SCORE <= 44	PX SCORE > 44	RESIDENTS	VISITORS	WORKERS
1	Old Bells Line of Road, Kurrajong	25	73	65	78	73	72	69	75	74
2	Bells Line of Road, Kurmond	35	53	49	57	58	48	59	41	37
3	Golden Valley Drive, Glossodia	25	59	64	56	63	54	67	60	51
4	Bells Line of Road, North Richmond	49	40	44	36	42	38	41	35	45
5	King Road, Wilberforce	23	49	59	46	50	50	47	59	48
6	Windsor Street (West), Richmond	54	64	66	62	69	57	63	69	60
7	Windsor Street (East), Richmond	46	60	63	58	62	58	58	65	58
8	Bathurst Street, PittTown	33	58	64	54	63	53	54	61	63
9	George Street (East), Windsor	62	64	64	63	69	57	51	73	58
10	George Street (West), Windsor	44	64	66	62	66	61	62	70	59
11	George Street, South Windsor	43	52	56	47	59	45	52	38	80
	Average	**40**	**58**	**60**	**56**	**61**	**54**	**57**	**59**	**58**



UNDERSTANDING YOUR TOWN CENTRES

We have collected data based on suburb of residence as well as which town centre people are most closely associated with. You can plan to meet the values of your current audiences as well as market gaps.

KURRAJONG
OLD BELLS LINE OF ROAD

carefactor town centre

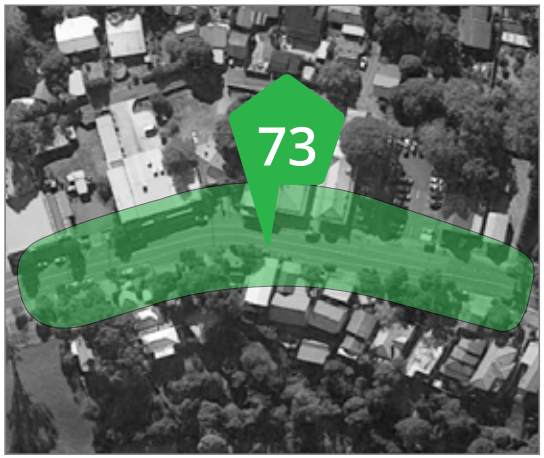
#1	Local history, heritage buildings or features
#2	Elements of the natural environment (views, vegetation, topography, water etc.)
#3	Vegetation and natural elements (street trees, planting, water etc.)
#4	Overall visual character of the area
#5	Cleanliness of public space
#6	General condition of vegetation, street trees and other planting
#7	Evidence of community activity (community gardening, art, fundraising etc.)
=#8	Businesses that reflect the local community and values
=#8	Evidence of public events happening here (markets, street entertainers, festivals etc.)
=#10	Maintenance of public spaces and street furniture

Different from overall top 5

RANK	MEN (N=43)	%
#1	**Local history, heritage buildings or features**	77%
#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)	72%
#3	**Overall visual character of the area**	67%
#4	**Businesses that reflect the local community and values**	60%
=#5	**Maintenance of public spaces and street furniture**	56%

RANK	Australasian (N=68)	%
#1	**Local history, heritage buildings or features**	68%
#2	**Overall visual character of the area**	65%
#3	**Vegetation and natural elements** (street trees, planting, water etc.)	63%
#4	**General condition of vegetation, street trees and other planting**	59%
#5	**Outdoor restaurant, café and/or bar seating**	56%

PXassessment street



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Welcoming to all people
- #2 Businesses that reflect the local community and values
- =#3 Physical comfort (including noise, smells, temperature)
- =#3 Sense of safety (for all ages, genders, day/night etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Things to do in the evening (shopping, dining, entertainment etc.)
- =#48 Public art, community art, water or light feature
- =#48 Spaces suitable for specific activities (play, entertainment, exercise, etc.)

NET PROMOTER SCORE [4]

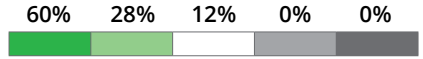
How likely are your community to recommend this place?

56% 36% 8%

NPS -100 TO +100

How did your community respond to the statement...

"I care about this place and its future"



PLACESCORE™

The Kurrajong Care Factor results are from people who nominated it as their primary centre.
Blue highlighed attributes are those that are not in the Top 10 overall

HAWKESBURY CIR
FEBRUARY 2018

KURRAJONG
OLD BELLS LINE OF ROAD

IDENTIFYING THE PRIORITIES
This table identifies the attributes that most people rank as important against how they perform in each location. The lowest performing are the priorities for each location.

Community ideas included:
- *"A quality family friendly place where the community can come together for socialising and dining and entertainment for social inclusion. "*
- *"Need coordinated group such as chamber of commerce of business owners working together with the community and Council to make the place great and active"*

TOP 10 CARE FACTORS

What we care about most?	How it is performing:
Evidence of public events happening here **=#8**	-39
Maintenance of public spaces and street furniture **=#10**	-22
Elements of the natural environment **#2**	-13
Local history, heritage buildings or features **#1**	-12
Evidence of community activity **#7**	-12
Cleanliness of public space **#5**	-5
Vegetation and natural elements **#3**	-2
Overall visual character of the area **#4**	-2
General condition of vegetation, street trees and other planting **#6**	+0
Businesses that reflect the local community and values **=#8**	+6

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

What we care about most?	How it is performing:
Evidence of public events happening here **=#8**	-39
Outdoor restaurant, café and/or bar seating **=#10**	-26
Public art, community art, water or light feature **=#24**	-24
Things to do in the evening **=#27**	-23
Maintenance of public spaces and street furniture **=#10**	-22
Amenities and facilities **=#22**	-21
Evidence of recent public investment **=#24**	-21
Spaces suitable for specific activities **=#31**	-17
Walking paths that connect to other places **=#22**	-14
Elements of the natural environment **#2**	-13

KURMOND

OLD BELLS LINE OF ROAD

carefactor town centre

=#1	Businesses that reflect the local community and values
=#1	Car accessibility and parking
#3	Cleanliness of public space
=#4	Local history, heritage buildings or features
=#4	Overall visual character of the area
=#6	A cluster of similar businesses (food, cultural traders, fashion etc.)
=#6	Maintenance of public spaces and street furniture
=#6	Sense of safety (for all ages, genders, day/night etc.)
=#9	Evidence of recent public investment (new planting, paving, street furniture etc.)
=#9	General condition of businesses and shopfronts

RANK	WOMEN (N=12)	%
#1	**Businesses that reflect the local community and values**	83%
#2	**Cleanliness of public space**	58%
=#3	**Evidence of recent public investment** (new planting, paving, street furniture etc.)	50%
=#3	**Local history, heritage buildings or features**	50%
=#3	**Overall visual character of the area**	50%

RANK	RESIDENTS (N=17)	%
#1	**Businesses that reflect the local community and values**	65%
=#2	**Car accessibility and parking**	59%
=#2	**Cleanliness of public space**	59%
=#4	**Local history, heritage buildings or features**	53%
=#4	**Overall visual character of the area**	53%

Different from overall top 5

PXassessment street

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Welcoming to all people
- #2 Interaction with locals/ other people in the area (smiles, customer service etc.)
- #3 Businesses that reflect the local community and values

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Street furniture (including benches, bins, lights etc.)
- #49 Things to do in the evening (shopping, dining, entertainment etc.)
- =#47 Evidence of recent public investment (new planting, paving, street furniture etc.)
- =#47 Maintenance of public spaces and street furniture

NET PROMOTER SCORE [4]

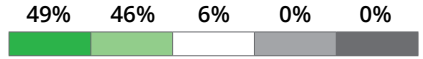
How likely are your community to recommend this place?

29% 43% 29%

NPS -100 TO +100

How did your community respond to the statement...

"I care about this place and its future"



KURMOND
OLD BELLS LINE OF ROAD

IDENTIFYING THE PRIORITIES
This table identifies the attributes that most people rank as important against how they perform in each location. The lowest performing are the priorities for each location.

Community ideas included:
- "A place to bring visitors to our wonderful Hawkesbury, clean,inviting main street for everyones enjoyment. An historic town I am proud to live in."
- "Be more accessible by public transport, and have more planning and direction for the future. Stop building new homes with no new resources for the residents. eg High school."

TOP 10 CARE FACTORS

What we care about most?	How it is performing:
Maintenance of public spaces and street furniture **=#6**	-41
Evidence of recent public investment **=#9**	-38
Cleanliness of public space **#3**	-16
Car accessibility and parking **=#1**	-11
A cluster of similar businesses **=#6**	-10
Local history, heritage buildings or features **=#4**	-8
Overall visual character of the area **=#4**	-3
Businesses that reflect the local community and values **=#1**	-2
General condition of businesses and shopfronts **=#9**	-1
Sense of safety **=#6**	+2

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

What we care about most?	How it is performing:
Maintenance of public spaces and street furniture **=#6**	-41
Evidence of recent public investment **=#9**	-38
Street furniture **=#18**	-32
Quality of public space **=#18**	-25
Spaces suitable for specific activities **=#9**	-24
Free and comfortable group seating **=#18**	-23
Amenities and facilities **=#27**	-19
Vegetation and natural elements **=#9**	-18
Shelter/awnings **=#27**	-17
Cleanliness of public space **#3**	-16

GLOSSODIA
GOLDEN VALLEY DRIVE

carefactor town centre

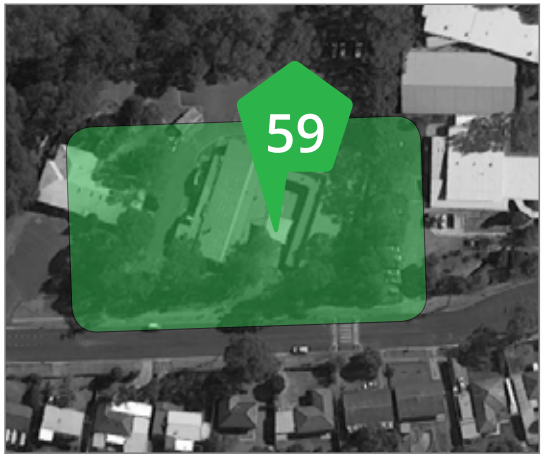
#1	Cleanliness of public space
=#2	Elements of the natural environment (views, vegetation, topography, water etc.)
=#2	Local history, heritage buildings or features
#4	Maintenance of public spaces and street furniture
#5	Overall visual character of the area
#6	Sense of safety (for all ages, genders, day/night etc.)
=#7	Car accessibility and parking
=#7	Vegetation and natural elements (street trees, planting, water etc.)
=#9	A cluster of similar businesses (food, cultural traders, fashion etc.)
=#9	General condition of vegetation, street trees and other planting

RANK	WOMEN (N=39)	%
#1	**Cleanliness of public space**	64%
=#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)	59%
=#2	**Maintenance of public spaces and street furniture**	59%
#4	**Local history, heritage buildings or features**	54%
=#5	**Overall visual character of the area**	49%

RANK	MEN (N=23)	%
#1	**Cleanliness of public space**	65%
#2	**Landmarks, special features or meeting places**	61%
#3	**Vegetation and natural elements** (street trees, planting, water etc.)	57%
#4	**General condition of vegetation, street trees and other planting**	52%
=#5	**Evidence of public events happening here** (markets, street entertainers, festivals etc.)	48%

Different from overall top 5

PXassessment street



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Physical comfort (including noise, smells, temperature)
- =#2 Overall visual character of the area
- =#3 Welcoming to all people

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- =#49 Public art, community art, water or light feature
- =#49 Things to do in the evening (shopping, dining, entertainment etc.)
- =#47 Evidence of public events happening here (markets, street entertainers, festivals etc.)
- =#47 Local history, heritage buildings or features

NET PROMOTER SCORE [4]

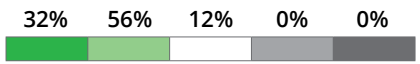
How likely are your community to recommend this place?

12% 56% 32%

-20
NPS
-100 TO +100

How did your community respond to the statement...

"I care about this place and its future"



GLOSSODIA
GOLDEN VALLEY DRIVE

Community ideas included:
- "We make our homes beautiful, natural, historically relevant, well maintained, clean, practical, useful, comfortable, memorable spaces. Towns are extensions of our homes."
- "We must retain the country feel of our rural town and we must protect our heritage buildings. Most of all, we need a bypass for heavy vehicles."

IDENTIFYING THE PRIORITIES

This table identifies the attributes that most people rank as important against how they perform in each location. The lowest performing are the priorities for each location.

TOP 10 CARE FACTORS

What we care about most?	How it is performing:
Local history, heritage buildings or features **=#2**	-45
Elements of the natural environment **=#2**	-20
Maintenance of public spaces and street furniture **#4**	-18
A cluster of similar businesses **=#9**	-17
Cleanliness of public space **#1**	-12
Vegetation and natural elements **=#7**	-12
General condition of vegetation, street trees and other planting **=#9**	-6
Car accessibility and parking **=#7**	-1
Sense of safety **#6**	+2
Overall visual character of the area **#5**	+3

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

What we care about most?	How it is performing:
Local history, heritage buildings or features **=#2**	-45
Outdoor restaurant, café and/or bar seating **=#9**	-33
Evidence of public events happening here **=#18**	-29
Things to do in the evening **=#23**	-26
Elements of the natural environment **=#2**	-20
Maintenance of public spaces and street furniture **#4**	-18
A cluster of similar businesses **=#9**	-17
Interesting things to look at **=#15**	-16
Amenities and facilities **#20**	-16
Landmarks, special features or meeting places **=#9**	-15

NORTH RICHMOND

BELLS LINE OF ROAD

carefactor town centre

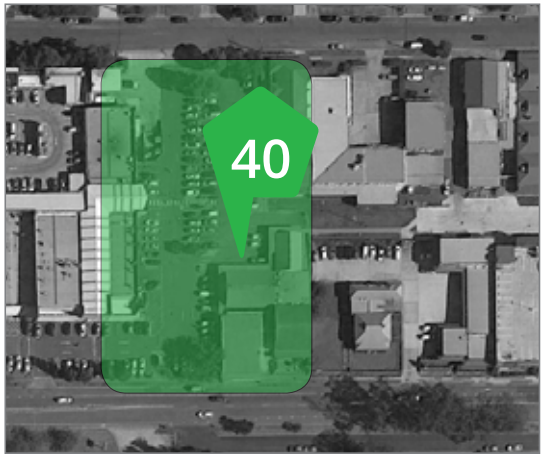
#1	Elements of the natural environment (views, vegetation, topography, water etc.)
#2	Local history, heritage buildings or features
#3	Cleanliness of public space
=#4	Car accessibility and parking
=#4	Overall visual character of the area
#6	Vegetation and natural elements (street trees, planting, water etc.)
#7	Outdoor restaurant, café and/or bar seating
#8	Maintenance of public spaces and street furniture
#9	Sense of safety (for all ages, genders, day/night etc.)
#10	General condition of vegetation, street trees and other planting

Different from overall top 5

RANK	VISITORS (N=98)	%
#1	**Elements of the natural environment** (views, vegetation, topography, water etc.)	74%
#2	**Local history, heritage buildings or features**	66%
#3	**Vegetation and natural elements** (street trees, planting, water etc.)	60%
#4	**Cleanliness of public space**	59%
#5	**Car accessibility and parking**	58%

RANK	RESIDENTS (N=108)	%
#1	**Elements of the natural environment** (views, vegetation, topography, water etc.)	71%
=#2	**Cleanliness of public space**	69%
=#2	**Local history, heritage buildings or features**	69%
#4	**Overall visual character of the area**	56%
=#5	**Car accessibility and parking**	53%

PXassessment street



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Grocery and fresh food businesses
- #2 Diversity of price points ($ to $$$)
- #3 Businesses that reflect the local community and values

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Street furniture (including benches, bins, lights etc.)
- #49 Free and comfortable group seating
- =#45 Evidence of community activity
- =#45 Evidence of recent public investment
- =#45 Point of difference from other similar streets of places
- =#45 Public art, community art, water or light feature

NET PROMOTER SCORE [4]

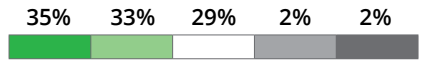
How likely are your community to recommend this place?

8% 18% 73%

-65
NPS
-100 TO +100

How did your community respond to the statement...

"I care about this place and its future"



NORTH RICHMOND
BELLS LINE OF ROAD

IDENTIFYING THE PRIORITIES
This table identifies the attributes that most people rank as important against how they perform in each location. The lowest performing are the priorities for each location.

Community ideas included:
- "I want more community emphasis on environmental issues. A good start would be council participating in the Compost Revolution & basting it over the airwaves."
- "I'd love to see the Windsor Mall reopened to traffic so the shops there can have better access and more custom, putting an end to the creepy atmosphere at that end of town."

TOP 10 CARE FACTORS

What we care about most?	How it is performing:
Elements of the natural environment **#1**	-38
Local history, heritage buildings or features **#2**	-31
Vegetation and natural elements **#6**	-23
Cleanliness of public space **#3**	-21
Maintenance of public spaces and street furniture **#8**	-21
Outdoor restaurant, café and/or bar seating **#7**	-20
General condition of vegetation, street trees and other planting **#10**	-14
Car accessibility and parking **=#4**	-8
Overall visual character of the area **=#4**	-7
Sense of safety **#9**	+0

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

What we care about most?	How it is performing:
Elements of the natural environment **#1**	-38
Local history, heritage buildings or features **#2**	-31
Evidence of public events happening here **#11**	-30
Evidence of community activity **#20**	-25
Vegetation and natural elements **#6**	-23
Things to do in the evening **#14**	-23
Cleanliness of public space **#3**	-21
Maintenance of public spaces and street furniture **#8**	-21
Outdoor restaurant, café and/or bar seating **#7**	-20
Unusual or unique businesses/shops **#26**	-17

WILBERFORCE
KING ROAD

carefactor town centre

#1	Local history, heritage buildings or features
#2	Cleanliness of public space
#3	Elements of the natural environment (views, vegetation, topography, water etc.)
#4	Overall visual character of the area
=#5	Evidence of public events happening here (markets, street entertainers, festivals etc.)
=#5	Vegetation and natural elements (street trees, planting, water etc.)
=#7	Car accessibility and parking
=#7	Maintenance of public spaces and street furniture
=#9	Grocery and fresh food businesses
=#9	Outdoor restaurant, café and/or bar seating

Different from overall top 5

RANK	RESIDENTS (N=77)	%
#1	**Local history, heritage buildings or features**	81%
#2	**Cleanliness of public space**	75%
#3	**Elements of the natural environment** (views, vegetation, topography, water etc.)	62%
#4	**Overall visual character of the area**	56%
#5	**Evidence of public events happening here** (markets, street entertainers, festivals etc.)	52%

RANK	WOMEN (N=83)	%
#1	**Cleanliness of public space**	80%
#2	**Local history, heritage buildings or features**	77%
#3	**Elements of the natural environment** (views, vegetation, topography, water etc.)	67%
#4	**Evidence of public events happening here** (markets, street entertainers, festivals etc.)	54%
#5	**Overall visual character of the area**	53%

PXassessment street

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Welcoming to all people
- #2 Interaction with locals/ other people in the area (smiles, customer service etc.)
- =#3 Grocery and fresh food businesses
- =#3 Sense of safety (for all ages, genders, day/night etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- #49 Outdoor restaurant, café and/or bar seating
- #48 Things to do in the evening (shopping, dining, entertainment etc.)

NET PROMOTER SCORE [4]

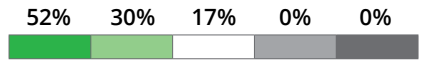
How likely are your community to recommend this place?

26% 26% 48%

NPS -100 TO +100

How did your community respond to the statement...

"I care about this place and its future"



WILBERFORCE
KING ROAD

IDENTIFYING THE PRIORITIES
This table identifies the attributes that most people rank as important against how they perform in each location. The lowest performing are the priorities for each location.

Community ideas included:
- "Parking, play ground and shade. Having small children these things are important and have us traveling out of area. Wilberforce park is great for children, it would be really nice to have toilets there so family's can enjoy it."
- "After 40 years of living in Wilberforce would like to see finally a shared pathway (if possible) from eg starting at Coburg Rd Wilberforce to Windsor. Making walking or riding safely to the shops etc."

TOP 10 CARE FACTORS

What we care about most?	How it is performing:
Evidence of public events happening here **=#5**	-41
Outdoor restaurant, café and/or bar seating **=#9**	-40
Elements of the natural environment **#3**	-29
Maintenance of public spaces and street furniture **=#7**	-28
Cleanliness of public space **#2**	-21
Local history, heritage buildings or features **#1**	-19
Vegetation and natural elements **=#5**	-19
Overall visual character of the area **#4**	-16
Car accessibility and parking **=#7**	+1
Grocery and fresh food businesses **=#9**	+6

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

What we care about most?	How it is performing:
Evidence of public events happening here **=#5**	-41
Outdoor restaurant, café and/or bar seating **=#9**	-40
Things to do in the evening **#14**	-34
Elements of the natural environment **#3**	-29
Maintenance of public spaces and street furniture **=#7**	-28
Amenities and facilities **=#26**	-24
Cleanliness of public space **#2**	-21
Local history, heritage buildings or features **#1**	-19
Vegetation and natural elements **=#5**	-19
Evidence of recent public investment **#28**	-18

RICHMOND
WINDSOR STREET (WEST & EAST)

carefactor town centre

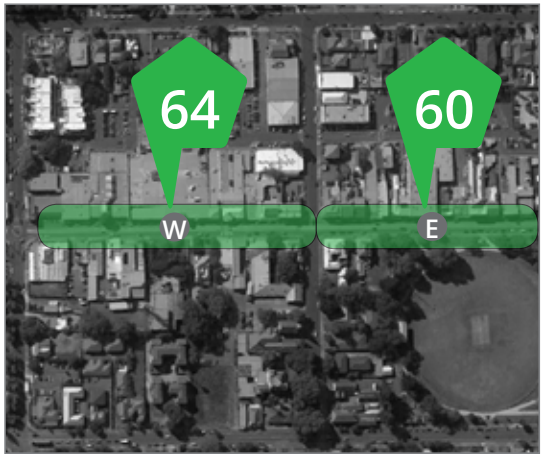
#1	Local history, heritage buildings or features
#2	Elements of the natural environment (views, vegetation, topography, water etc.)
#3	Cleanliness of public space
#4	Vegetation and natural elements (street trees, planting, water etc.)
#5	Sense of safety (for all ages, genders, day/night etc.)
=#6	Evidence of public events happening here (markets, street entertainers, festivals etc.)
=#6	Overall visual character of the area
#8	General condition of vegetation, street trees and other planting
#9	Maintenance of public spaces and street furniture
=#10	Car accessibility and parking

RANK	WOMEN (N=256)	%
#1	**Local history, heritage buildings or features**	75%
=#2	**Cleanliness of public space**	66%
=#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)	66%
=#4	**Evidence of public events happening here** (markets, street entertainers, festivals etc.)	58%
=#4	**Vegetation and natural elements** (street trees, planting, water etc.)	58%

RANK	VISITORS (N=186)	%
#1	**Local history, heritage buildings or features**	75%
#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)	65%
#3	**Cleanliness of public space**	63%
#4	**Overall visual character of the area**	59%
#5	**Vegetation and natural elements** (street trees, planting, water etc.)	55%

Different from overall top 5

PXassessment street



WINDSOR STREET (WEST)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Welcoming to all people
- =#2 Amount of public space (footpaths and public spaces)
- =#2 Grocery and fresh food businesses

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of recent public investment (new planting, paving, street furniture etc.)
- =#48 Evidence of recent private investment (new buildings, painting etc.)
- =#48 Public art, community art, water or light feature

WINDSOR STREET (EAST)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Overall visual character of the area
- =#2 Amount of public space (footpaths and public spaces)
- =#2 Local history, heritage buildings or features

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of recent public investment (new planting, paving, street furniture etc.)
- #49 Things to do in the evening (shopping, dining, entertainment etc.)
- #48 Evidence of recent private investment (new buildings, painting etc.)

RICHMOND
WINDSOR STREET (WEST & EAST)

IDENTIFYING THE PRIORITIES

This table identifies the attributes that most people rank as important against how they perform in each location. The lowest performing are the priorities for each location.

WINDSOR STREET (WEST)

TOP 10 CARE FACTORS

What we care about most?	How it is performing:
Elements of the natural environment **#2**	-33
Evidence of public events happening here **=#6**	-26
Maintenance of public spaces and street furniture **#9**	-26
Vegetation and natural elements **#4**	-16
Cleanliness of public space **#3**	-15
Local history, heritage buildings or features **#1**	-10
General condition of vegetation, street trees and other planting **#8**	-8
Sense of safety **#5**	-6
Overall visual character of the area **=#6**	-2
Car accessibility and parking **=#10**	+0

WINDSOR STREET (EAST)

TOP 10 CARE FACTORS

What we care about most?	How it is performing:
Cleanliness of public space **#3**	-37
Maintenance of public spaces and street furniture **#9**	-35
Evidence of public events happening here **=#6**	-30
Car accessibility and parking **=#10**	-30
Sense of safety **#5**	-10
Elements of the natural environment **#2**	-9
General condition of vegetation, street trees and other planting **#8**	-9
Vegetation and natural elements **#4**	-8
Local history, heritage buildings or features **#1**	-1
Overall visual character of the area **=#6**	+5

RICHMOND
WINDSOR STREET (WEST & EAST)

IDENTIFYING THE PRIORITIES

This table identifies the attributes that most people rank as important against how they perform in each location. The lowest performing are the priorities for each location.

WINDSOR STREET (WEST)

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

What we care about most?	How it is performing:
Elements of the natural environment **#2**	-33
Things to do in the evening **#14**	-32
Evidence of public events happening here **=#6**	-26
Maintenance of public spaces and street furniture **#9**	-26
Outdoor restaurant, café and/or bar seating **=#10**	-25
Amenities and facilities **#23**	-23
Evidence of recent public investment **#31**	-19
Vegetation and natural elements **#4**	-16
Evidence of community activity **=#24**	-16
Public art, community art, water or light feature **=#32**	-16

WINDSOR STREET (EAST)

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

What we care about most?	How it is performing:
Cleanliness of public space **#3**	-37
Maintenance of public spaces and street furniture **#9**	-35
Things to do in the evening **#14**	-35
Evidence of public events happening here **=#6**	-30
Car accessibility and parking **=#10**	-30
Amenities and facilities **#23**	-19
Evidence of recent public investment **#31**	-19
Evidence of community activity **=#24**	-18
Quality of public space **=#15**	-17
Outdoor restaurant, café and/or bar seating **=#10**	-13

RICHMOND
WINDSOR STREET (WEST & EAST)

WINDSOR STREET (WEST)

NET PROMOTER SCORE [4]

How likely are your community to recommend this place?

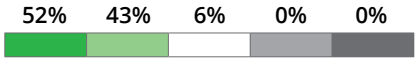
35% 28% 37%

-2

NPS
-100 TO +100

How did your community respond to the statement...

"I care about this place and its future"



STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
52%	43%	6%	0%	0%

WINDSOR STREET (EAST)

NET PROMOTER SCORE [4]

How likely are your community to recommend this place?

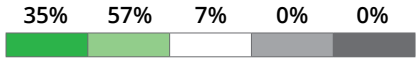
2% 43% 54%

-52

NPS
-100 TO +100

How did your community respond to the statement...

"I care about this place and its future"



STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
35%	57%	7%	0%	0%

"Town Centres should have good natural light, be airy and green with appropriate trees, bushes, gardens, water features and quality seating."

"My idea is to have a community concert in Richmond park once a month, will bringn business to local restaurants and lead to a sense of community."

"I like the relaxed feel of trees and parks and this is of benefit to people of all ages and of course our environment."

"Maintaining clean streets and footpaths, respecting the cultural heritage of the area and promoting local events - markets community events etc."

"Interesting and diverse shops along the main street as an antidote to the same old same old boring businesses in the two malls."

"A competition promoted via all Hawkesbury Schools for Children to describe how they want the Hawkesbury to be when they leave school: Winning ideas implemented."

PITT TOWN
BATHURST STREET

carefactor town centre

#1	Local history, heritage buildings or features
#2	Elements of the natural environment (views, vegetation, topography, water etc.)
#3	Sense of safety (for all ages, genders, day/night etc.)
#4	Cleanliness of public space
#5	Maintenance of public spaces and street furniture
#6	Overall visual character of the area
#7	Outdoor restaurant, café and/or bar seating
#8	Vegetation and natural elements (street trees, planting, water etc.)
#9	Car accessibility and parking
=#10	Landmarks, special features or meeting places

Different from overall top 5

RANK	Australia (N=88)	%
=#1	**Elements of the natural environment** (views, vegetation, topography, water etc.)	69%
=#1	**Local history, heritage buildings or features**	69%
#3	**Cleanliness of public space**	65%
#4	**Sense of safety** (for all ages, genders, day/night etc.)	63%
=#5	**Maintenance of public spaces and street furniture**	59%

RANK	25-44 (N=51)	%
#1	**Elements of the natural environment** (views, vegetation, topography, water etc.)	76%
=#2	**Local history, heritage buildings or features**	63%
=#2	**Sense of safety** (for all ages, genders, day/night etc.)	63%
#4	**Cleanliness of public space**	61%
=#5	**Maintenance of public spaces and street furniture**	57%

PXassessment street

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Interaction with locals/ other people in the area (smiles, customer service etc.)
- #2 Welcoming to all people
- #3 Overall visual character of the area

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- #49 Things to do in the evening (shopping, dining, entertainment etc.)
- =#47 Evidence of community activity (community gardening, art, fundraising etc.)
- =#47 Evidence of public events happening here (markets, street entertainers, festivals etc.)

NET PROMOTER SCORE [4]

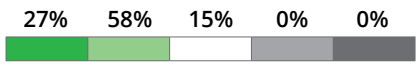
How likely are your community to recommend this place?

18% 48% 33%

-15
NPS
-100 TO +100

How did your community respond to the statement...

"I care about this place and its future"



PITT TOWN
BATHURST STREET

IDENTIFYING THE PRIORITIES
This table identifies the attributes that most people rank as important against how they perform in each location. The lowest performing are the priorities for each location.

Community ideas included:
- *"Encourage community interaction and activities in Pitt Town by providing shade, amenities and a performance area in the empty open space on Chatham Street. "*
- *"More and better shops! There's literally nothing besides a very over priced and dirty IGA! And kids playground with oval and amenities like BBQ! There's nothing! No shade to sit and enjoy outdoors! We need more parks and ovals for kids! "*

TOP 10 CARE FACTORS

What we care about most?	How it is performing:
Landmarks, special features or meeting places **=#10**	-29
Maintenance of public spaces and street furniture **#5**	-28
Car accessibility and parking **#9**	-26
Local history, heritage buildings or features **#1**	-20
Elements of the natural environment **#2**	-18
Cleanliness of public space **#4**	-7
Sense of safety **#3**	-5
Vegetation and natural elements **#8**	-5
Outdoor restaurant, café and/or bar seating **#7**	-1
Overall visual character of the area **#6**	+3

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

What we care about most?	How it is performing:
Amenities and facilities **=#14**	-36
Spaces suitable for specific activities **=#12**	-33
Walking paths that connect to other places **=#10**	-30
Evidence of public events happening here **=#17**	-30
Landmarks, special features or meeting places **=#10**	-29
Maintenance of public spaces and street furniture **#5**	-28
Car accessibility and parking **#9**	-26
Evidence of community activity **=#23**	-24
Things to do in the evening **=#28**	-21
Local history, heritage buildings or features **#1**	-20

WINDSOR
GEORGE STREET (WEST & EAST)

carefactor town centre

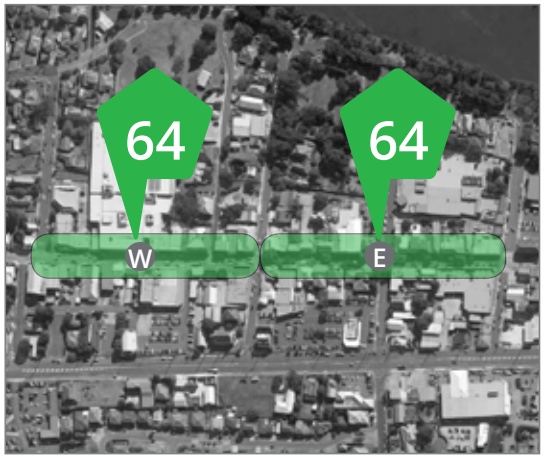
#1	Local history, heritage buildings or features
#2	Cleanliness of public space
#3	Overall visual character of the area
=#4	Elements of the natural environment (views, vegetation, topography, water etc.)
=#4	Vegetation and natural elements (street trees, planting, water etc.)
=#6	Evidence of public events happening here (markets, street entertainers, festivals etc.)
=#6	Outdoor restaurant, café and/or bar seating
#8	Sense of safety (for all ages, genders, day/night etc.)
#9	Maintenance of public spaces and street furniture
=#10	Car accessibility and parking

RANK	25-44 (N=195)	%
#1	**Local history, heritage buildings or features**	70%
#2	**Cleanliness of public space**	60%
#3	**Overall visual character of the area**	57%
#4	**Elements of the natural environment** (views, vegetation, topography, water etc.)	55%
#5	**Things to do in the evening** (shopping, dining, entertainment etc.)	54%

RANK	45-64 (N=259)	%
#1	**Local history, heritage buildings or features**	75%
#2	**Overall visual character of the area**	66%
#3	**Cleanliness of public space**	63%
#4	**Elements of the natural environment** (views, vegetation, topography, water etc.)	54%
#5	**Vegetation and natural elements** (street trees, planting, water etc.)	52%

Different from overall top 5

PXassessment street



GEORGE STREET (WEST)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- =#1 Amount of public space (footpaths and public spaces)
- =#1 Ease of walking around (including crossing the street, moving between destinations)
- =#1 Service businesses (post offices, libraries, banks etc.)
- =#1 Welcoming to all people

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of recent public investment (new planting, paving, street furniture etc.)
- =#48 Evidence of recent private investment (new buildings, painting etc.)
- =#48 Things to do in the evening (shopping, dining, entertainment etc.)

GEORGE STREET (EAST)

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Welcoming to all people
- #2 Ease of walking around (including crossing the street, moving between destinations)
- #3 Sense of safety (for all ages, genders, day/night etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of recent public investment (new planting, paving, street furniture etc.)
- =#48 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- =#48 Evidence of recent private investment (new buildings, painting etc.)

WINDSOR
GEORGE STREET (WEST & EAST)

IDENTIFYING THE PRIORITIES

This table identifies the attributes that most people rank as important against how they perform in each location. The lowest performing are the priorities for each location.

GEORGE STREET (WEST)

TOP 10 CARE FACTORS

What we care about most?	How it is performing:
Maintenance of public spaces and street furniture **#9**	-35
Vegetation and natural elements **=#4**	-34
Evidence of public events happening here **=#6**	-27
Cleanliness of public space **#2**	-19
Car accessibility and parking **=#10**	-11
Elements of the natural environment **=#4**	-10
Sense of safety **#8**	-7
Local history, heritage buildings or features **#1**	-6
Outdoor restaurant, café and/or bar seating **=#6**	-5
Overall visual character of the area **#3**	-4

GEORGE STREET (EAST)

TOP 10 CARE FACTORS

What we care about most?	How it is performing:
Cleanliness of public space **#2**	-39
Maintenance of public spaces and street furniture **#9**	-37
Vegetation and natural elements **=#4**	-32
Elements of the natural environment **=#4**	-15
Evidence of public events happening here **=#6**	-9
Car accessibility and parking **=#10**	-9
Overall visual character of the area **#3**	-7
Outdoor restaurant, café and/or bar seating **=#6**	-6
Local history, heritage buildings or features **#1**	-3
Sense of safety **#8**	+5

WINDSOR
GEORGE STREET (WEST & EAST)

IDENTIFYING THE PRIORITIES

This table identifies the attributes that most people rank as important against how they perform in each location. The lowest performing are the priorities for each location.

GEORGE STREET (WEST)

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

What we care about most?	How it is performing:
Things to do in the evening **=#10**	-38
Maintenance of public spaces and street furniture **#9**	-35
Vegetation and natural elements **=#4**	-34
Evidence of public events happening here **=#6**	-27
General condition of businesses and shopfronts **=#15**	-23
Buildings and shop fronts **=#21**	-20
Evidence of community activity **=#26**	-20
Evidence of recent public investment **=#30**	-20
Cleanliness of public space **#2**	-19
Car accessibility and parking **=#10**	-11

GEORGE STREET (EAST)

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

What we care about most?	How it is performing:
Cleanliness of public space **#2**	-39
Maintenance of public spaces and street furniture **#9**	-37
Things to do in the evening **=#10**	-36
Vegetation and natural elements **=#4**	-32
Evidence of recent public investment **=#30**	-20
Amenities and facilities **#29**	-19
Buildings and shop fronts **=#21**	-17
Elements of the natural environment **=#4**	-15
Evidence of community activity **=#26**	-15
Service businesses **=#19**	-13

WINDSOR
GEORGE STREET (WEST & EAST)

GEORGE STREET (WEST)

NET PROMOTER SCORE [4]

How likely are your community to recommend this place?

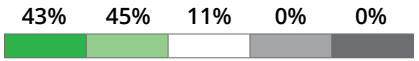
30% 30% 41%

-11

NPS
-100 TO +100

How did your community respond to the statement...

"I care about this place and its future"



STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
43%	45%	11%	0%	0%

GEORGE STREET (EAST)

NET PROMOTER SCORE [4]

How likely are your community to recommend this place?

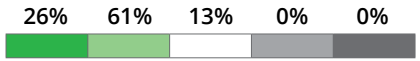
23% 26% 52%

-29

NPS
-100 TO +100

How did your community respond to the statement...

"I care about this place and its future"



STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
26%	61%	13%	0%	0%

"The Hawkesbury is beautiful place to live and raise a family. I would like to see more Aboriginal Culture identified throughout the Hawkesbury."

"Walking round Windsor under shady trees: delightful. Walking round Windsor with no shade: misery."

"Windsor is my town and I want to enjoy it after hours. An entertainment centre for live music and theatre would be great."

"Vibrancy, attractive and fresh environment with a mix of public and private amenity. Outdoor cafes, interesting shops, fresher landscape."

"Attract vibrant businesses to the area; enhance the visual appearance of the town centres to attract these businesses and visitors to the area."

"Friendly, clean and green. This requires ongoing attention but is rewarded by being a safe and pleasant place."

"To do everything possible to keep the small buisness people trading by supporting them and my town centre."

SOUTH WINDSOR

GEORGE STREET

carefactor town centre

#1	Local history, heritage buildings or features
#2	Cleanliness of public space
#3	Maintenance of public spaces and street furniture
#4	Sense of safety (for all ages, genders, day/night etc.)
=#5	Evidence of public events happening here (markets, street entertainers, festivals etc.)
=#5	Overall visual character of the area
=#7	Car accessibility and parking
=#7	Elements of the natural environment (views, vegetation, topography, water etc.)
=#9	Quality of public space (footpaths and public spaces)
=#9	Things to do in the evening (shopping, dining, entertainment etc.)

Different from overall top 5

RANK	MEN (N=32)	%
#1	**Local history, heritage buildings or features**	69%
#2	**Cleanliness of public space**	66%
#3	**Elements of the natural environment** (views, vegetation, topography, water etc.)	56%
=#4	**Car accessibility and parking**	53%
=#4	**Overall visual character of the area**	53%

RANK	45-64 (N=41)	%
#1	**Local history, heritage buildings or features**	76%
#2	**Maintenance of public spaces and street furniture**	56%
#3	**Quality of public space** (footpaths and public spaces)	54%
=#4	**Cleanliness of public space**	51%
=#4	**Evidence of public events happening here** (markets, street entertainers, festivals etc.)	51%

PXassessment street

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Ease of walking around (including crossing the street, moving between destinations)
- #2 Grocery and fresh food businesses
- =#3 Amount of public space (footpaths and public spaces)
- =#3 Welcoming to all people

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Things to do in the evening (shopping, dining, entertainment etc.)
- =#48 Evidence of community activity (community gardening, art, fundraising etc.)
- =#48 Street furniture (including benches, bins, lights etc.)

NET PROMOTER SCORE [4]

How likely are your community to recommend this place?

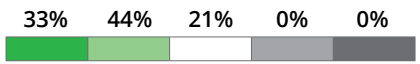
16% 35% 49%

-33

NPS
-100 TO +100

How did your community respond to the statement...

"I care about this place and its future"



SOUTH WINDSOR
GEORGE STREET

IDENTIFYING THE PRIORITIES
This table identifies the attributes that most people rank as important against how they perform in each location. The lowest performing are the priorities for each location.

Community ideas included:
- "Be green, clean, well lit and accessible. Provide and empty bins, provide seats & shade. Support local heritage; engage and encourage community and unique culture."
- "The Park improvement was a great start to improve the area but this now has to spread to the street appearance, pot plants and trees planted along the streets, improve the pavement and create a sense of pride within the community."

TOP 10 CARE FACTORS

What we care about most?	How it is performing:
Things to do in the evening **=#9**	-41
Evidence of public events happening here **=#5**	-39
Maintenance of public spaces and street furniture **#3**	-36
Cleanliness of public space **#2**	-31
Elements of the natural environment **=#7**	-24
Local history, heritage buildings or features **#1**	-17
Sense of safety **#4**	-12
Overall visual character of the area **=#5**	-10
Quality of public space **=#9**	-9
Car accessibility and parking **=#7**	-6

POOREST PERFORMING PLACE ATTRIBUTES OVERALL

What we care about most?	How it is performing:
Things to do in the evening **=#9**	-41
Evidence of public events happening here **=#5**	-39
Maintenance of public spaces and street furniture **#3**	-36
Outdoor restaurant, café and/or bar seating **=#11**	-33
Cleanliness of public space **#2**	-31
Evidence of community activity **=#22**	-26
Elements of the natural environment **=#7**	-24
Amenities and facilities **=#28**	-19
Local history, heritage buildings or features **#1**	-17
Spaces suitable for specific activities **=#22**	-17