


PARRAMATTA SQUARE QUARTERLY REPORT

October - December, Quarter 2, 2023

V 1.0  1 February 2024





All Image Source: City of Parramatta



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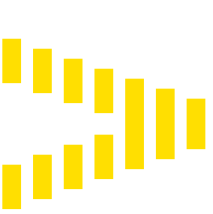
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INTRODUCTION

ABOUT THIS DOCUMENT

The City of Parramatta has engaged Place Score to deliver a framework for measuring place performance and directing future investment in the activation and management of Parramatta Square. This ongoing Quarterly Report is for the period October - December, 2023, and captures key data points and trends overtime for each of the Principles identified in the draft Parramatta Square Place Plan. This report provides comparison data between Quarter 2, 2023 and Quarter 1, 2023.

Each Quarterly Report provides a summary of the performance of both Parramatta Square and Parramatta Precinct over the Quarter, with a focus on actionable insights that can be responded to by Council's management team in consultation with key stakeholders.

PARRAMATTA SQUARE PLACE PLAN

The management of Parramatta Square is guided by the draft Parramatta Square Place Plan, which summarises the character, history, context, applicable policies and planning documents for the area.

The draft Parramatta Place Plan sets the foundation for not only this Quarterly Report but also subsequent reports. This Quarterly Report will serve as a dynamic tool, continuously informing and shaping the development of the City of Parramatta's Place Strategies and the effective management of the Square in the immediate future.

The draft Parramatta Place Plan includes four Principles that will guide the management team's endeavours:

PRINCIPLE 1

Parramatta Square is a place...Where everyone feels welcome: it is the City's open door.

PRINCIPLE 2

Parramatta Square is a place...Where we connect, collaborate, and celebrate: it is Global Sydney's gathering place.

PRINCIPLE 3

Parramatta Square is a place...Where Parramatta's story is dynamically represented: our past, our present, and our future.

PRINCIPLE 4

Parramatta Square is a place...Where the public is proud of their domain: it is impeccably clean, maintained and functional.

METHODOLOGY

In 2022, Place Score delivered the Parramatta Square Place Measurement Framework which was used as the foundation for developing Quarterly Reports. The latest update of the Framework was completed in early November 2023. It created a system for the ongoing measurement of activity and experience that will empower the stakeholders with data that can guide the evidence-based investments and the precinct's future Action Plans.

The Place Measurement Framework considered all data sources available, identified primary metrics for each Principle and the methodology for data collection, analysis and reporting. A list of the latest metrics and data sources are provided in the table on the following page. Selected metrics may be reconsidered in the annual review to ensure the most valuable data is included in quarterly reporting each year.

This Quarterly Report has been developed to provide consistent metrics for each of the four Principles. There are eight primary metrics - four qualitative metrics (user place experience data from Place Score) and four quantitative metrics (from various sources) that were selected to best capture the desired outcomes associated with each Principle.

PLACE SCORE - USER PLACE EXPERIENCE (PX) DATA

Place Score collects performance data directly from the community consistently across all geographies. Community members were asked to rate how the 50 Place Attributes perform in their suburb of residence in terms of their impact on the respondent personally.

PX data provides an overall score for a neighbourhood (out of 100) e.g. PX68. Each individual attribute also has a score (out of 10) e.g. PX4.8. The higher the score the better the place or the Place Attribute is performing for the community.

PLACE INTELLIGENCE'S GEODATA

Primarily collected via anonymised smartphone user data, Place Intelligence's location intelligence models and various data science tools provide valuable insights to the usage of a place, such as user dwell time, user activity heat mapping, number of people who have visited the place and the Precinct, and more. E.g. Parramatta Square Precinct had a 2 minutes increase (5%) in its average dwell time from Q4 to Q1 2023.

CITY OF PARRAMATTA DATA

Council's team is responsible for various data collection over the Quarter, such as event data, ground floor business operating hour data and service request data. E.g. There were 20 days of events held in Parramatta Square in November, 2022.

Table 1: A List of quantitative and qualitative metrics for all four Principles and data sources for each metric.

	Quantitative Metrics	Data Source
Principle 1	Total number of visits and visitors	Place Intelligence
	Average dwell time per Quarter (minutes) in addition to split by weekend and weekday	Place Intelligence
	Total number of people in the precinct per day of the week	Place Intelligence
	Activity Heatmap over the duration of the Quarter in the precinct	Place Intelligence
	Quarterly average number of people in Precinct per day of week	Place Intelligence
Principle 2	Total business hours of operation for ground floor businesses in a week	City of Parramatta
	Number of events/activations days held in the Square (summary of time, audience, theme)	City of Parramatta
	Average % on non LGA residents in Parramatta Square visitors on average day, including map of visitor origins per Quarter	Place Intelligence
Principle 3	Number of event/activation days with First Nations participation	City of Parramatta
	Number of event/activation days with Youth participation	City of Parramatta
	Number of event/activation days with CALD participation	City of Parramatta
	Number of event/activation days with Alliance Collaboration participation	City of Parramatta
Principle 4	Total number of services requests (resolved & unresolved in excessive time) this Quarter and their details	City of Parramatta
	Top 3 issues by theme reported this Quarter	City of Parramatta
	Sustainability initiatives	City of Parramatta

	Qualitative Metrics	Data Source
Principle 1	PX Score overall	Place Score
	PX Score (F/M/Other)	Place Score
	PX Score (Audience relation with the Square)	Place Score
	PX Score for 'Welcoming to all people' [4 age groups]	Place Score
	PX Score for Place Dimension 'Things to do'	Place Score
Principle 2	PX Score for 'Things to do' [4 age groups]	Place Score
	PX Score for the top 3 attributes in 'Things to do'	Place Score
	Net Promoter Score (NPS) [4 age groups]	Place Score
Principle 3	PX Score for Place Dimension 'Uniqueness'	Place Score
	PX Score for 'Uniqueness' [4 age groups]	Place Score
	PX Score for Place Dimension 'Care' [4 age groups]	Place Score
Principle 4	PX Score for Place Attributes 'Vegetation and Natural Elements'	Place Score
	PX Score for Place Attributes 'Maintenance of public spaces and street furniture'	Place Score
	PX Score for Place Attributes 'Cleanliness of public space'	Place Score

LEGEND / HOW TO USE THIS DOCUMENT

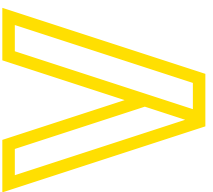
Infographics are used to visualise the data throughout this report. For each individual Place Principle, quantitative data is demonstrated on the top row of the page, while qualitative data is demonstrated on the bottom row of the page (except for page 9 & 11 which have quantitative data only). Comparison between time periods is indicated by colour coding; a grey colour indicates the data performance of the previous Quarter as illustrated below.

QUANTITATIVE AND QUALITATIVE DATA			
THIS QUARTER	LAST QUARTER	DATA INCREASE/ NO CHANGE	DATA DECREASE

The colour coding method is consistently used throughout the report to distinguish between increased and decreased data. Any data increases or remains the same as last Quarter indicates a positive performance and should be maintained and nurtured in the upcoming Quarter. Any data decreases from last Quarter indicates a negative performance which has room for improvement in the upcoming Quarter.

Comparative data is visualised in either a bar chart format, a table format or a subscript format. E.g. There were 90₋₁ Weekday Program Days in this Quarter, meaning this data dropped by 1 day from last Quarter. Any numeric data without a subscript indicates the same performance from last Quarter.

Each Quarterly Report is supported by a Quarterly Data Spreadsheet that is used as the foundation for the report.



EXECUTIVE SUMMARY

PRINCIPLE 1:

PARRAMATTA SQUARE IS A PLACE...

WHERE EVERYONE FEELS WELCOME: IT IS THE CITY'S OPEN DOOR.

TOTAL QUARTERLY VISITS

1,832,000 -168,000

Visits in the Precinct²

1,095,536 -100,464

Visitors in the Precinct

269,297 -15,704

Visits in the places³

117,085 -12,845

Visitors in the places

AVERAGE PX SCORE/100

81 -2



PROGRAM DAYS (WEEKDAY+WEEKEND)

155 -1

Days with Programs held in Square²

106 -34

Weekday

49 +33

Weekend

86% +6%

Non-LGA visitors³

'THINGS TO DO' - USER RATING/20

16 -1

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



- PI data indicated around a 10% drop in visitors of the Precinct and the Square this Quarter
- Average user dwell time increased by 1-2 mins in both the Precinct and the Square, but decreased on weekends in the Precinct.
- The Square experienced higher footfall on weekday afternoons, peaking around 3 pm

- Parramatta Square PX Score: 81/100 (-2 points) with Residents showed a notable increase (+3 points)
- "Welcoming to all people" increased by more than 0.6 points for all except for 45-64s
- Interestingly, "Car accessibility and parking" had the largest decrease by 18%
- "Amenities and facilities" also had a significant decrease by 11%

- The number of program days remained consistent with last Quarter, featuring more weekend but fewer weekday program days
- Increased festival-themed program days and longer ground floor business operating hours in the square attracted 6% more non-LGA visitors this Quarter

- Under 25s gave the highest rating to 'Things to do' in the Place Dimension (PX18) when comparing with other demographic groups
- 45-64s and Workers rated Place Dimension 'Things to do' 2 points lower, with their lowest-rated Place Attribute being "Evidence of community activity (exercise, gardening, art, fundraising, etc.)"

PRINCIPLE 3:

PARRAMATTA SQUARE IS A PLACE...

WHERE PARRAMATTA'S STORY IS DYNAMICALLY REPRESENTED:
OUR PAST, PRESENT AND OUR FUTURE.

STAKEHOLDER COLLABORATION IN DAYS



12⁻⁴

Led program days



47⁺¹³

Partnered program days



201⁻⁸⁰

Participated program days

- Stakeholder engagement focussed on partnering with the Alliance Collaboration group this Quarter, showing an increased participation by 13 days

'UNIQUENESS' - USER RATING/20

16

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

- Despite a quieter atmosphere in the Square at the end of the year, NPS Scores increased for all demographic groups, with a minimum 11-point increase.
- 'Uniqueness' Place Dimension rating stayed positive for most groups, except 45-64s which had a minor decrease by 2 points

PRINCIPLE 4:

PARRAMATTA SQUARE IS A PLACE...

WHERE THE PUBLIC IS PROUD OF THEIR DOMAIN:
IT IS IMPECCABLY CLEAN, MAINTAINED AND FUNCTIONAL.

ISSUE SUMMARY

The top three issues reported to the City of Parramatta this Quarter were:

- LONG TERM OPERATIONAL FUNDING MODELS**
- SMOKING REGULATIONS**
- NEAR MISS INCIDENT FROM HIGH WINDS**

- Number of requests received this Quarter increased by 4 (total 25) with only 1 request unresolved

'CARE' - USER RATING/20

17

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

- The 'Care' Place Dimension's overall performance remained positive for all demographic groups, with only 1-point decrease noted for 45-64s
- "Evidence of management (signage, information, street cleaners etc.)" was rated significantly high by Under 25s (PX9.4/10) and Students (PX9.1/10)
- The three key 'Care' attributes score remained positive with only minor change in score (by 0.1-0.2 points)

PLACE PRINCIPLES



PLACE PRINCIPLE 1

PARRAMATTA SQUARE IS A PLACE...

WHERE EVERYONE FEELS WELCOME: IT IS THE CITY'S OPEN DOOR.

Q2 2023

OCTOBER - DECEMBER

TOTAL QUARTERLY VISITS¹

1,832,000 -168,000

Visits in the Precinct²

1,095,536 -100,464

Visitors in the Precinct

269,297 -15,704

Visits in the places³

117,085 -12,845

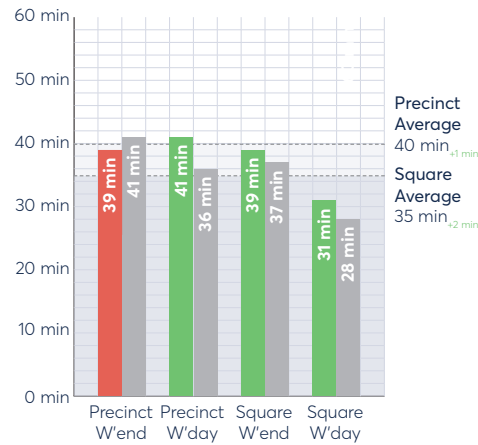
Visitors in the places

AVERAGE PX SCORE/100⁶

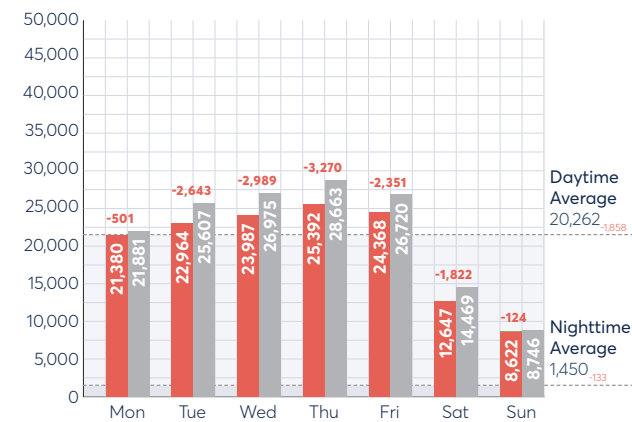
81 -2



AVERAGE DWELL TIME THIS QUARTER⁴



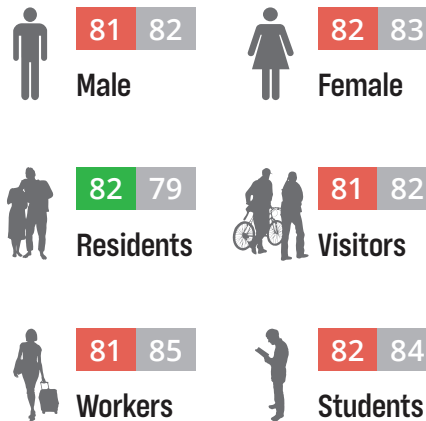
AVERAGE WEEKLY VISIT DAYTIME AND NIGHTTIME⁵



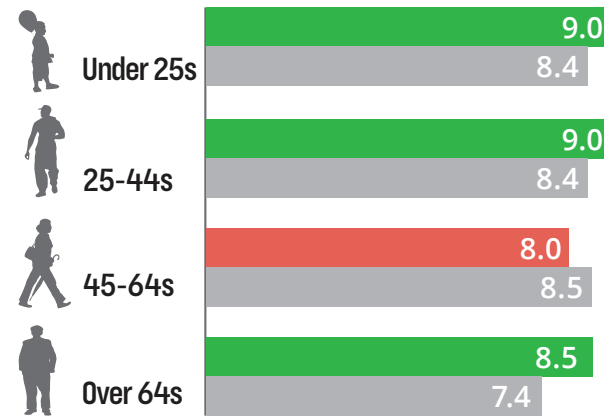
NOTES

1. Average number of visits per week in the Precinct and the Square, calculated on a quarterly average basis and compared with Place Intelligence (PI)'s last Quarter data.
2. The Parramatta Square Precinct refers to the entire Square including all buildings and public space within the Precinct boundary.
3. The Parramatta Square places refer to public spaces including all roads, public plazas, footpaths and laneways.
4. Average user dwell time per Quarter in the Precinct and the Square, compared with PI's last Quarter data.
5. Average number of daytime and nighttime visits in an average week of this Quarter compared with detailed visit numbers in a specific day of the week. This comparison is made with PI's data from last quarter.
6. Average PX score out of 100 for the Square.
7. Average PX score of gender and occupation groups out of 100. There weren't enough data collected for the 'Other' group. Therefore, its score is not shown in this metric.
8. Average PX Score of age groups for Place Attribute 'Welcoming to all people' out of 10.

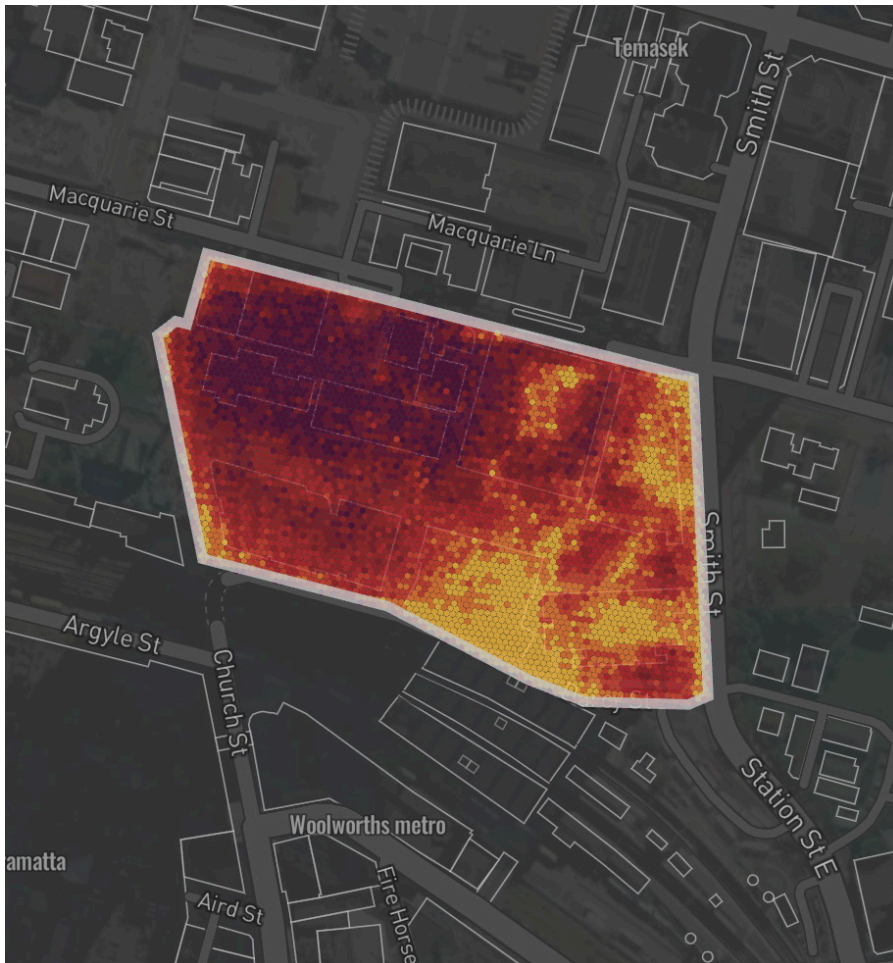
PX BY GENDER & OCCUPATION/100⁷



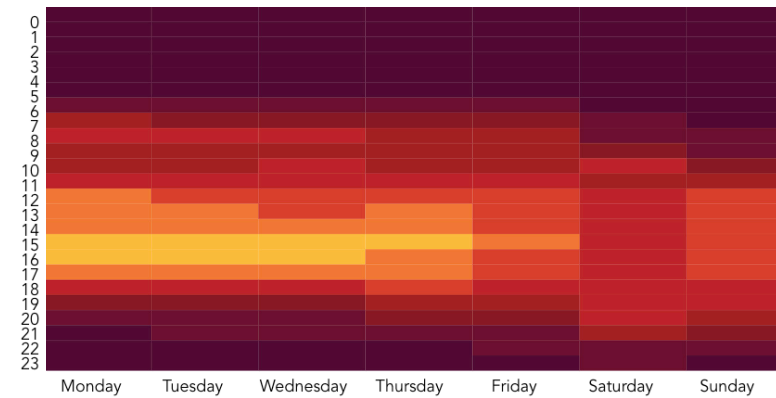
'WELCOMING TO ALL PEOPLE' - USER RATING BY AGE/10⁸



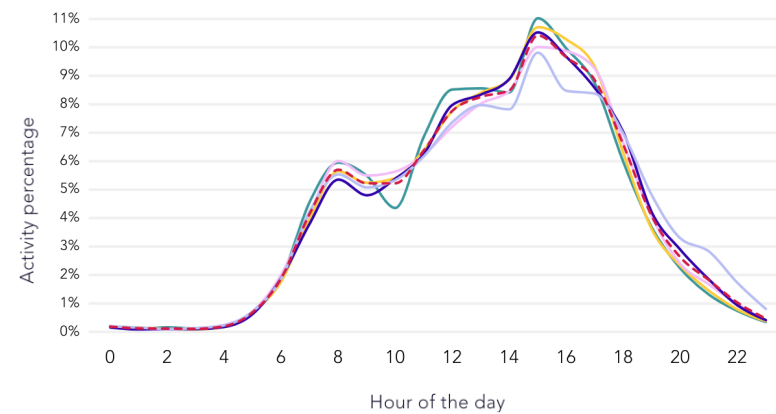
VISITATION ACTIVITY HEATMAP¹



DAY-HOUR DEMAND MATRIX²



WEEKDAY HOURLY INDEX³



NOTES

1. Weekly Visitation Activity Heatmap October-December 2023. Image source: Place Intelligence
2. Total usage of a location by hour of the day from Monday to Sunday October-December, indicating insights into the busiest and quietest hours of the day, as well as the overall activity patterns throughout the week. Image source: Place Intelligence.

LEGEND



3. Total usage of a location by hour of the day from Monday to Friday in % (October-December), comparing with average weekday demand.

LEGEND



PLACE PRINCIPLE 2

PARRAMATTA SQUARE IS A PLACE... WHERE WE CONNECT, COLLABORATE, AND CELEBRATE: IT IS GLOBAL SYDNEY'S GATHERING PLACE.

Q2 2023

OCTOBER - DECEMBER

PROGRAM DAYS (WEEKDAY+WEEKEND)¹

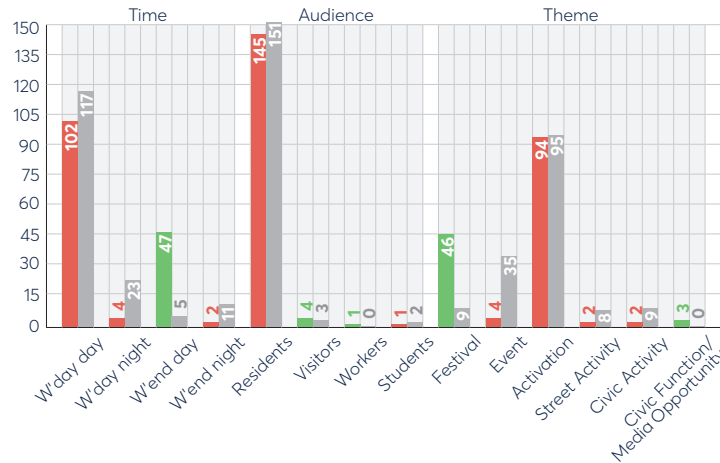
155⁻¹
Days with Programs held in Square²

106⁻³⁴
Weekday

49⁺³³
Weekend

86%^{+6%}
Non-LGA visitors³

PROGRAM TYPES ON PROGRAM DAYS⁴



RETAILER OPERATING HOURS⁵

	Ground Floor Retailers		
	Q1	Q2	Change
Mon	91.0	104.0	+13.0
Tue	104.0	109.0	+5.0
Wed	104.0	111.0	+7.0
Thu	109.5	115.0	+5.5
Fri	111.5	117.5	+6.0
Sat	84	92.5	+8.5
Sun	71.0	71.0	-
Total	675.0	720.0	+45.0

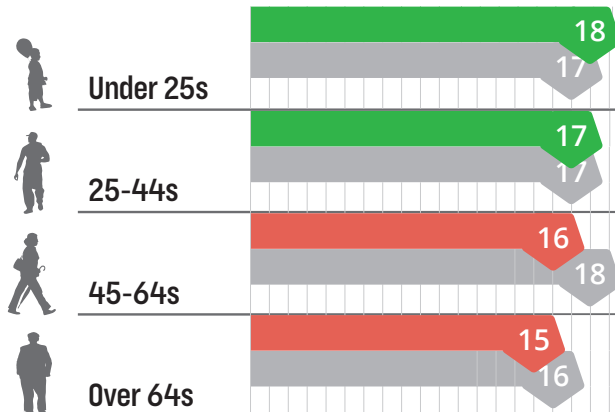
NOTES

1. Programs held over the Quarter including total number of weekday and weekend programs.
2. The number of days of programs is more than the days in this Quarter because there were multiple programs occurring on certain days of the Quarter.
3. Average percentage of non LGA residents among visitors on an average day over the Quarter compared with PI's last Quarter data. Its change can potentially reflect the performance of events held in this Quarter.

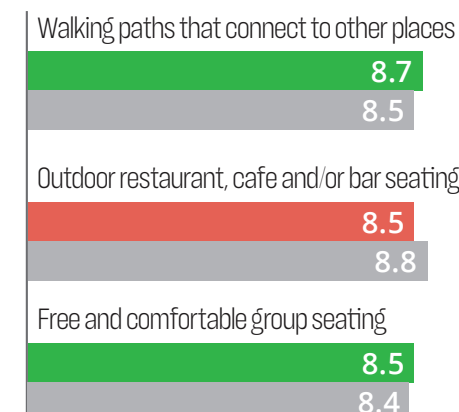
'THINGS TO DO' - USER RATING/20⁶



'THINGS TO DO' - USER RATING BY AGE /20⁷



'THINGS TO DO' - TOP 3 ATTRIBUTES/10⁸



4. Number of different types of programs held over the Quarter, including programs held in different time of a week, for different audience groups and under different themes. Full definition can be found in the appendix.

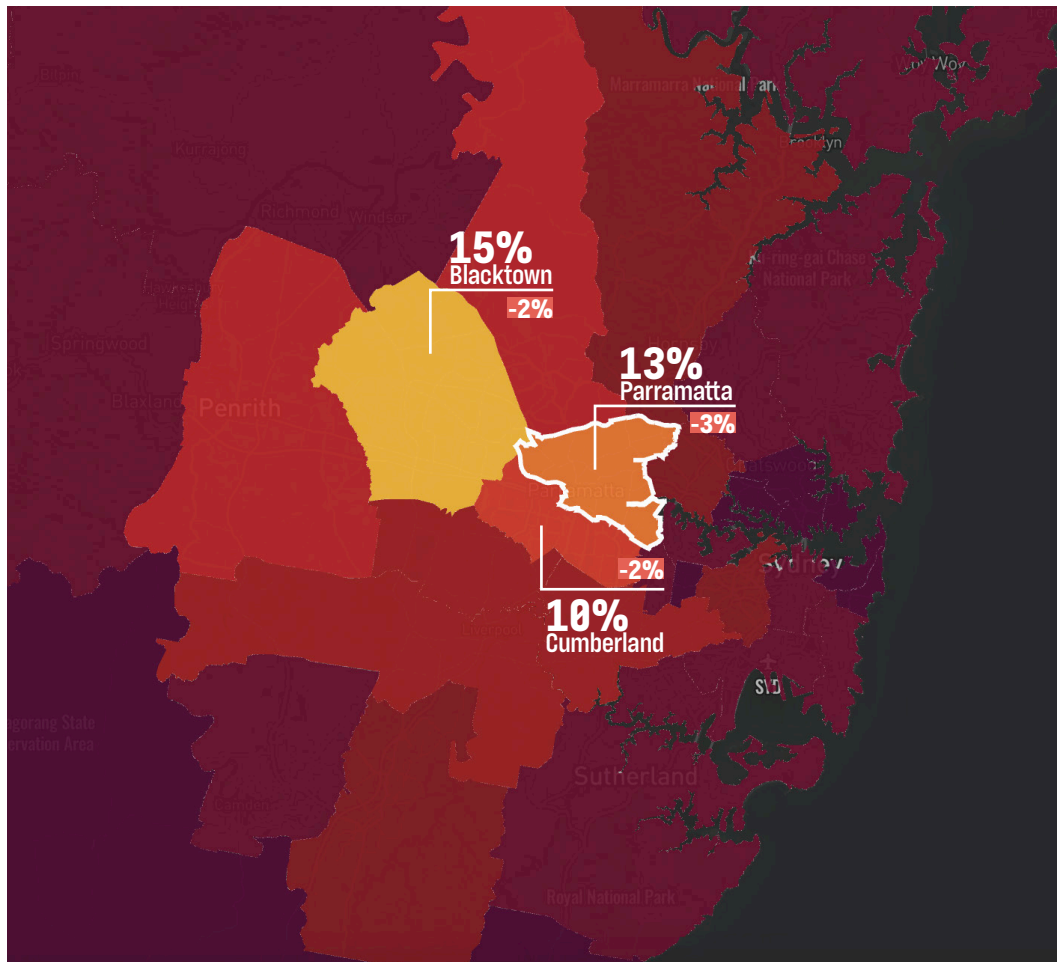
5. Total operating hours of ground floor businesses in the Square per day of week. Data is collected once quarterly and used as a representative data for the performance.

6. Average PX Score of this Place Dimension out of 20.

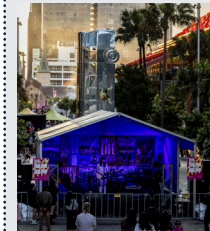
7. Average PX Score of this Place Dimension for all four age groups out of 20.

8. Average PX Score of Place Attributes out of 10. **10**

AUDIENCE ORIGINS DATA MODEL BY LGA¹



PROGRAM HIGHLIGHTS THIS QUARTER



PARRAMATTA LANES

Parramatta Lanes is a marquee festival on Parramatta's Major Events Calendar. It attracted approximately 170,000 to the Parramatta CBD over the course of 4 nights. Parramatta Square retailers were engaged in the festival, offering bespoke food options amongst the wide variety of music and arts installations.



CHRISTMAS PROGRAM

The 2023 edition of the Annual Christmas program featured decorations including a 16m tall Christmas Tree, as well as performances and carols on a dedicated stage.



FOX CRICKET/KAYO SPORTS - SUMMER OF CRICKET LAUNCH

Council partnered with Kayo and Fox Sports to host the media launch of the 23/24 Summer of Cricket, featuring international cricketers and commentators for a free event in Parramatta Square's amphitheatre.



TOWN HALL CIVIC OPENING

Originally opened in 1883, the historic Parramatta Town Hall has been under a \$30m refurbishment for a few years throughout the redevelopment of the Parramatta Square precinct. In December 2023, an official civic reopening of the Town Hall was celebrated with distinguished guests in attendance.

Image Source: City of Parramatta

NOTES

1. Audience Origins Data Model seven days of the week in October - December 2023, showing LGA & Suburb catchment within 100km from Parramatta LGA. Image source: Place Intelligence

LEGEND



Low

High

PLACE PRINCIPLE 3

PARRAMATTA SQUARE IS A PLACE... WHERE PARRAMATTA'S STORY IS DYNAMICALLY REPRESENTED: OUR PAST, PRESENT AND OUR FUTURE.

Q2 2023

OCTOBER - DECEMBER

STAKEHOLDER COLLABORATION IN DAYS¹



12⁻⁴
Led program days



47⁺¹³
Partnered program days



201⁻⁸⁰
Participated program days

PROGRAM PARTICIPATION IN DAYS²

	First Nation	Youth	CALD	Alliance Collaboration
Led	4 ₊₂	5 ₊₃	3 ₊₂	0 ₋₁₁
Partnered	0 ₋₁	0	1 ₊₁	46 ₊₁₃
Participated	4 ₊₄	97 ₋₄₂	99 ₋₄₂	1

'UNIQUENESS' - USER RATING/20³

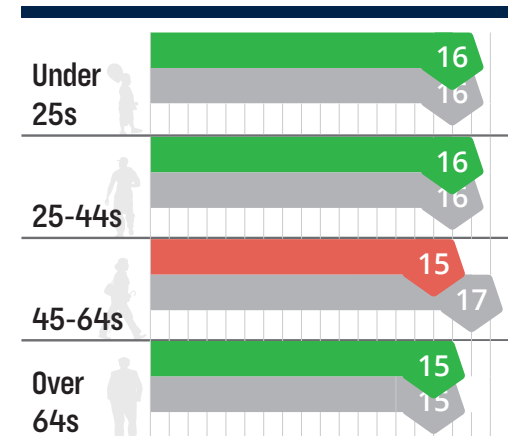
16

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

NET PROMOTER SCORE⁴

Overall	Age group	Detractors	Passives	Promoters	
28⁺³⁴	Under 25s	56 ₊₈₉	0%	44%	100%
	25-44s	30 ₊₃₃	18%	35%	48%
	44-64s	11 ₊₁₁	22%	44%	33%
	Over 64s	56 ₊₅₆	0%	44%	100%

'UNIQUENESS' - USER RATING BY AGE /20⁵



NOTES

- Total number of programs led, partnered and participated by stakeholders over the Quarter.
- Total number of programs led, partnered and participated by four key groups of participants over the Quarter. A detailed list of definition of the four key groups can be found in the Appendix.
- Average PX Score of this Place Theme out of 20.
- NPS is a standard tool for measuring respondent loyalty to a brand or entity.

Respondents are asked to rate "How likely is your community to recommend this place?"

Note that the NPS scores are rounded to whole numbers which may not precisely reflect the difference between two quarters as a simple subtraction.

1 = Not at all likely, 10 = Extremely likely

5. Average PX Score of this Place Dimension for all four age groups out of 20.

PLACE PRINCIPLE 4

PARRAMATTA SQUARE IS A PLACE... WHERE THE PUBLIC IS PROUD OF THEIR DOMAIN: IT IS IMPECCABLY CLEAN, MAINTAINED AND FUNCTIONAL.

ISSUE SUMMARY¹

The top three issues reported to the City of Parramatta this Quarter were:

1. LONG-TERM OPERATIONAL FUNDING MODELS
2. SMOKING REGULATIONS
3. NEAR MISS INCIDENT FROM HIGH WINDS

'CARE' - USER RATING/20⁵

17

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



SERVICE REQUEST MANAGEMENT²

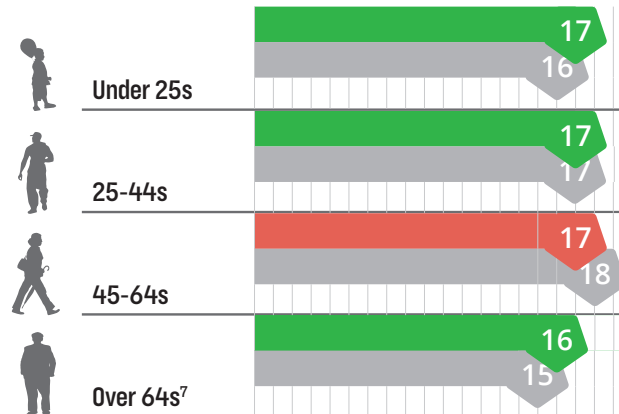
25⁺⁴ Requests received

1 Requests unresolved/solved in excessive time

SERVICE REQUESTS OVERVIEW:

- ✔ 7 instances of graffiti removal
- ✔ Various tree pruning or maintenance request, top soiling and repairs of damaged assets.
- ⚙️ Two dead cabbage tree palms in defect liability period requiring removal

'CARE' - USER RATING BY AGE/20⁶



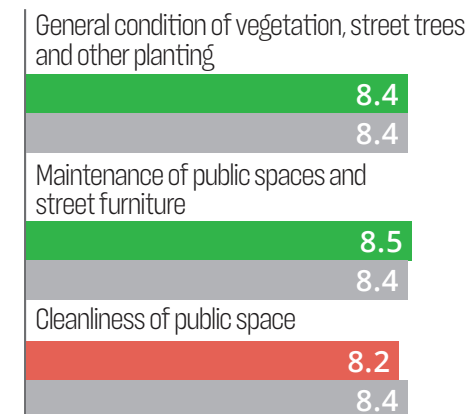
SUSTAINABILITY INITIATIVES⁴



QUARTERLY HIGHLIGHT:

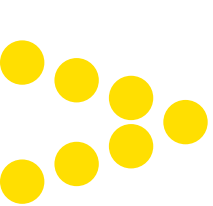
5 Star Green Star Communities Rating and Carbon Neutral Certification for the public domain maintained.

'CARE' - USER RATING BY ATTRIBUTE/10⁸



NOTES

1. Number of issues and top 3 concerns (theme) tracked and documented by the Council over the Quarter.
2. Number of service requests received by the Council over the Quarter.
3. Due to the nature of different service requests, some of the requests needs to be solved progressively or through long-term actions. Therefore, those could not be resolved immediately but will be resolved progressively are defined as "resolved in excessive time".
✔ successfully resolved
⚙️ unresolved / resolved in excessive time
4. This section indicates the ongoing sustainable operations and environmental performance of the Square.
5. Average PX Score of this Place Dimension out of 20.
6. Average PX Score of this Place Dimension for all four age groups out of 20.
7. Note that Over 64s were only 4% of the demographic in Q4 PX data. Therefore the change of this group's NPS score is indicative only.
8. Average PX Score of Place Attributes out of 10.



APPENDIX

DEFINITION OF TERMS - PROGRAM TYPES ON PROGRAM DAYS (PRINCIPLE 2)

For terms used in Quantitative Metric: Number of events/ activations days held in Square (summary of time, audience, theme), definitions are listed below:

FESTIVAL

A large scale City public gathering, typically a series and held annually, and includes music, arts, cultural and food offerings, and stimulates the economy, visitation and destination. Includes Hallmark events. More than 20,000 attendees.

EVENT

A standalone event, function, ceremony, planned for a specific occasion for the community and enhances Council's reputation and brand. Can be an annual event or ad hoc. Includes major events, civic events, community events, business events, seminars, conferences.

ACTIVATION

The level of human activity in and social life of the public domain, including the number and diversity of people present and the time spent in the public domain. This can be influenced by permanent factors (e.g retail/hospitality opening hours) or temporary installations or activities that may engage an audience of 1 - 2,000 people.

STREET ACTIVITY

Any activity delivered by a third party as set out in Council's Street Activity Policy including events, festivals, fundraising, charity collection, leaflet distribution, promotions, community outreach, mobile food vending, occasional footpath trading, outdoor dining, outdoor markets, portable advertising, retail trading in public footpaths and spaces, street entertainment

and temporary art.

CIVIC ACTIVITY

Activities pertaining to rights and duties of citizens and involving the general public promoting specific needs and understanding in relation to organisations, government and its citizenry including but not limited to protests, vigils, demonstrations and occupations.

CIVIC FUNCTION / MEDIA OPPORTUNITY

An official event held for celebratory, ritual or commemorative purposes or filming including but not limited to launches, unveilings or live television broadcasts.

DEFINITION OF TERMS - PROGRAM PARTICIPATION (PRINCIPLE 3)

For terms used in Quantitative Metric: Number of event/ activation days with four key groups participation, definitions are listed below:

FIRST NATION LED

- First Nations themed event/activation delivered in consultation with First Nations Community; or
- Event/activation applied for by First Nations person or group under the Street Activity Policy.

FIRST NATION PARTNERED

- Smoking ceremony or other First Nations ritual including Welcome to Country delivered by First Nations representative; or
- Delivery of event/activation includes involvement with First Nations group.

FIRST NATION PARTICIPATED

Notable representation by First Nations people attending event.

YOUTH LED

- Youth themed event/activation delivered in consultation with people aged <25; or
- Event/activation applied for by person aged <25 under the Street Activity Policy.

YOUTH PARTNERED

Delivery of event/activation includes involvement with people aged <25.

YOUTH PARTICIPATED

Notable representation by people aged <25 attending event.

CALD LED

- CALD themed event/activation delivered in consultation with CALD people; or
- Event/activation applied for by CALD person or group under the Street Activity Policy.

CALD PARTNERED

Delivery of event/activation includes involvement with CALD people.

CALD PARTICIPATED

Notable representation by CALD people attending event.

ALLIANCE COLLABORATION LED

Event/activation driven and delivered by an Alliance member

ALLIANCE COLLABORATION PARTNERED

Event/activation driven and delivered by Council, with financial contribution from Alliance member

ALLIANCE COLLABORATION PARTICIPATED

Event/activation driven and delivered by Council, with input and collaboration by Alliance member, without financial contribution.

PARRAMATTA

