PLACESCORE™

MAINSTREET COMMUNITY PRIORITIES REPORT

UNIVERSITY OF TASMANIA PRECINCT

ELIZABETH AND MELVILLE STREETS

V1.0
FEBRUARY 2021

MAINSTREET COMMUNITY PRIORITIES

This Mainstreet Community Priorities Report uses data collected via Place Score's PX Assessment and Care Factor tools to provide you with place-specific priorities directing investment in areas that can help improve the performance of your mainstreet.

In January and Feburary 2021, Place Score conducted two PX (Place Experience) Assessments of Elizabeth Street (btw Brisbane and Bathurst St) and three PX Assessments of Melville Street (Btw Harrington and Argyle).

In addition, Place Score also collected Care Factor (CF) data for Hobart.

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

- Being welcoming to all people
- Offering good pedestrian connectivity
- Feeling safe

On the other hand, the following areas were highlighted as areas for improvement:

- Street furniture
- Spaces suitable for specific activities (play, entertainment, exercise, etc.)
- Amenities and facilities (toilets, water bubbler, parent's rooms etc.)

ABOUT THE UNIVERSITY OF TASMANIA PRECINCT

The University of Tasmania Precinct is located in central Hobart and includes newly built accommodation and upcoming projects developed by the University of Tasmania (UTAS).

Place Score surveyed five streets located nearby UTAS assets; the two blocks on Elizabeth Street between Brisbane and Bathurst and the three blocks on Melville street between Harrington and Argyle.

The area offers a mix of fine-grain retail with small businesses, many of which cater to specific interests (sewing, board games, children toys, vinyls, etc.); as well as hairdressers, eateries and cafes. Most of the commercial activity is concentrated along Elizabeth Street.

Melville Street has fewer businesses and multiple vacancies, the most notable being the former Avalon Theatre, Forestry Tasmania building and K&D Warehouse.

THE UNIVERSITY OF TASMANIA PRECINCT OFFERS VARIED PLACE EXPERIENCES. ELIZABETH STREET OFFERS AN AVERAGE EXPERIENCE, AND MELVILLE STREET IS PERFORMING SIGNIFICANTLY BELOW THE 2021 NATIONAL BENCHMARK AVERAGE STREET PX OF 66/100.[1]

PLACE STRENGTHS AND PRIORITIES

Your Strengths and Priorities are determined by aggregating community values with the current performance of your street.

- High CF + High PX Score = Strength
- High CF + Low PX Score = Priority
- Mid to low CF + Low PX Score = For consideration

LEGEND

- ▬ Strengths (Protect and build upon these attributes)
- ▬ Improvement Priorities (Focus on improving these attributes)
- ▬ For Consideration (Focus on improving these attributes AFTER all priorities have been addressed)

CF	STRENGTHS
8	**Ease of walking around** (including crossing the street, moving between destinations)
6a	**Welcoming to all people**
3	**Sense of safety** (for all ages, genders, day/night etc.)
9	**Local history, heritage buildings or features**
1	**Cleanliness of public space**

CF	IMPROVEMENT PRIORITIES
2	**Vegetation and natural elements** (street trees, planting, water etc.)
4	**Elements of the natural environment** (views, vegetation, topography, water etc.)
6b	**Evidence of public events happening here** (markets, street entertainers etc.)
10	**Maintenance of public spaces and street furniture**
5	**General condition of vegetation, street trees and other planting**

CF	FOR CONSIDERATION[2]
11a	**Public art, community art, water or light feature**
17a	**Amenities and facilities** (toilets, water bubblers, parents rooms etc.)
15	**Evidence of recent public investment** (new planting, paving, street furniture etc.)

Notes: 1. National average sample used n=12,634 (February 2021). 2.More considerations can be found on page 11.

PLACESCORE™
©2021

BACKGROUND DATA

THIS SECTION OF THE REPORT INCLUDES
1. CARE FACTOR RESULTS
2. PX ASSESSMENT REPORTS
3. PRIORITIES FOR THE PRECINCT AND
EACH MAINSTREET

PLACESCORE
©2021

ABOUT YOUR DATA

This section includes a summary of your Care Factor survey and Street PX Assessment data. This includes your community's values, the performance of your mainstreets, and their strengths and priorities.

Place Score offers two sophisticated data collection tools, Care Factor (CF) surveys and Place Experience (PX) Assessments.

Like a 'place census', Care Factor captures what your community really values, while PX Assessments measure the community's lived place experience.

Together they help you identify what is important, how the place is performing, and what the focus of change should be. An attribute with a high CF but a low PX should be a priority for investment as it will have the most positive impact on the largest number of people.

ABOUT YOUR PLACE SCORE DATA

Two types of Place Score data have been used to develop the recommendations in this report.

Data source	n=
Town Centre Care Factor survey (CF)	121
Street Place Experience (PX)	215

Your Town Centre Care Factor (CF)

- Collected face-to-face in January and February 2021

- 121 respondents; 60 men, 59 women, and 2 people with different identities

Your Street PX Assessment

- Collected face-to-face between 9 and 11 Feburary 2021

- 215 respondents; 110 men, 102 women, and 3 people with different identities

To support the development of this Mainstreet Community Priorities Report Place Score has also considered census data collected for your LGA in 2016 and Google Maps (2021).

THE FIVE DIMENSIONS OF GREAT PLACES

The 50 Place Score attributes have been defined as a result of extensive investigation of community, academic and commercial research to identify the factors that contribute to place experience. We group them under five key place dimensions.

LOOK & FUNCTION
The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation

SENSE OF WELCOME
Whether the place is inviting to a range of people regardless of age, income, gender, ethnicity or interests

THINGS TO DO
Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend

UNIQUENESS
Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place

CARE
How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment

PLACESCORE
©2021

HOBART'S TOP 10 CARE FACTORS

The Hobart community's ideal town centre is clean and safe; incorporates well-maintained vegetation; and uses natural elements as a point of difference.

Compared to other demographics, a higher percentage of respondents aged 15-24 and students selected 'Welcoming to all people' and 'Vegetation and natural elements' as being important to them.

2021 TOWN CENTRE CARE FACTOR[1]

RANK	ATTRIBUTE	% OF PEOPLE	
#1	Cleanliness of public space	64%	CARE
#2	Vegetation and natural elements (street trees, planting, water etc.)	60%	LOOK & FUNCTION
#3	Sense of safety (for all ages, genders, day/night etc.)	55%	SENSE OF WELCOME
#4	Elements of the natural environment (views, vegetation, topography, water etc.)	52%	UNIQUE
#5	General condition of vegetation, street trees and other planting	46%	CARE
=#6	Welcoming to all people	45%	SENSE OF WELCOME
=#6	Evidence of public events happening here (markets, street entertainers etc.)	45%	THINGS TO DO
#8	Ease of walking around * (including crossing the street, moving between destinations)	42%	LOOK & FUNCTION
#9	Local history, heritage buildings or features*	41%	UNIQUE
#10	Maintenance of public spaces and street furniture*	39%	CARE

BY AGE

BY ASSOCIATION[2]

PLACESCORE™ ©2021

Notes: 1. Care Factor percentages are based on the percentage of respondents that selected an attribute, the ranking is based on the level of alignment in your community.
2. Respondents could select more than one identity e.g. resident and worker. *Under the 90% confidence level - this may indicate that your community has diverse values.

University of Tasmania Precinct
Mainstreet Community Priorities Report

5
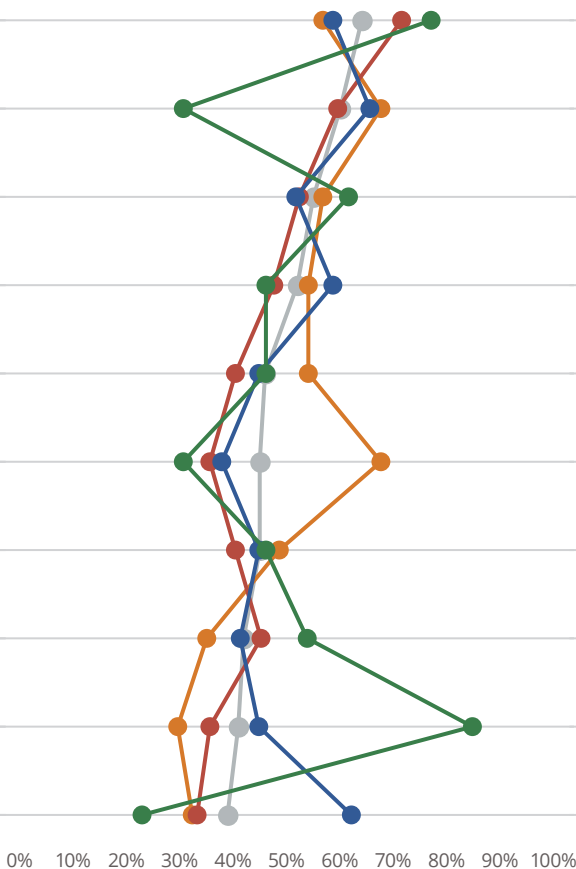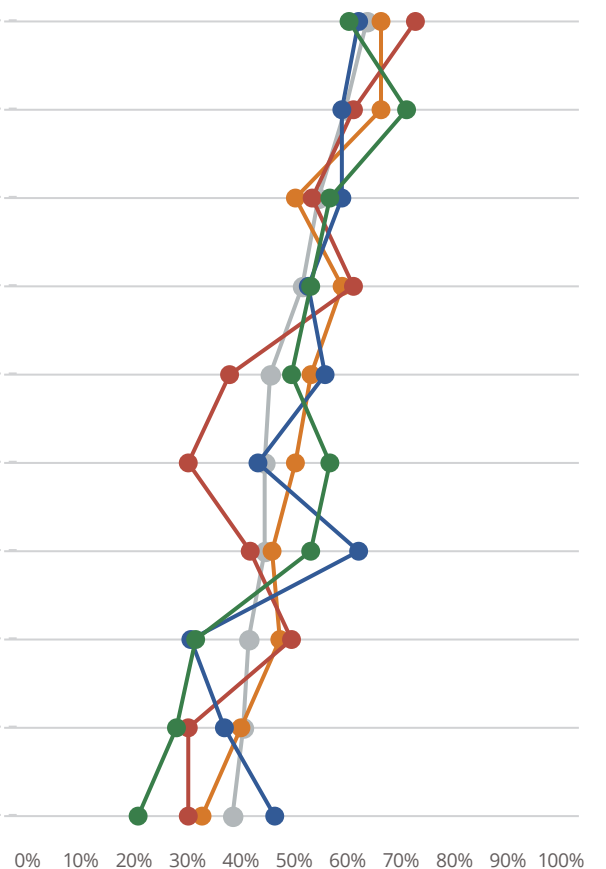
MELVILLE STREET PLACE EXPERIENCE
(Between Harrington St and Murray St)

Melville Street between Harrington and Murray Streets slopes down towards the edge of central Hobart. Footpaths and parallel parking on both sides are interrupted by vehicle driveways. There are three street trees and no places to sit or pedestrian cover. There are few windows and doors at street level. There are areas of ground-level private parking with set back buildings. It is a two-way street for cars connecting its one-way intersecting streets. The entire northern side of the street is a vacant former hardware store.

KEY FINDINGS

- 42 people completed an on-site assessment via face-to-face surveys on 10 and 11 Feb 2021.

- Melville Street received a PX Score of 47/100.

- The strongest rated attribute is 'Walking paths that connect to other places'.

- The poorest rated attribute is 'Elements of the natural environment'.

- Men rate 'Welcoming to all people' 30% higher than women.

- 25-44 yrs olds rate 'Amenities and facilities (toilets, water bubblers, parents rooms etc.)' 41% higher than 45-64 yrs olds.

- *65+ yrs olds* rate 'Interesting things to look at (people, shops, views etc.)' 51% higher than 45-64 yrs olds.

- People with *mixed* ancestry rate 'Unique mix or diversity of people in the area' 48% higher than people with australasian ancestry.

PX SCORE

47

Melville Street

HOW DOES THIS SECTION OF MELVILLE STREET COMPARE WITH OTHER SIMILAR PLACES?

56 Melville Street (Btw Murray St and Elizabeth St)

53 Melville Street (Btw Elizabeth St and Argyle St)

NET PROMOTER SCORE (NPS)[2]
How likely is your community to recommend this place?

-60
NPS
-100 TO +100

10% PROMOTERS	21% PASSIVES	69% DETRACTORS
50% MEN	89% MEN	38% MEN
50% WOMEN	0% WOMEN	59% WOMEN
0% DIFF. IDENT.	11% DIFF. IDENT.	3% DIFF. IDENT.

WHAT ARE PROMOTERS RATING HIGHLY?	WHAT ARE DETRACTORS RATING POORLY?
Car accessibility and parking	Amenities and facilities (toilets, water bubblers, parents rooms etc.)

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

64%	31%	2%	2%	0%
STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE

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

Total[1] n=42
Segment (%)

47

Male (50%)	54
Female (45%)	36
Intersex/unspecified (5%)	66
15-24 yrs olds (12%)	63
25-44 yrs olds (36%)	56
45-64 yrs olds (36%)	30
65+ yrs olds (17%)	50
Residents (60%)	42
Visitors (14%)	63
Workers (19%)	40
Students (7%)	66
Australia (86%)	46
Canada (2%)	33
China (2%)	82
Australasian (57%)	41
European (29%)	53
Mixed (10%)	62

PLACESCORE
©2021
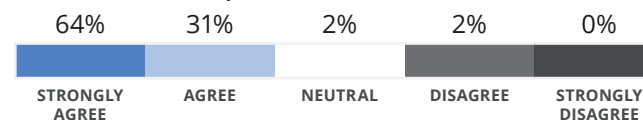
MELVILLE STREET PLACE EXPERIENCE

(Between Harrington St and Murray St)

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

	STRONGEST PERFORMING (SCORE/10)	POOREST PERFORMING (SCORE/10)

LOOK & FUNCTION — 10 /20

The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation

STRONGEST PERFORMING	Score	POOREST PERFORMING	Score
Ease of walking around	6.5	Vegetation and natural elements	3.3
Amount of public space	6	Street furniture	3.4
Physical safety	5.7	Shelter/awnings	3.5

SENSE OF WELCOME — 10 /20

Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests

STRONGEST PERFORMING	Score	POOREST PERFORMING	Score
Sense of safety	6.3	Amenities and facilities	3.4
Welcoming to all people	6	Grocery and fresh food businesses	3.5
Service businesses	5.7	Culturally diverse businesses	4.9

THINGS TO DO — 9 /20

Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend

STRONGEST PERFORMING	Score	POOREST PERFORMING	Score
Walking paths that connect to other places	6.6	Free and comfortable group seating	3.3
Evidence of public events happening here	5	Free and comfortable places to sit alone	3.7
Interesting things to look at	5	Evidence of community activity	3.7

UNIQUENESS — 8 /20

Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place

STRONGEST PERFORMING	Score	POOREST PERFORMING	Score
Local history, heritage buildings or features	4.6	Elements of the natural environment	3.1
A cluster of similar businesses	4.3	Public art, community art, water or light feature	3.2
Unusual or unique businesses/shops	4.3	One of a kind, quirky or unique features	3.4

CARE — 10 /20

How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment

STRONGEST PERFORMING	Score	POOREST PERFORMING	Score
General condition of businesses and shopfronts	6.2	Evidence of recent public investment	3.4
General condition of buildings	6.1	Evidence of recent private investment	4
Cleanliness of public space	6	Maintenance of public spaces and street furniture	4.5

Notes: Respondents are asked to rate 50 attributes across 5 dimensions on how they contribute to the respondents' personal enjoyment of the area on a scale 0 = "Fail" and 10 = "Perfect". Respondents can also select "N/A". [3]

MELVILLE STREET PLACE EXPERIENCE

(Between Murray St and Elizabeth St)

Melville Street between Murray and Elizabeth Streets is a relatively flat street close to central Hobart. It transitions from the eastern end with smaller shop fronts and parallel parking to the western end with larger buildings and no parallel parking. There are footpaths on both sides of the street, a bus stop, and four street trees. The street's eastern end features a bottle shop, hairdresser, convenience store, and blinds, novelty models, and sewing stores. The rest of the street features a church, large multilevel car park and vacant buildings.

KEY FINDINGS

- 45 people completed an on-site assessment via face-to-face surveys on 10 and 11 Feb 2021.

- Melville street received a PX Score of 56/100.

- The strongest rated attribute is 'Welcoming to all people'.

- The poorest rated attribute is 'Street furniture'.

- Men rate 'One of a kind, quirky or unique features' 23.3% higher than women.

- Women rate 'Culturally diverse businesses (range of ethnicities and interests etc.)' 10% higher than men.

- 15-24 yrs olds rate 'Shelter/awnings (protection from sun, rain etc.)' 56% higher than 45-64 yrs olds.

- 25-44 yrs olds rate 'Unusual or unique businesses/shops' 47% higher than 45-64 yrs olds.

PX SCORE

56

Melville Street

50m

HOW DOES THIS SECTION OF MELVILLE STREET COMPARE WITH OTHER SIMILAR PLACES?

47 Melville Street (Btw Harrington St and Murray St)

53 Melville Street (Btw Elizabeth St and Argyle St)

NET PROMOTER SCORE (NPS)[2]

How likely is your community to recommend this place?

	20% PROMOTERS	**18%** PASSIVES	**62%** DETRACTORS
-42 NPS -100 TO +100	89% MEN 11% WOMEN 0% DIFF. IDENT.	63% MEN 38% WOMEN 0% DIFF. IDENT.	39% MEN 61% WOMEN 0% DIFF. IDENT.

WHAT ARE PROMOTERS RATING HIGHLY?	WHAT ARE DETRACTORS RATING POORLY?
Welcoming to all people	Car accessibility and parking

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

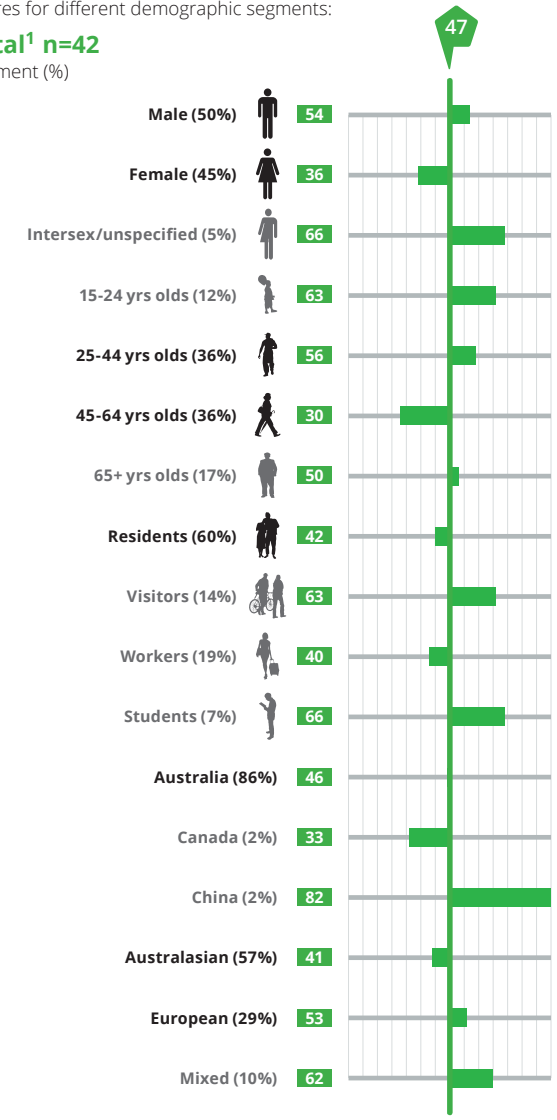| 53%	31%	13%	2%	0%
STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE

COMMUNITY GROUP PX SCORES

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

Total[1] n=45
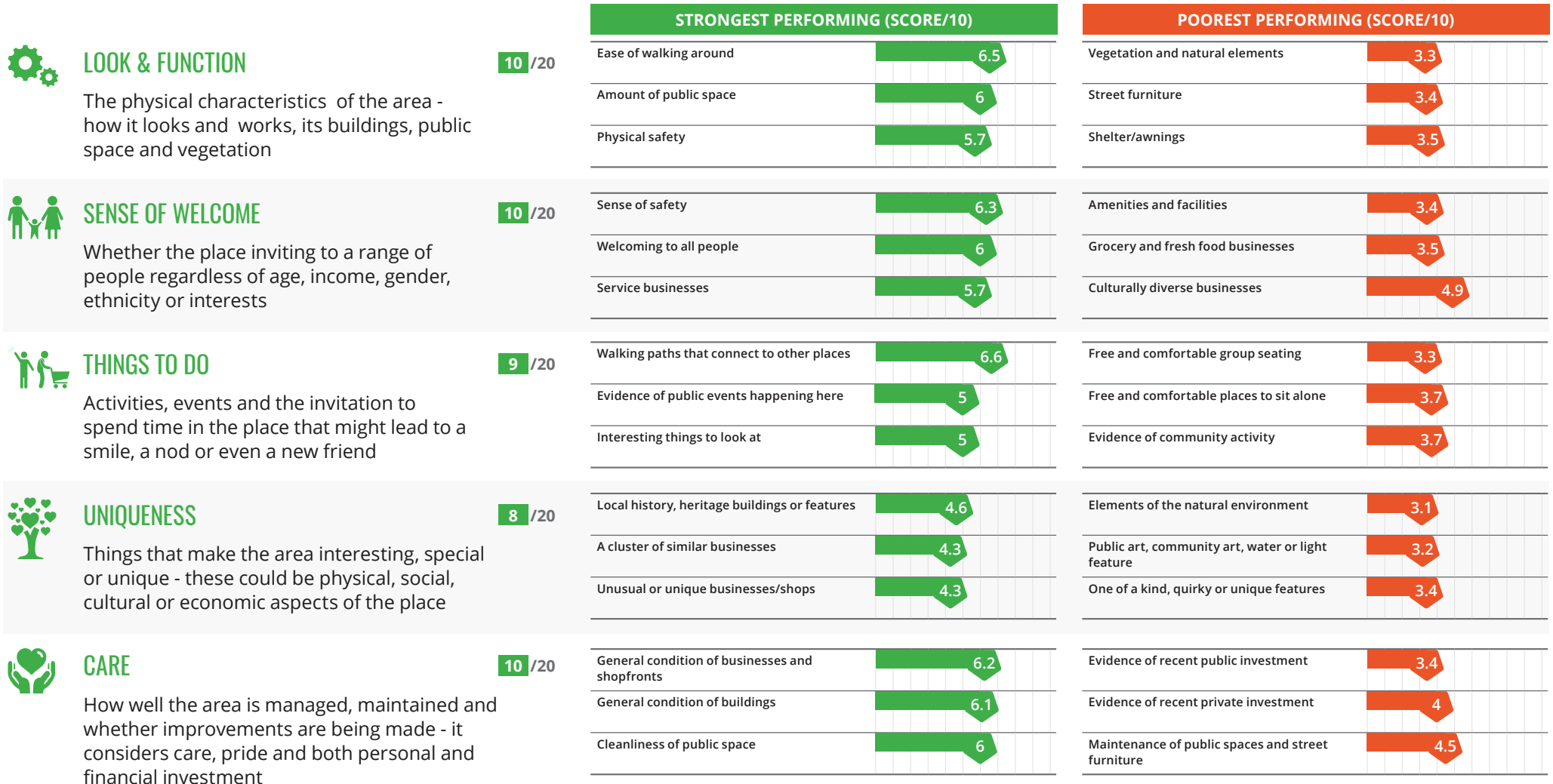Segment (%)

	PX Score
Total	56
Male (53%)	58
Female (47%)	52
Intersex/unspecified (0%)	NA
15-24 yrs olds (24%)	66
25-44 yrs olds (33%)	61
45-64 yrs olds (24%)	41
65+ yrs olds (18%)	49
Residents (27%)	42
Visitors (18%)	47
Workers (24%)	51
Students (31%)	74
Australia (62%)	45
India (16%)	79
China (7%)	84
Australasian (36%)	52
European (31%)	45
South Asian (16%)	79

Notes: [1]This report only includes 100% completed surveys, respondents could select more than one identity e.g worker and student. Groups with <10 respondents are greyed or displayed in italics to indicate a small dataset and results are indicative only. NPS (Net Promoter Score) is a standard tool for measuring respondent loyalty to a brand or entity.

MELVILLE STREET PLACE EXPERIENCE

(Between Murray St and Elizabeth St)

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

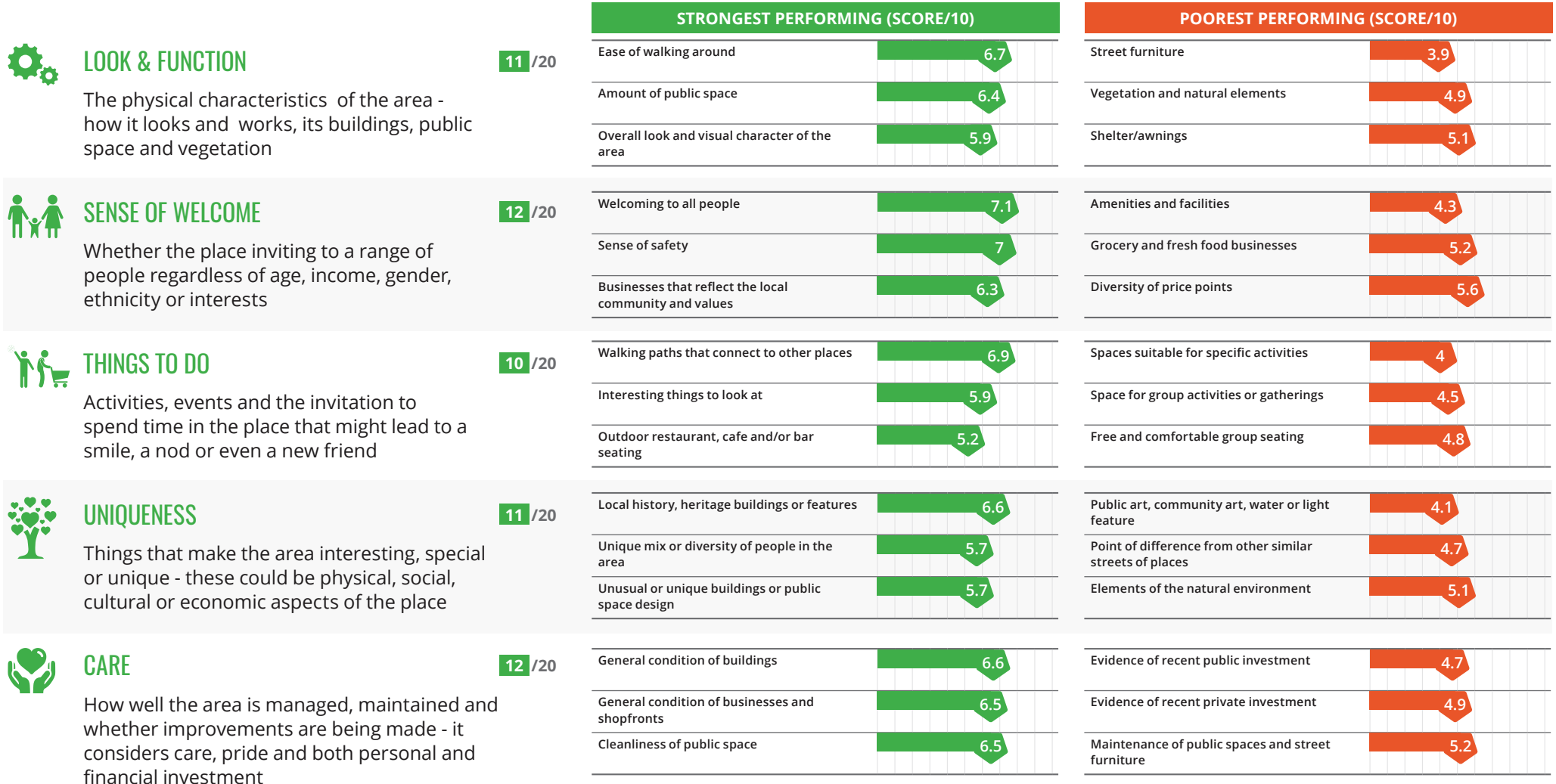|	STRONGEST PERFORMING (SCORE/10)	POOREST PERFORMING (SCORE/10)
LOOK & FUNCTION — 11 /20 The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation	Ease of walking around — 6.7 Amount of public space — 6.4 Overall look and visual character of the area — 5.9	Street furniture — 3.9 Vegetation and natural elements — 4.9 Shelter/awnings — 5.1
SENSE OF WELCOME — 12 /20 Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests	Welcoming to all people — 7.1 Sense of safety — 7 Businesses that reflect the local community and values — 6.3	Amenities and facilities — 4.3 Grocery and fresh food businesses — 5.2 Diversity of price points — 5.6
THINGS TO DO — 10 /20 Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend	Walking paths that connect to other places — 6.9 Interesting things to look at — 5.9 Outdoor restaurant, cafe and/or bar seating — 5.2	Spaces suitable for specific activities — 4 Space for group activities or gatherings — 4.5 Free and comfortable group seating — 4.8
UNIQUENESS — 11 /20 Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place	Local history, heritage buildings or features — 6.6 Unique mix or diversity of people in the area — 5.7 Unusual or unique buildings or public space design — 5.7	Public art, community art, water or light feature — 4.1 Point of difference from other similar streets of places — 4.7 Elements of the natural environment — 5.1
CARE — 12 /20 How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment	General condition of buildings — 6.6 General condition of businesses and shopfronts — 6.5 Cleanliness of public space — 6.5	Evidence of recent public investment — 4.7 Evidence of recent private investment — 4.9 Maintenance of public spaces and street furniture — 5.2

Notes: Respondents are asked to rate 50 attributes across 5 dimensions on how they contribute to the respondents' personal enjoyment of the area on a scale 0 = "Fail" and 10 = "Perfect". Respondents can also select "N/A". [3]

MELVILLE STREET PLACE EXPERIENCE
(Between Elizabeth St and Argyle St)

Melville Street between Elizabeth and Argyle Streets is in central Hobart sloping up towards Argyle Street. New construction is changing the nature of the place. Footpaths are on both sides and nine street trees on the southern side. The topography has led to some buildings being set back from the street with retaining walls or ground-level parking. There are no benches and no awnings over the footpath. It is a two way street for cars. At the time of the assessment, the lower end of the street was under construction. There was also a COVID-19 testing site on the southern side of the street.

KEY FINDINGS

- 42 people completed an on-site assessment via face-to-face surveys on 10 and 11 Feb 2021.

- Melville street received a PX Score of 53/100.

- The strongest rated attribute is 'General condition of buildings'.

- The poorest rated attribute is 'Amenities and facilities'.

- Men rate 'Landmarks, special features or meeting places' 31% higher than women.

- Women rate 'Buildings and shop fronts' 4% higher than men.

- 15-24 yrs olds rate 'Maintenance of public spaces and street furniture' 75% higher than *65+ yrs olds*.

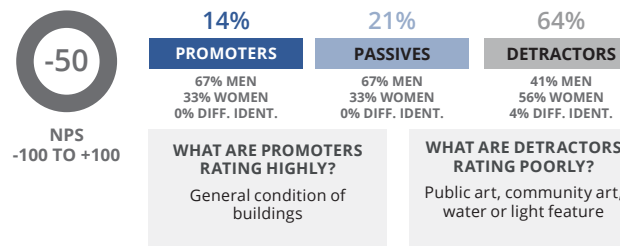- *Visitors* rate 'Unusual or unique buildings or public space design' 34% higher than residents.

PX SCORE

53

Melville Street

Elizabeth St — Argyle St

50m

HOW DOES THIS SECTION OF MELVILLE STREET COMPARE WITH OTHER SIMILAR PLACES?

47 Melville Street (Btw Harrington St and Murray St)

56 Melville Street (Btw Murray St and Elizabeth St)

NET PROMOTER SCORE (NPS)[2]

How likely is your community to recommend this place?

	14% PROMOTERS	21% PASSIVES	64% DETRACTORS
-50	67% MEN / 33% WOMEN / 0% DIFF. IDENT.	67% MEN / 33% WOMEN / 0% DIFF. IDENT.	41% MEN / 56% WOMEN / 4% DIFF. IDENT.

NPS -100 TO +100

WHAT ARE PROMOTERS RATING HIGHLY?	WHAT ARE DETRACTORS RATING POORLY?
General condition of buildings	Public art, community art, water or light feature

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

43%	40%	17%	0%	0%
STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE

COMMUNITY GROUP PX SCORES

Groups within your community may perceive place experience differently to one another. The following infographic displays the PX Scores for different demographic segments:
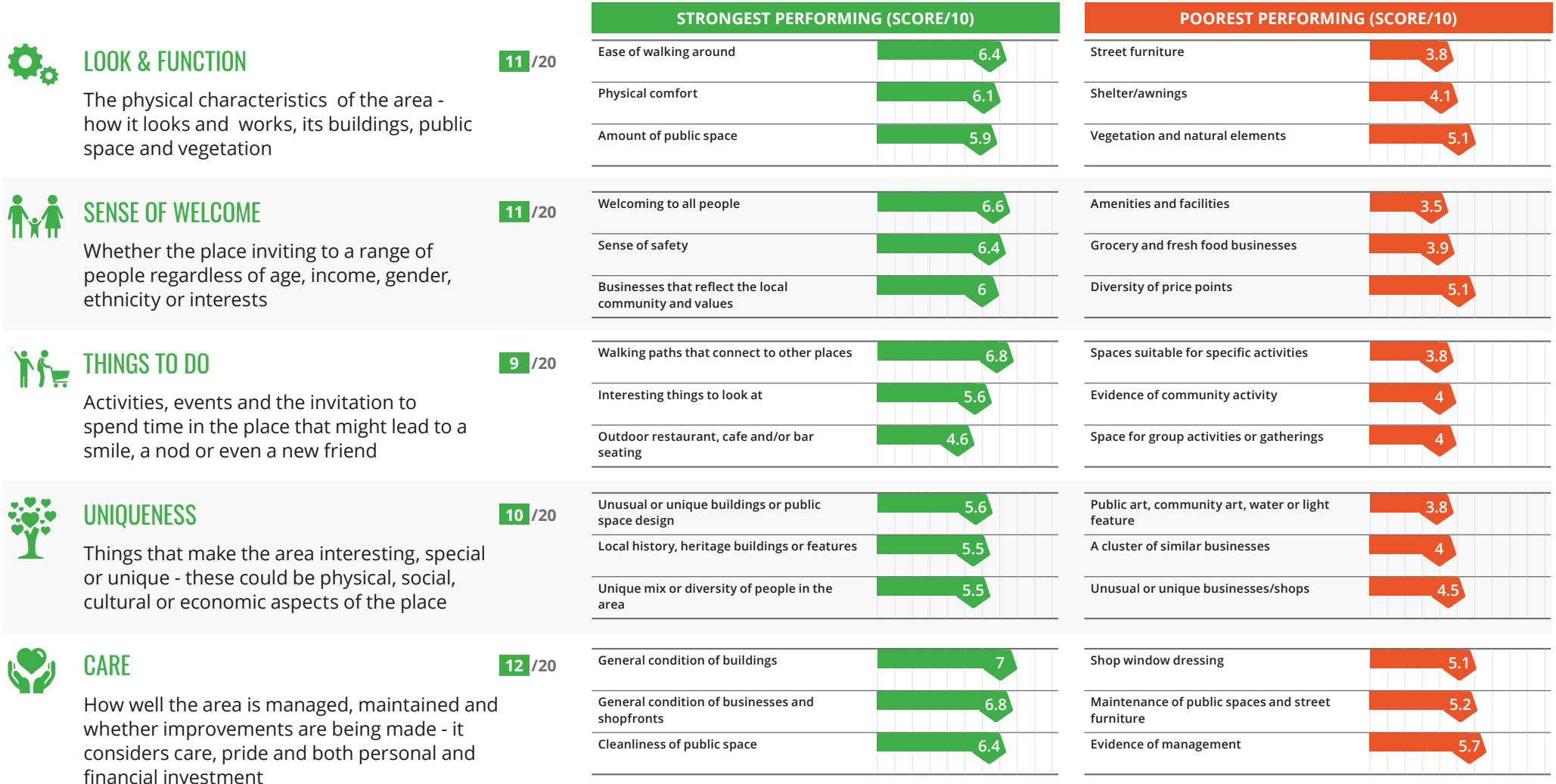
Total[1] n=42
Segment (%)

53

Segment	Score
Male (50%)	59
Female (48%)	46
Intersex/unspecified (2%)	42
15-24 yrs olds (26%)	75
25-44 yrs olds (33%)	47
45-64 yrs olds (31%)	42
65+ yrs olds (10%)	41
Residents (50%)	45
Visitors (10%)	53
Workers (24%)	49
Students (17%)	76
Australia (76%)	47
China (7%)	69
Indonesia (5%)	83
Australasian (55%)	45
European (21%)	52
Asian (12%)	68

PLACESCORE ©2021
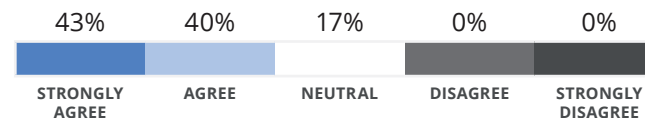
MELVILLE STREET PLACE EXPERIENCE

(Between Elizabeth St and Argyle St)

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

LOOK & FUNCTION — 11/20

The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation

STRONGEST PERFORMING (SCORE/10)		POOREST PERFORMING (SCORE/10)	
Ease of walking around	6.4	Street furniture	3.8
Physical comfort	6.1	Shelter/awnings	4.1
Amount of public space	5.9	Vegetation and natural elements	5.1

SENSE OF WELCOME — 11/20

Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests

STRONGEST PERFORMING (SCORE/10)		POOREST PERFORMING (SCORE/10)	
Welcoming to all people	6.6	Amenities and facilities	3.5
Sense of safety	6.4	Grocery and fresh food businesses	3.9
Businesses that reflect the local community and values	6	Diversity of price points	5.1

THINGS TO DO — 9/20

Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend

STRONGEST PERFORMING (SCORE/10)		POOREST PERFORMING (SCORE/10)	
Walking paths that connect to other places	6.8	Spaces suitable for specific activities	3.8
Interesting things to look at	5.6	Evidence of community activity	4
Outdoor restaurant, cafe and/or bar seating	4.6	Space for group activities or gatherings	4

UNIQUENESS — 10/20

Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place

STRONGEST PERFORMING (SCORE/10)		POOREST PERFORMING (SCORE/10)	
Unusual or unique buildings or public space design	5.6	Public art, community art, water or light feature	3.8
Local history, heritage buildings or features	5.5	A cluster of similar businesses	4
Unique mix or diversity of people in the area	5.5	Unusual or unique businesses/shops	4.5

CARE — 12/20

How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment

| STRONGEST PERFORMING (SCORE/10)		POOREST PERFORMING (SCORE/10)	
General condition of buildings	7	Shop window dressing	5.1
General condition of businesses and shopfronts	6.8	Maintenance of public spaces and street furniture	5.2
Cleanliness of public space	6.4	Evidence of management	5.7

ELIZABETH STREET PLACE EXPERIENCE
(Between Brisbane St and Melville St)

Elizabeth Street between Brisbane and Melville Streets is in central Hobart sloping down towards Melville Street. It is lined with shop fronts on both sides with pedestrian awnings over the footpath for almost its full length. There are two vehicle crossovers and a small open space on private land at the southern end. There is no street furniture apart from two rubbish bins though there is evidence of street trading. It is a two way street for cars with parallel parking and loading bays. The street features UTAS student accommodation and multiple small businesses, including cafes and hairdressers.

KEY FINDINGS

- 45 people completed an on-site assessment via face-to-face surveys on 9 and 10 February 2021.

- Elizabeth street received a PX Score of 69/100.

- The strongest rated attribute is 'Sense of safety'.

- The poorest rated attribute is 'Amenities and facilities'.

- Men rate 'Cleanliness of public space' 12% higher than women.

- Women rate 'Welcoming to all people' 13% higher than men.

- *15-24 yrs olds* rate 'Evidence of recent public investment (new planting, paving, street furniture etc.)' 69% higher than *65+ yrs olds*.

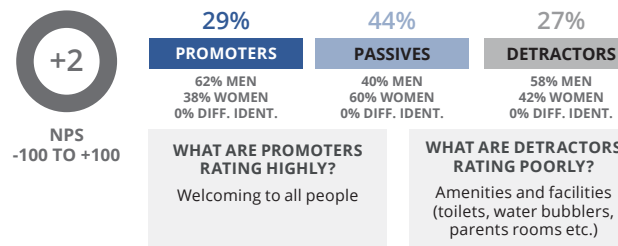- 25-44 yrs olds rate 'Public art, community art, water or light feature' 25% higher than *65+ yrs olds*.
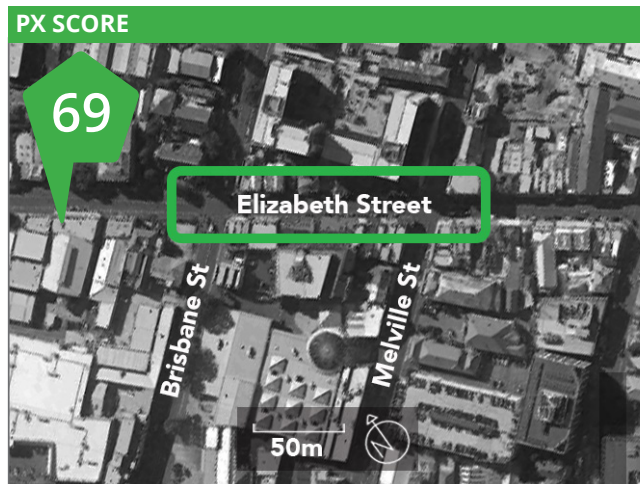
PX SCORE

69

Elizabeth Street

HOW DOES THIS SECTION OF ELIZABETH STREET COMPARE WITH OTHER SIMILAR PLACES?

61 Elizabeth Street (Btw Melville St and Bathurst St)

56 Melville Street (Btw Murray St and Elizabeth St)

NET PROMOTER SCORE (NPS)[2]
How likely is your community to recommend this place?

29% PROMOTERS	44% PASSIVES	27% DETRACTORS
62% MEN 38% WOMEN 0% DIFF. IDENT.	40% MEN 60% WOMEN 0% DIFF. IDENT.	58% MEN 42% WOMEN 0% DIFF. IDENT.

+2
NPS
-100 TO +100

WHAT ARE PROMOTERS RATING HIGHLY?	WHAT ARE DETRACTORS RATING POORLY?
Welcoming to all people	Amenities and facilities (toilets, water bubblers, parents rooms etc.)

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

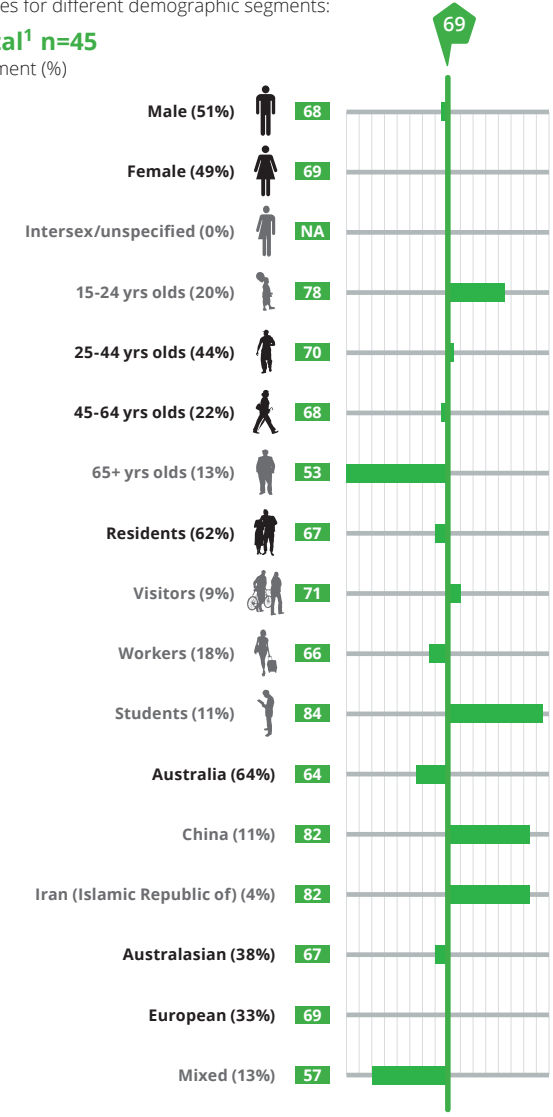| 51%	40%	9%	0%	0%
STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE

COMMUNITY GROUP PX SCORES

Groups within your community may perceive place experience differently to one another. The following infographic displays the PX Scores for different demographic segments:
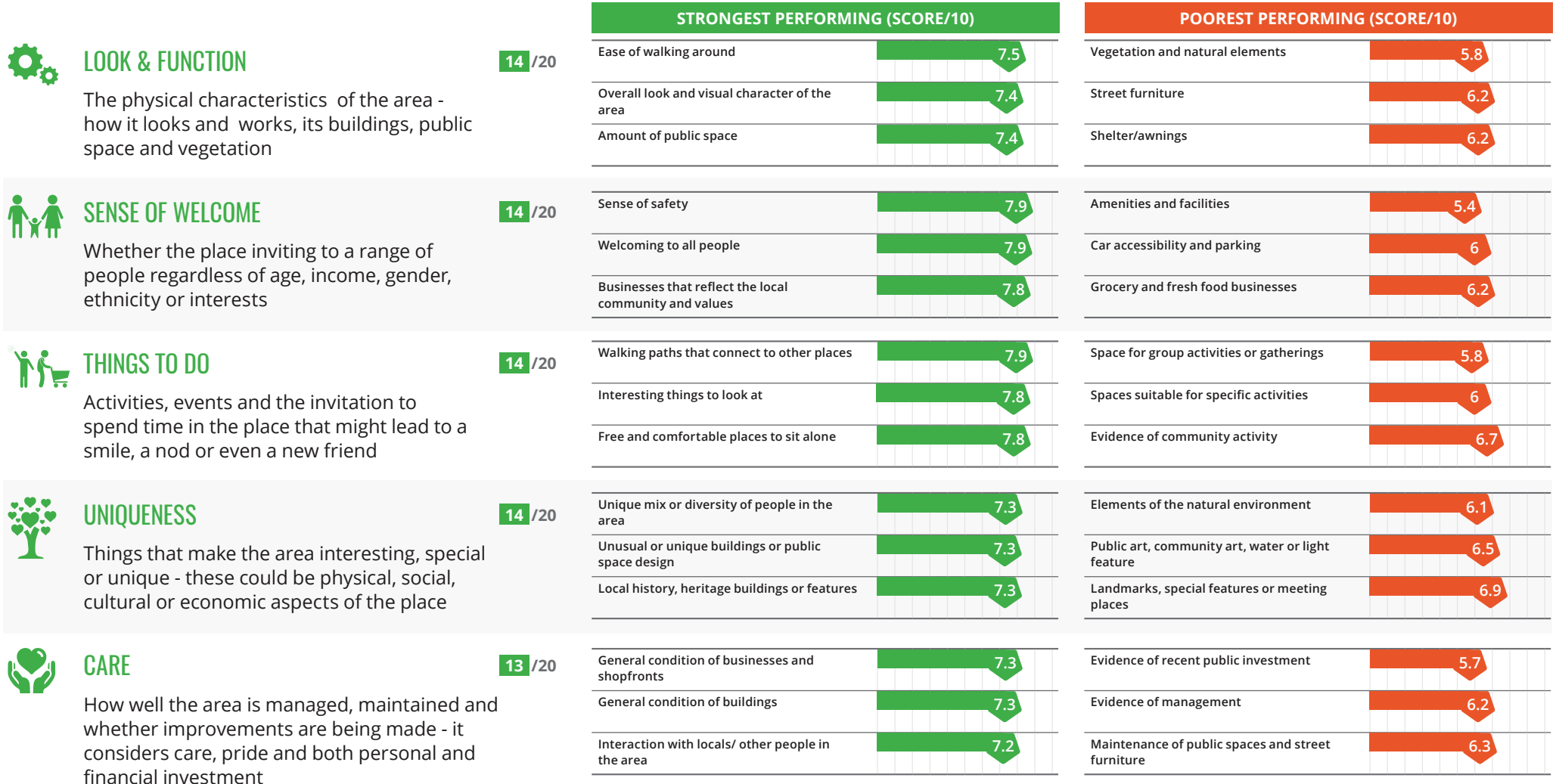
Total[1] n=45
Segment (%)

	PX Score
Male (51%)	68
Female (49%)	69
Intersex/unspecified (0%)	NA
15-24 yrs olds (20%)	78
25-44 yrs olds (44%)	70
45-64 yrs olds (22%)	68
65+ yrs olds (13%)	53
Residents (62%)	67
Visitors (9%)	71
Workers (18%)	66
Students (11%)	84
Australia (64%)	64
China (11%)	82
Iran (Islamic Republic of) (4%)	82
Australasian (38%)	67
European (33%)	69
Mixed (13%)	57

69

PLACESCORE ©2021
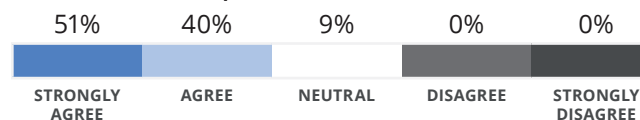
ELIZABETH STREET PLACE EXPERIENCE

(Between Brisbane St and Melville St)

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

		STRONGEST PERFORMING (SCORE/10)	POOREST PERFORMING (SCORE/10)
LOOK & FUNCTION 14/20 — The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation		Ease of walking around — 7.5 Overall look and visual character of the area — 7.4 Amount of public space — 7.4	Vegetation and natural elements — 5.8 Street furniture — 6.2 Shelter/awnings — 6.2
SENSE OF WELCOME 14/20 — Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests		Sense of safety — 7.9 Welcoming to all people — 7.9 Businesses that reflect the local community and values — 7.8	Amenities and facilities — 5.4 Car accessibility and parking — 6 Grocery and fresh food businesses — 6.2
THINGS TO DO 14/20 — Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend		Walking paths that connect to other places — 7.9 Interesting things to look at — 7.8 Free and comfortable places to sit alone — 7.8	Space for group activities or gatherings — 5.8 Spaces suitable for specific activities — 6 Evidence of community activity — 6.7
UNIQUENESS 14/20 — Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place		Unique mix or diversity of people in the area — 7.3 Unusual or unique buildings or public space design — 7.3 Local history, heritage buildings or features — 7.3	Elements of the natural environment — 6.1 Public art, community art, water or light feature — 6.5 Landmarks, special features or meeting places — 6.9
CARE 13/20 — How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment		General condition of businesses and shopfronts — 7.3 General condition of buildings — 7.3 Interaction with locals/ other people in the area — 7.2	Evidence of recent public investment — 5.7 Evidence of management — 6.2 Maintenance of public spaces and street furniture — 6.3

Notes: Respondents are asked to rate 50 attributes across 5 dimensions on how they contribute to the respondents' personal enjoyment of the area on a scale 0 = "Fail" and 10 = "Perfect". Respondents can also select "N/A". [3]

ELIZABETH STREET PLACE EXPERIENCE
(Between Melville St and Bathurst St)

Elizabeth Street between Melville and Bathurst Streets is in central Hobart sloping down towards Bathurst Street. It is lined with shop fronts on both sides with pedestrian awnings over the footpath for its full length. There is no street furniture apart from one rubbish bin, though there are several cafes with tables and chairs and evidence of other street trading. It is a two way street for cars with parallel parking and loading bays. The street features multiple specialised shops (games, children toys, vinyl) and multicultural eateries.

KEY FINDINGS

- 41 people completed an on-site assessment via face-to-face surveys on 9 February 2021.

- Elizabeth Street received a PX Score of 61/100.

- The strongest rated attribute is 'Welcoming to all people'.

- The poorest rated attribute is 'Vegetation and natural elements'.

- Men rate 'Elements of the natural environment (views, vegetation, topography, water etc.)' 21% higher than women.

- Women rate 'Interesting things to look at (people, shops, views etc.)' 5% higher than men.

- 15-24 yrs olds rate 'Walking, cycling or public transport options' 52% higher than *65+ yrs olds*.

- 25-44 yrs olds rate 'Car accessibility and parking' 23% higher than 15-24 yrs olds.

PX SCORE

61

Elizabeth Street

50m

HOW DOES THIS SECTION OF ELIZABETH STREET COMPARE WITH OTHER SIMILAR PLACES?

69 Elizabeth Street (Btw Brisbane St and Melville St)

56 Melville Street (Btw Murray St and Elizabeth St)

NET PROMOTER SCORE (NPS)[2]

How likely is your community to recommend this place?

22%	**27%**	**51%**
PROMOTERS	**PASSIVES**	**DETRACTORS**
44% MEN	64% MEN	48% MEN
56% WOMEN	36% WOMEN	52% WOMEN
0% DIFF. IDENT.	0% DIFF. IDENT.	0% DIFF. IDENT.

-29

NPS
-100 TO +100

WHAT ARE PROMOTERS RATING HIGHLY?	WHAT ARE DETRACTORS RATING POORLY?
Welcoming to all people	Street furniture (including benches, bins, lights etc.)

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

54%	39%	7%	0%	0%
STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
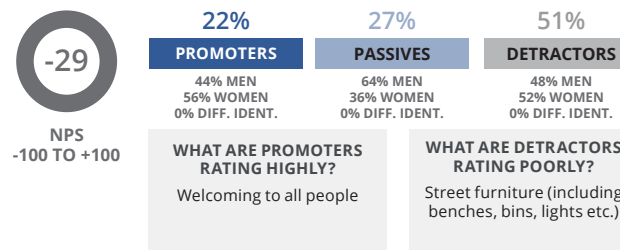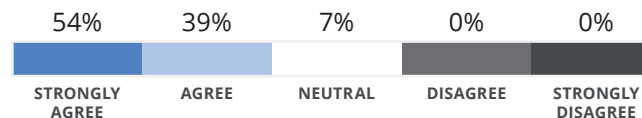
COMMUNITY GROUP PX SCORES

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

Total[1] n=41
Segment (%)

61

Segment	Score
Male (51%)	65
Female (49%)	57
Intersex/unspecified (0%)	NA
15-24 yrs olds (24%)	68
25-44 yrs olds (27%)	56
45-64 yrs olds (29%)	62
65+ yrs olds (20%)	56
Residents (44%)	57
Visitors (29%)	68
Workers (15%)	48
Students (12%)	73
Australia (76%)	61
United Kingdom (7%)	54
United States of America (the) (5%)	73
Australasian (61%)	59
European (27%)	62
Mixed (5%)	39

Notes: [1]This report only includes 100% completed surveys, respondents could select more than one identity e.g worker and student. Groups with <10 respondents are greyed or displayed in italics to indicate a small dataset and results are indicative only. NPS (Net Promoter Score) is a standard tool for measuring respondent loyalty to a brand or entity.

ELIZABETH STREET PLACE EXPERIENCE

(Between Melville St and Bathurst St)

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

	STRONGEST PERFORMING (SCORE/10)		POOREST PERFORMING (SCORE/10)	
LOOK & FUNCTION 12/20 — The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation	Ease of walking around	6.9	Vegetation and natural elements	3.4
	Buildings and shop fronts	6.8	Street furniture	3.7
	Shelter/awnings	6.8	Quality of public space	5.7
SENSE OF WELCOME 13/20 — Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests	Welcoming to all people	7.7	Amenities and facilities	4.9
	Businesses that reflect the local community and values	7.6	Walking, cycling or public transport options	5.6
	Service businesses	7.2	Grocery and fresh food businesses	5.7
THINGS TO DO 12/20 — Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend	Interesting things to look at	7.3	Spaces suitable for specific activities	4.5
	Walking paths that connect to other places	7.2	Evidence of community activity	4.9
	Outdoor restaurant, cafe and/or bar seating	6.7	Space for group activities or gatherings	5
UNIQUENESS 12/20 — Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place	A cluster of similar businesses	7.3	Elements of the natural environment	4
	Local history, heritage buildings or features	6.9	Public art, community art, water or light feature	4.7
	Unique mix or diversity of people in the area	6.9	Point of difference from other similar streets of places	5.2
CARE 12/20 — How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment	Interaction with locals/ other people in the area	7.6	General condition of vegetation, street trees and other planting	4.5
	Cleanliness of public space	7	Evidence of recent public investment	4.7
	Shop window dressing	6.9	Maintenance of public spaces and street furniture	4.8

PLACESCORE ©2021

Notes: Respondents are asked to rate 50 attributes across 5 dimensions on how they contribute to the respondents' personal enjoyment of the area on a scale 0 = "Fail" and 10 = "Perfect". Respondents can also select "N/A". ³

University of Tasmania Precinct
Mainstreet Community Priorities Report

15

2021 PRIORITIES FOR THE UNIVERSITY OF TASMANIA PRECINCT

By understanding what the local community values and how it rates your mainstreet, we can preserve what is working well and recommend the areas for impactful investment.

The following summarises average priorities for the University of Tasmania Precinct, using the performance of all five surveyed streets.

These tables and graph illustrate your town centre strengths, improvement priorities and secondary priorities.

STRENGTHS should be celebrated and protected.

IMPROVEMENT PRIORITIES identify the aspects of your town centre that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

FOR CONSIDERATION identifies attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.

CF	STRENGTHS
8	Ease of walking around (including crossing the street, moving between destinations)
6a	Welcoming to all people
3	Sense of safety (for all ages, genders, day/night etc.)
9	Local history, heritage buildings or features
1	Cleanliness of public space

CF	IMPROVEMENT PRIORITIES
2	Vegetation and natural elements (street trees, planting, water etc.)
4	Elements of the natural environment (views, vegetation, topography, water etc.)
6b	Evidence of public events happening here (markets, street entertainers etc.)
10	Maintenance of public spaces and street furniture
5	General condition of vegetation, street trees and other planting

CF	FOR CONSIDERATION
11a	Public art, community art, water or light feature
17a	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
15	Evidence of recent public investment (new planting, paving, street furniture etc.)
17b	Things to do in the evening (shopping, dining, entertainment etc.)
25	Evidence of community activity (community gardening, art, fundraising etc.)
17c	Free and comfortable places to sit alone
11b	Outdoor restaurant, cafe and/or bar seating
26	Free and comfortable group seating
14	Unusual or unique buildings or public space design

PLACESCORE ©2021

Notes: CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. 1. A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

University of Tasmania Precinct
Mainstreet Community Priorities Report

16
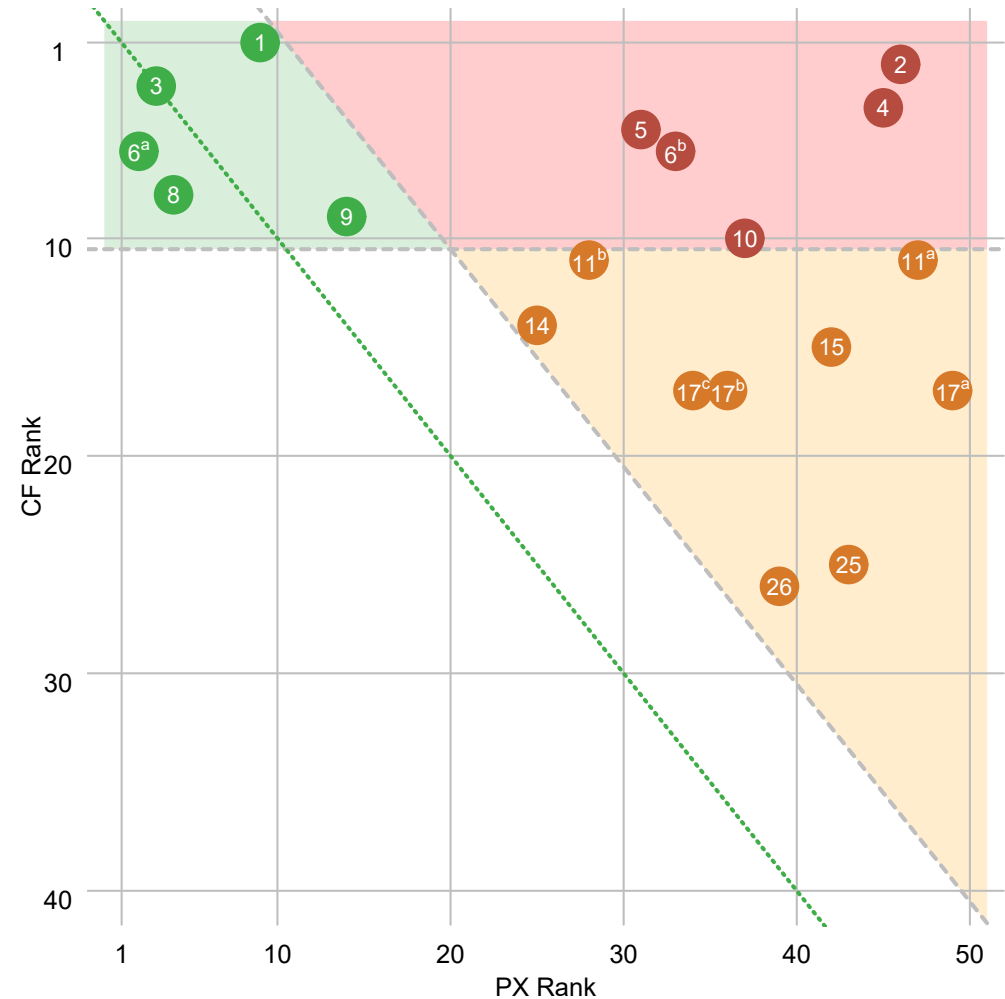
2021 PRIORITIES FOR MELVILLE STREET

(Between Harrington and Murray St)

These tables and graph illustrate your town centre strengths, improvement priorities and secondary priorities.

STRENGTHS should be celebrated and protected.

IMPROVEMENT PRIORITIES identify the aspects of your town centre that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.
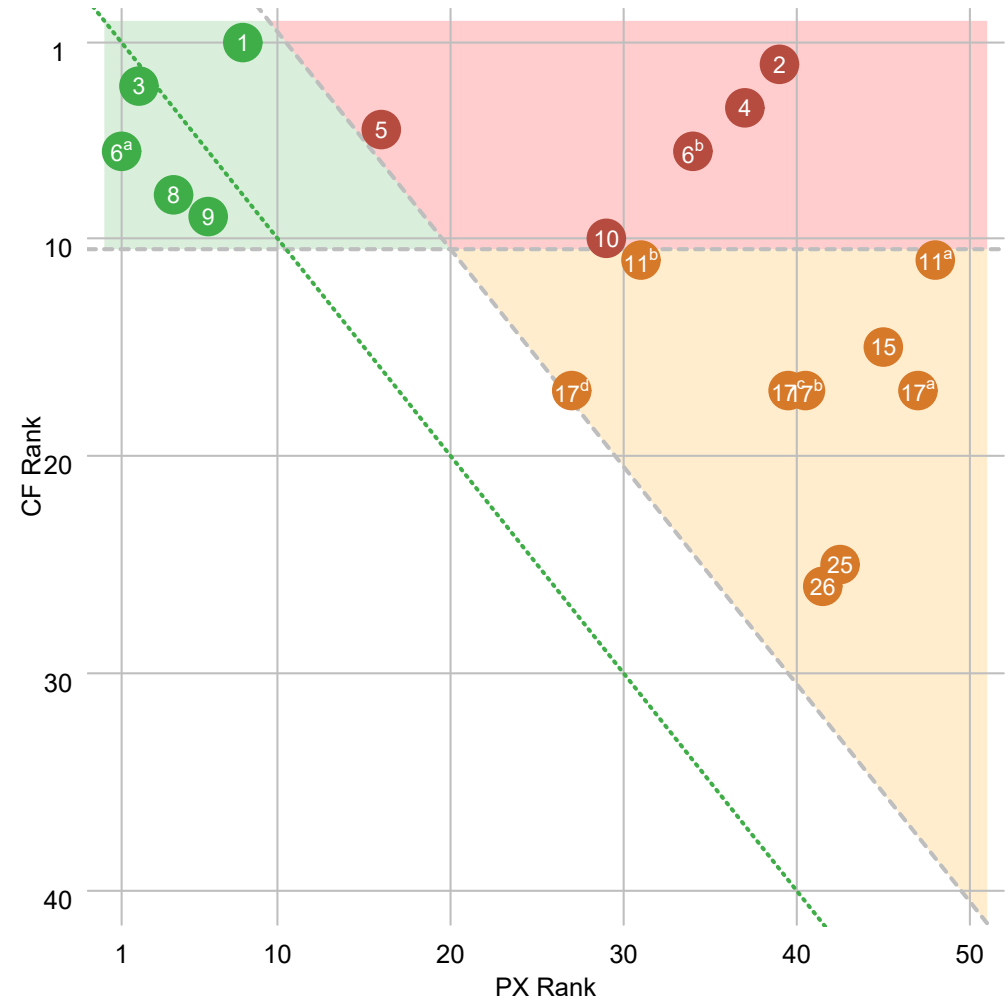
FOR CONSIDERATION identifies attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.

CF	IMPROVEMENT PRIORITIES
2	**Vegetation and natural elements** (street trees, planting, water etc.)
4	**Elements of the natural environment** (views, vegetation, topography, water etc.)
5	**General condition of vegetation, street trees and other planting**
10	**Maintenance of public spaces and street furniture**
9	**Local history, heritage buildings or features**
6b	**Evidence of public events happening here** (markets, street entertainers etc.)

CF	FOR CONSIDERATION
11a	**Public art, community art, water or light feature**
15a	**Evidence of recent public investment** (new planting, paving, street furniture etc.)
17a	**Amenities and facilities** (toilets, water bubblers, parents rooms etc.)
14	**Unusual or unique buildings or public space design**
26	**Free and comfortable group seating**
17b	**Free and comfortable places to sit alone**
11b	**Outdoor restaurant, cafe and/or bar seating**
29	**One of a kind, quirky or unique features**
17c	**Unique mix or diversity of people in the area**
17d	**Things to do in the evening** (shopping, dining, entertainment etc.)
25	**Evidence of community activity** (community gardening, art, fundraising etc.)
15b	**Overall look and visual character of the area**

CF	STRENGTHS
8	**Ease of walking around** (including crossing the street, moving between destinations)
3	**Sense of safety** (for all ages, genders, day/night etc.)
6a	**Welcoming to all people**
1	**Cleanliness of public space**

Notes: CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. 1. A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.
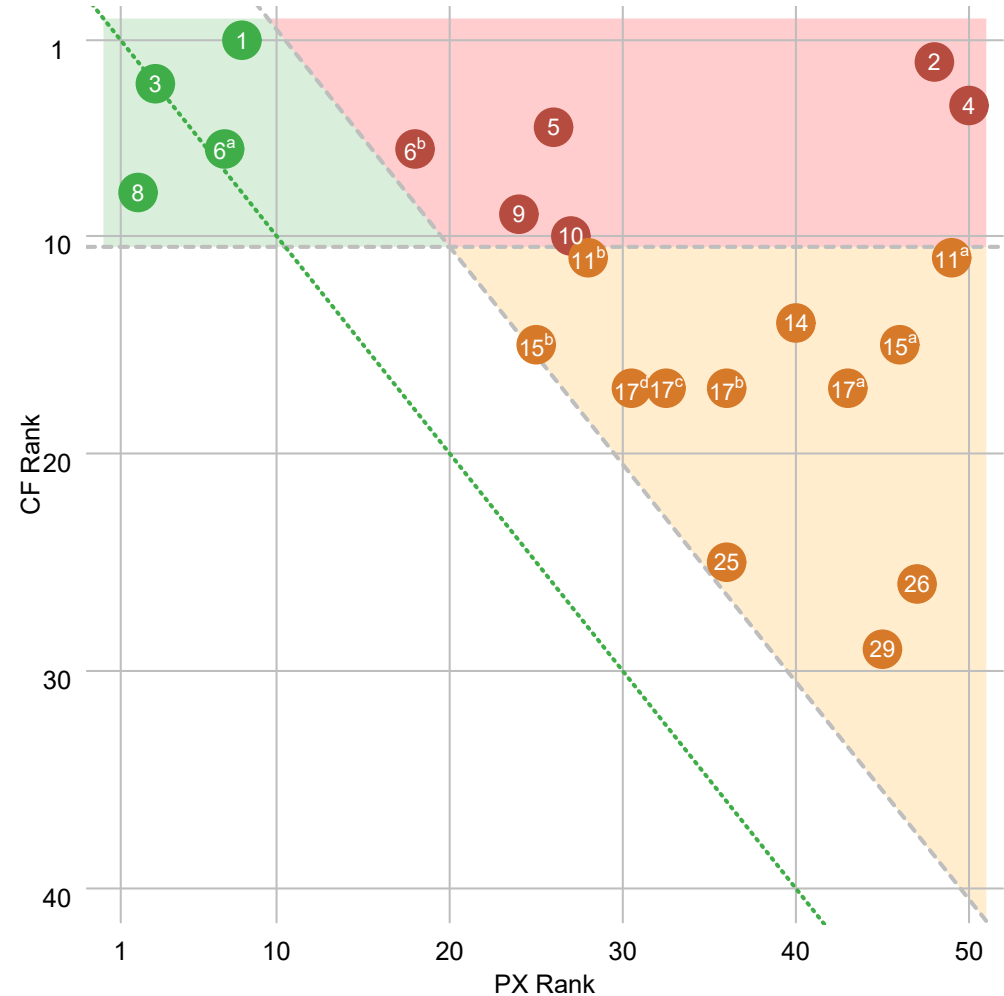
2021 PRIORITIES FOR MELVILLE STREET

(Between Murray and Elizabeth St)

These tables and graph illustrate your town centre strengths, improvement priorities and secondary priorities.

STRENGTHS should be celebrated and protected.

IMPROVEMENT PRIORITIES identify the aspects of your town centre that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

FOR CONSIDERATION identifies attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.
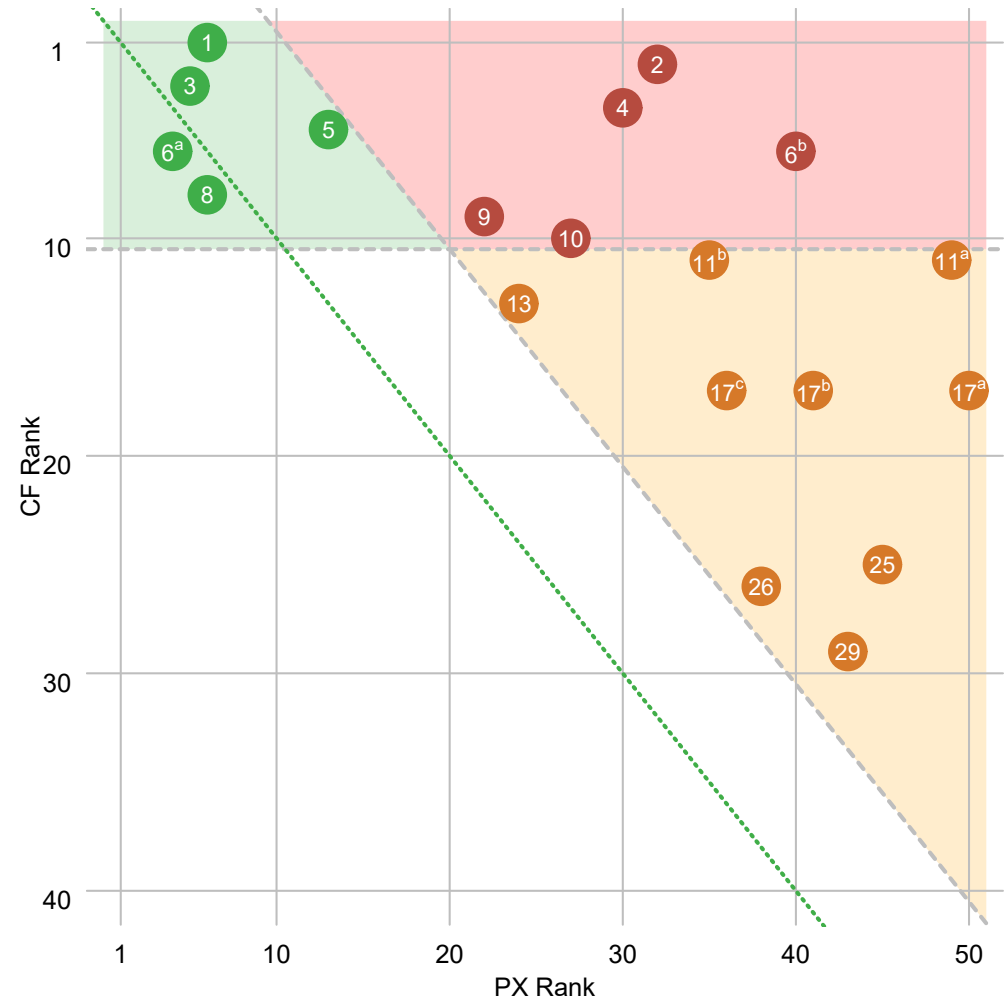
CF	STRENGTHS
6a	Welcoming to all people
8	Ease of walking around (including crossing the street, moving between destinations)
9	Local history, heritage buildings or features
3	Sense of safety (for all ages, genders, day/night etc.)
1	Cleanliness of public space

CF	IMPROVEMENT PRIORITIES
2	Vegetation and natural elements (street trees, planting, water etc.)
4	Elements of the natural environment (views, vegetation, topography, water etc.)
6b	Evidence of public events happening here (markets, street entertainers etc.)
10	Maintenance of public spaces and street furniture
5	General condition of vegetation, street trees and other planting

CF	FOR CONSIDERATION
11a	Public art, community art, water or light feature
17a	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
15	Evidence of recent public investment (new planting, paving, street furniture etc.)
17b	Free and comfortable places to sit alone
17c	Things to do in the evening (shopping, dining, entertainment etc.)
11b	Outdoor restaurant, cafe and/or bar seating
25	Evidence of community activity (community gardening, art, fundraising etc.)
26	Free and comfortable group seating
17d	Quality of public space (footpaths and public spaces)

Scatter plot: PX Rank (x-axis, 1 to 50) vs CF Rank (y-axis, 1 to 40). Plotted points: 1, 2, 3, 4, 5, 6a, 6b, 8, 9, 10, 11a, 11b, 15, 17a, 17b, 17c, 17d, 25, 26.

2021 PRIORITIES FOR MELVILLE STREET

(Between Elizabeth and Argyle St)

These tables and graph illustrate your town centre strengths, improvement priorities and secondary priorities.

STRENGTHS should be celebrated and protected.

IMPROVEMENT PRIORITIES identify the aspects of your town centre that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.
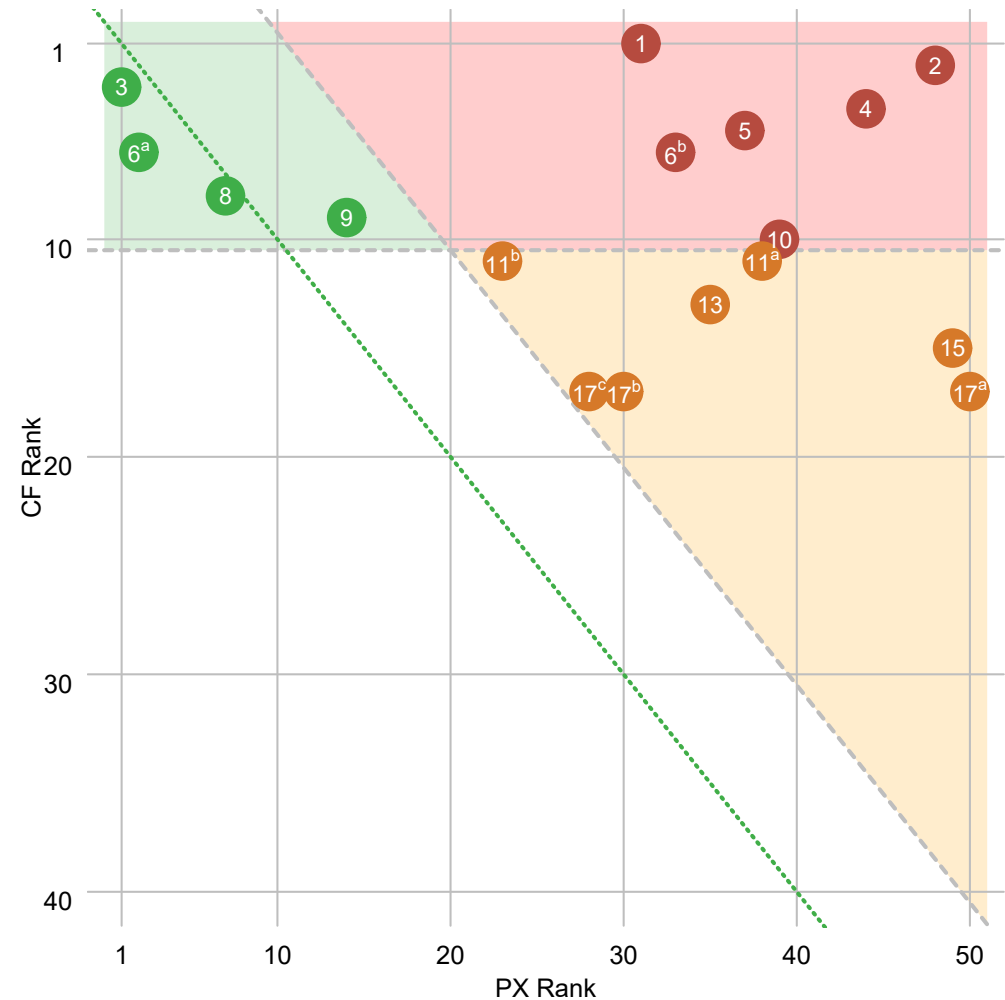
FOR CONSIDERATION identifies attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.

CF	IMPROVEMENT PRIORITIES
6b	Evidence of public events happening here (markets, street entertainers etc.)
2	Vegetation and natural elements (street trees, planting, water etc.)
4	Elements of the natural environment (views, vegetation, topography, water etc.)
10	Maintenance of public spaces and street furniture
9	Local history, heritage buildings or features

CF	FOR CONSIDERATION
11a	Public art, community art, water or light feature
17a	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
17b	Things to do in the evening (shopping, dining, entertainment etc.)
11b	Outdoor restaurant, cafe and/or bar seating
25	Evidence of community activity (community gardening, art, fundraising etc.)
17c	Free and comfortable places to sit alone
29	A cluster of similar businesses (food, cultural traders, fashion etc.)
26	Free and comfortable group seating
13	Walking, cycling or public transport options

CF	STRENGTHS
8	Ease of walking around (including crossing the street, moving between destinations)
6a	Welcoming to all people
3	Sense of safety (for all ages, genders, day/night etc.)
1	Cleanliness of public space
5	General condition of vegetation, street trees and other planting

Notes: CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. 1. A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

2021 PRIORITIES FOR ELIZABETH STREET

(Between Brisbane and Melville St)

These tables and graph illustrate your town centre strengths, improvement priorities and secondary priorities.

STRENGTHS should be celebrated and protected.

IMPROVEMENT PRIORITIES identify the aspects of your town centre that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

FOR CONSIDERATION identifies attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.
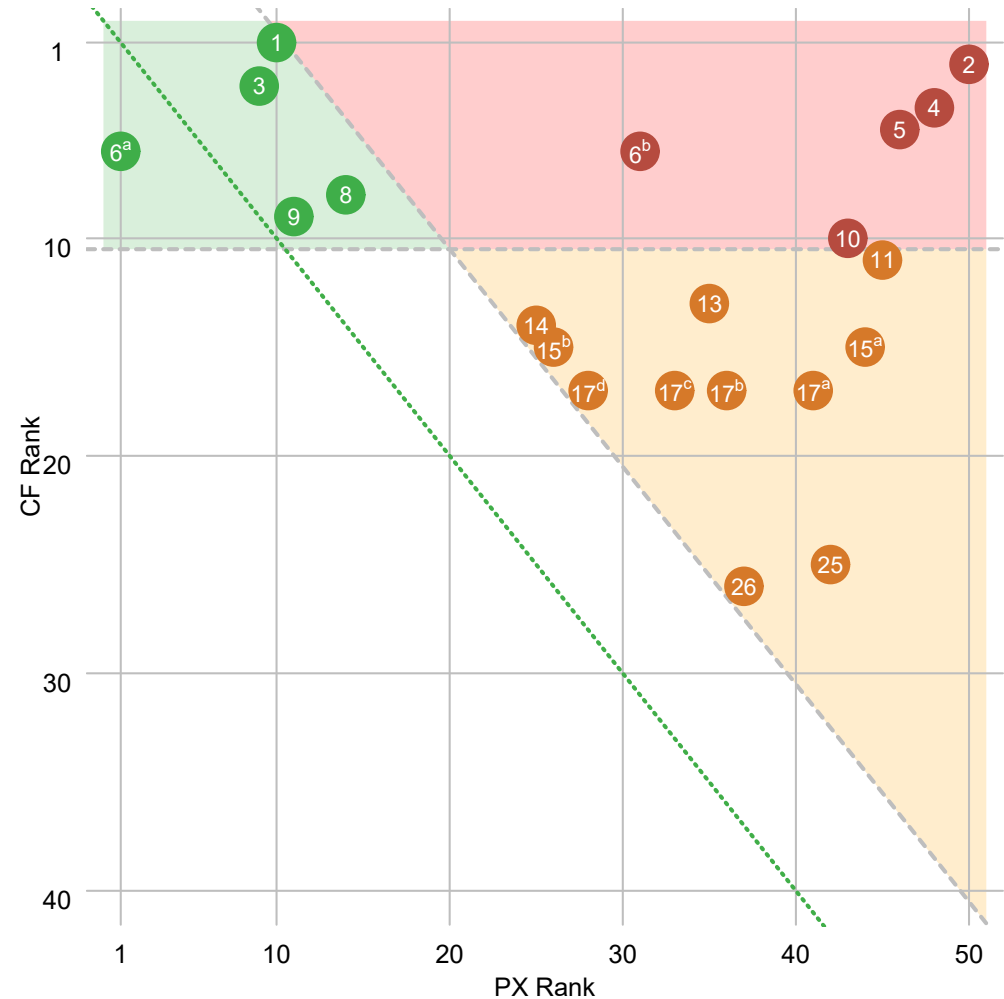
CF	IMPROVEMENT PRIORITIES
2	**Vegetation and natural elements** (street trees, planting, water etc.)
4	**Elements of the natural environment** (views, vegetation, topography, water etc.)
5	**General condition of vegetation, street trees and other planting**
1	**Cleanliness of public space**
10	**Maintenance of public spaces and street furniture**
6b	**Evidence of public events happening here** (markets, street entertainers etc.)

CF	FOR CONSIDERATION
15	**Evidence of recent public investment** (new planting, paving, street furniture etc.)
17a	**Amenities and facilities** (toilets, water bubblers, parents rooms etc.)
11a	**Public art, community art, water or light feature**
13	**Walking, cycling or public transport options**
17b	**Quality of public space** (footpaths and public spaces)
11b	**Outdoor restaurant, cafe and/or bar seating**
17c	**Things to do in the evening** (shopping, dining, entertainment etc.)

CF	STRENGTHS
6a	**Welcoming to all people**
3	**Sense of safety** (for all ages, genders, day/night etc.)
8	**Ease of walking around** (including crossing the street, moving between destinations)
9	**Local history, heritage buildings or features**

2021 PRIORITIES FOR ELIZABETH STREET

(Between Melville and Bathurst St)

These tables and graph illustrate your town centre strengths, improvement priorities and secondary priorities.

STRENGTHS should be celebrated and protected.

IMPROVEMENT PRIORITIES identify the aspects of your town centre that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

FOR CONSIDERATION identifies attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.

CF	STRENGTHS
6ᵃ	Welcoming to all people
9	Local history, heritage buildings or features
8	Ease of walking around (including crossing the street, moving between destinations)
3	Sense of safety (for all ages, genders, day/night etc.)
1	Cleanliness of public space

CF	IMPROVEMENT PRIORITIES
2	Vegetation and natural elements (street trees, planting, water etc.)
4	Elements of the natural environment (views, vegetation, topography, water etc.)
5	General condition of vegetation, street trees and other planting
10	Maintenance of public spaces and street furniture
6ᵇ	Evidence of public events happening here (markets, street entertainers etc.)

CF	FOR CONSIDERATION
11	Public art, community art, water or light feature
15ᵃ	Evidence of recent public investment (new planting, paving, street furniture etc.)
17ᵃ	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
13	Walking, cycling or public transport options
17ᵇ	Free and comfortable places to sit alone
25	Evidence of community activity (community gardening, art, fundraising etc.)
17ᶜ	Quality of public space (footpaths and public spaces)
15ᵇ	Overall look and visual character of the area
26	Free and comfortable group seating
17ᵈ	Things to do in the evening (shopping, dining, entertainment etc.)
14	Unusual or unique buildings or public space design

PLACESCORE ©2021

Notes: CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. 1. A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

University of Tasmania Precinct
Mainstreet Community Priorities Report

21