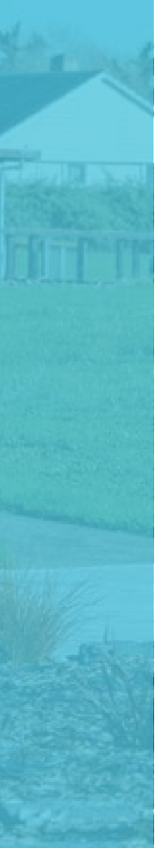
CREATIVE CITIES INDEX

Palmerston North

2019 Survey Results



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PALMERSTON NORTH: A CREATIVE CITY?

In 2013 Palmerston North City Council invited Charles Landry, author of 'The Creative City', to visit Palmerston North for a week-long residency. This residency was intended to help us look at the city afresh through the scope of the 'Creative Cities Index' and find out how well the city is harnessing its collective imagination and creative potential. Interviews, site visits and presentations were held with a wide range of city stakeholders, and we also carried out a city-wide survey.

The resulting report 'Creative City Index: Comfortable or Captivating – An Assessment of Palmerston North' provided the city an initial stocktake of its creative pulse. This report has since played a critical role in setting a new strategic vision for the city, including a key goal for Palmerston North to be a creative and exciting city. Our target of success in achieving this goal is to obtain a Creative City Index score of 65 or above by 2028.

Six years on, we've conducted a follow up survey to see how far the city has come in that time. No interviews, site visits or presentations were undertaken in 2019, and therefore all results are solely based on the answers from the survey questions, which were the same questions that were asked in 2013.

This report serves as an addendum to the 2013 report. It compares the results to find the key differences between the survey results then and now. While it's interesting to see these differences, a direct comparison is not necessarily that meaningful. The survey respondents are not identical and come from different demographics. Times have also changed, along with our priorities and concerns at home and in the wider world.

What is a Creative City?

Cities are only creative if they display a culture, attitude and a mindset open to imaginative thinking, which is widely visible. Many cities have inventive projects, but that doesn't mean they are creative overall. Uncreative places clearly decline and fail, since they don't interrogate their past and present, or reassess their resources and prospects. In one sentence, "the Creative City is a place which creates the conditions where people and organisations can think, plan and act with imagination to solve problems and develop opportunities. That's easier said than done as the city is a very complex organism," Charles Landry et al.

What is the Creative City Index?

The 'Creative City Index' takes stock of a place's creative pulse. The index looks at the city as an integrated whole, from both insider and outsider perspectives. We use it to establish if Palmerston North is punching above its expected weight, given our size, location, resources and opportunities. While it's called the 'Creative City Index', it measures several things. The survey asks questions around 10 themes:

- Political & Public Framework
- Distinctiveness, Diversity, Vitality and Expression
- Openness, Tolerance, Participation & Accessibility
- Entrepreneurship, Exploration & Innovation
- Strategic Leadership, Agility & Vision
- Talent & Learning
- Communication, Connectivity & Networking
- The Place & Placemaking
- Liveability & Well-being
- Professionalism & Effectiveness


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Who did we ask?

We asked residents and visitors to complete an online survey. We received a total of 423 responses in 2019 compared to 490 in 2013. We offered participants the option of taking the whole survey or a shortened version. In 2019, 115 people completed the longer version compared to 63 in 2013 – a very good response rate.

The overall number of participants on both occasions was similar. Commitment to the longer survey this time could indicate a greater willingness to be involved in celebrating and developing creativity in the city. Respondents were also invited to make comments and some of those are highlighted in this report.

How did we score?

Palmerston North scored 55.9% in 2019, up slightly from 55.41% in 2013. In 2013 the City was 8th out of 17 cities indexed, it's now ranked 11th of 20 cities indexed.

Overall there was a slight upward movement between surveys, but when we look at each area the picture is more mixed. There were several areas that saw quite extreme changes upwards or downwards. The differences between survey participants could help us to understand some of those shifts.

There also appears to be significant change in the general make-up of the city's population, in terms of economic activity. The number employed in the creative industries has roughly halved. The tertiary or service sector has expanded considerably, and the knowledge economy has declined. If these are genuine shifts, then they too explain some of the changes of opinion shown in our results.

It's important to note that all the cities that rank higher than Palmerston North are, within the context of their own countries, more important and central. Palmerston North could not be expected to out-perform them.

Comments from Charles Landry

Over the last six years priorities and expectations across the world have changed quite substantially. I believe some of these issues are reflected in the results.

The current climate is one of rising anxiety. There is fear that our escalating problems cannot be solved without a shift in thinking, planning and action. Many feel that a business as usual approach will not get us to where we need and want to be. Many global agendas stress the need for a system change.

People are far more aware of environmental issues. The scale becomes clear when we consider that, according to the IPCC, we have 12 years to limit a climate catastrophe. Unless we achieve the 1.5% temperature rise limit through emissions reductions and more. The link here is that globally our population is rising while our ability to sustain life on Earth is shrinking. Western consumption patterns only accelerate this process. It highlights both demographic questions and the need to move to a more circular economy. Our global food system then needs to shift as it is unsustainable, unhealthy, and destabilising. One third of food produced is lost or wasted and 40% of agricultural soil is degraded. The petrochemical, largescale, one-crop, intensive farming model has failed.

Urban environments amplify global threats as they are the major consumers of global resources and energy. So, they intensify climate change, causing shortages and security issues in our water, food and other resources. Air pollution, traffic congestion and noise in cities are responsible for an increasing number of premature deaths and related diseases. Overall this threatens the capacity of individuals, communities, institutions, businesses and systems within a city to survive, adapt, and grow as chronic stresses thrive.

The young - a greater proportion in this 2019 survey - are not surprisingly much more aware of these questions. Therefore, there are many comments related to cycling, curtailing the car, and being greener as a city. This implies re-planning the City to some extent.

The digitising world and its disruptive technologies have enabled new ways of working and new possibilities to communicate and interact. In principle this allows for new forms of citizen engagement, but its connectivity also enables people to have far greater comparisons with other places. Thus, they can assess local facilities from a wider perspective.

The vortex effect, the pull that major cities exert over smaller ones, is increasing the major cities attraction. The ambitiousness as well as resources and opportunity, having stronger global linkages and circuits of communication. This endangers secondary cities, leading many of them to shrink.

Finally, over the last decade the start-up culture has grown. More people for more reasons are willing to start their own businesses. Two points need highlighting. Job security has changed and there are fewer expectations that major companies will provide a job for life. Then also, people increasingly would like to be their own boss. They, therefore, would hope that the city provides the soft and hard infrastructures to make the operating conditions for being entrepreneurial easier. This is perhaps why the scores for entrepreneurship are lower in the 2019 survey than the 2013 one.

Charles Landry

Founder, Creative Cities Index

PALMERSTON NORTH CITY

PALMERSTON NORTH'S POPULATION

2013	2019
83,500	**88,300**

PALMERSTON NORTH HOUSEHOLD PROJECTION

2018	2028
33,000	**37,600**

33.9 years young

The median age of **PALMERSTON NORTH'S** population in 2018

ETHNICITY

	2018	2028
EUROPEAN	67,100	67,700
MĀORI	16,100	20,100
ASIAN	10,600	13,700
PACIFIC	4,690	6,420

Palmerston North at a glance

Palmerston North's population of 88,300 has grown from 83,500 since 2013. Similarly, the greater area has increased from 160,650 to 173,650 residents. In that time unemployment has increased from 5.3% to 5.7%, higher than the New Zealand national rate and bucking the national downward trend.

The city has a relatively high percentage of employees in the public sector (29.9%), increasing from 2013 (28.0%).

Many aspects remain constant between then and now. The number of cultural facilities, the amount of the retail and leisure sector owned by chains, and broadband speeds remain the same.

The foreign population has grown slightly from 19.2% to 20.5%, though interestingly many comments queried what was meant by "foreign". For example, whether it did or didn't include Pākehā. Several comments referenced that there are around 30 languages spoken here, though data indicates a much higher number (127).

The number of business start-ups per year has significantly increased, up to 728 from 616. Indicating that perhaps there's currently a better environment to take risks or there are new markets to be found. The speed with which a new business can be created is also a positive factor, stated to be half a day, and down from a whole day last survey. Whereas, in some other cities surveyed it takes months or even longer. The survival rate for start-ups indicates that 61% last over three years, which is also very encouraging.

As mentioned, dramatic shifts in the economic base of the workforce are important. In general, the swing in Palmerston North has been towards the service sector and away from knowledge and creative economies. This could be partly attributed to the low ranking of the University, down from 308th to 332nd, and the specialisations offered.

Several comments are concerned with poor transport and connectivity. According to the data, the percentage of people near a bus stop has declined slightly from 85% to 70%.

Average household income here is lower than the national average (92%), however it has improved since 2013 (82%). Our 'Life Factor' calculation, which considers income, minor and major crime, violence, death rate, and infant mortality, has worsened. Now at 0.89 compared 0.93 in 2013 (where 1.00 equals the national average and higher exceeds it).

The average Palmerstonian

The 2019 survey attracted a significantly different demographic than in 2013, in some respects more balanced. This year 82% of respondents live in Palmerston North. Previously, there were significantly more women (57.6% in 2019) than men (40.4% in 2019) in our sample, and the gap has grown even larger this time (in 2013, 53.8% female).

Age distribution is very good and there is a very good representation of 25 to 54-year olds. A reasonable sample of under 25-year olds, and an appropriate number from the older age ranges. Those under 45 years are much better represented (54.34%) than in 2013 (29.92%). Respondents 55 years and over account for just over 24%, whereas previously they represented around 50%. This is a more rounded sample which partly explains the differences in responses between 2013 and now.

In terms of employment status or rank, this time there were far more respondents who are employees, 56.58% in 2019 up from 48.36% in 2013. There was also a corresponding drop in the unemployed or retired, 9.93% in 2019 down from 18.82% in 2013. This again will inevitably result in the different views expressed.

The work sector spread is also markedly different. Public administration employees responding were up from 10.5% in 2013 to 15.13% in 2019. There were more in the services and retail/marketing sales sectors (13.8% in 2019 up from 9.41% in 2013). Engineering/manufacturing/construction respondents represented 11.03% in 2019, up from 5.03% in 2013. There was less representation from those working in the arts and culture sector, 8.72% in 2019 down from 13.35% in 2013. Markedly more from the creative industries, 8.72% in 2019 up from 1.97% in 2013. Again, these shifts will partially explain the different opinions expressed between the surveys.

The overall score (55.9%) has also been analysed by demographic segments. However, in almost all cases no significant differences were found, except that those 45 years and over were more positive (58.71% vs 53.02%). Also, those who completed the longer survey were less positive (53.02% vs 58.71%). These could be respondents who are more engaged with the city.

The other segmentations checked were:

- under and over 45 years;
- gender;
- length of residence in the City;
- location of residence;
- knowledge economy workers;
- managerial vs non-managerial; and
- comparing those who live in Palmerston North to those who only work here.

What's changed since 2013?

Scores in the Creative Cities Index (CCI) broadly have the following meaning:

Score	Meaning
90%+	Extraordinary
80%+	Exceptional
70%+	Excellent
60%+	Very Good
50%+	Good but could improve
50%-	Below average, needs improvement
40%-	Poor, needs serious attention
30%-	Very poor

Palmerston North overall scored 55.9% and ranks 10th in our featured cities and 11th in all cities surveyed. While in rank, which is a less important indicator, there is a slight movement downwards since 2013, this is largely because of new cities joining the survey. The important figure is the overall percentage, which has slightly increased from 2013 when it was 55.41%.

What did we ask?

Domain Scores

	2013		2019		
	ALL	Palmerston North	ALL	Palmerston North	
Political & public framework	**45.73%**	53.92%	**48.94%**	59.65%	↑
Distinctiveness, diversity, vitality	**58.99%**	50.26%	**60.92%**	52.73%	↑
Openness, tolerance, participation & accessibility	**57.78%**	60.80%	**60.41%**	63.73%	↑
Entrepreneurship, exploration & innovation	**47.24%**	44.48%	**49.76%**	41.34%	↓
Strategic leadership, agility & vision	**47.15%**	53.04%	**51.09%**	53.25%	↑
Talent & learning	**52.90%**	50.35%	**55.03%**	50.55%	↑
Communication, connectivity & networking	**58.41%**	66.51%	**59.05%**	57.59%	↓
The place and placemaking	**55.98%**	46.73%	**57.04%**	54.37%	↑
Liveability & well-being	**66.39%**	69.59%	**68.93%**	63.81%	↓
Professionalism & effectiveness	**57.27%**	58.43%	**60.10%**	62.00%	↑

KEY:
Green = above CCI Average
Red = below CCI Average
Dark green = highest in CCI Average
Dark red = lowest in CCI Average
Up arrow ↑ = improved since 2013
Down arrow ↓ = worsened since 2013

Despite the very slight upwards shift in the overall score this time, the individual domain scores show a considerable variance from those of 2013. Five had significant upwards movement and three downwards. One of these, "Communication, connectivity and networking" shows a serious drop while in 2013 it achieved the highest score of all cities. This time none of the areas surveyed scored highest or lowest of all cities.

Four domains are above the Creative Cities Index (CCI) average while six are below.

Indicator scores

Beyond the domain and overall scores, there are a series of more detailed measures:

	2013		2019		
	ALL	Palmerston North	**ALL**	Palmerston North	
Trust and confidence in public institutions	**56.18%**	64.97%	**60.74%**	72.92%	↑
The level of bureaucracy	**30.56%**	32.67%	**32.67%**	41.38%	↑
The place is interesting	**65.26%**	57.97%	**64.49%**	56.68%	↓
Design strength	**63.99%**	67.27%	**61.96%**	52.05%	↓
Arts and culture	**58.01%**	44.70%	**60.73%**	51.43%	↑
Openness	**48.10%**	47.48%	**52.02%**	50.43%	↑
Cosmopolitanism	**52.11%**	54.72%	**54.52%**	57.29%	↑
Business friendly	**37.53%**	38.42%	**37.92%**	41.72%	↑
Forward thinking	**47.53%**	48.92%	**49.46%**	44.99%	↓
Leadership	**50.07%**	56.03%	**51.43%**	59.19%	↑
Education	**57.32%**	68.83%	**58.97%**	62.75%	↓
Universities	**57.47%**	71.45%	**59.12%**	62.90%	↓
Getting around	**86.89%**	93.33%	**88.54%**	88.46%	↓
Networking	**59.17%**	62.59%	**58.98%**	56.89%	↓
Communications	**63.07%**	57.59%	**61.17%**	54.21%	↓
Built environment	**51.77%**	34.46%	**52.81%**	49.45%	↑
Reputation	**58.44%**	47.90%	**60.13%**	46.48%	↓
Innovation	**38.51%**	42.17%	**39.29%**	36.19%	↓
Well-being	**67.58%**	71.95%	**69.23%**	64.30%	↓

KEY:
Green = above CCI Average
Red = below CCI Average
Dark green = highest in CCI Average
Dark red = lowest in CCI Average
Up arrow ↑ = improved since 2013
Down arrow ↓ = worsened since 2013

Despite the minimal change in overall score, the individual domain scores show considerable variance from those of 2013. In general, trust has markedly improved in public institutions and there is a feeling of somewhat less bureaucracy – both indicators showing significantly better than the Creative Cities Index (CCI) average. The sense of design and of how interesting a place is have both declined and are below the CCI average. This is likely a result of the different demographic of respondents.

Positive feelings about arts and culture here have improved as has the sense of openness and cosmopolitanism.

While felt to be improving in business friendliness, the city is not felt to be forward thinking. In both respects those results are slightly higher than the CCI Average, this being a difficult area for many cities.

A slight upwards movement appears in leadership which is also ahead of the CCI Average.

There is less good news both for education generally and for the University specifically. While the scores beat the CCI Average they have both declined sharply since 2013.

While getting around Palmerston North rated positively, it's still lower than in 2013 and now lower than the CCI Average. This along with the lower scores for both network and communication suggest there could be increasing frustration with the city's connectivity.

Positive feelings have grown regarding the built environment while the sense of the city's reputation remains lowest in the CCI Average.

The feeling that innovation is taking place is low and has declined since last time. The sense of well-being, while still at a reasonable level, has declined since 2013 and is now below the CCI Average.

LET'S TAKE A CLOSER LOOK

Political & Public Framework

“Consultation is part of any process for change and that gives the public plenty of opportunity to be involved.”

Domain 1: Political & Public Framework

↗ **2019 Score:** 59.65% vs AVG 48.94%   **2013 Score:** 53.92% vs AVG 45.22%

This domain refers to the public institutions, to political life, to government and governance, and to public administration. In an ideal creative place these institutions are lean but pro-active, ethical, transparent, accessible and enabling. Structures are horizontal and cooperative, and departmental lines thinly drawn. Personnel in the public sector are highly motivated and there are strong links with the private sector.

Palmerston North scored well in this area, well above the CCI average in both surveys. It also shows dramatic improvement between surveys.

This suggests that trust in public institutions has genuinely improved in the intervening six years. Or that this surveyed group has more confidence in that area (72.92% up from 64.97%). The sense of bureaucracy as a problem has also improved, although this specific matrix continues to receive a poor score (41.38% up from 32.67%).

Many comments back up these results. However, there's a strong and repeated view that while systems exist for people to feed into the local authorities, they're rarely listened to or results don't reflect their contributions. It was stated that the bureaucracy stifles business development. Some mentioned the lack of public engagement in their institutions and there is criticism of the local government systems.

When segmenting the results for this domain by different demographics there are only very slight differences. Males are slightly more positive (61.06%) than females (58.33%), as are those living here 10 years or longer (60.01% vs 58.81%) and management level workers (59.92% vs 58.67%). Knowledge economy workers were just a little less enthusiastic (58.95% vs 59.92%) than others.

On the other hand, those completing the longer questionnaire scored this domain significantly lower (55.27% vs 63.33%).

Distinctiveness, Diversity & Vitality

“There is more going on here than many people think. It’s just not advertised - there is no “scene”. Creative people often operate in isolation or small groups.”

Domain 2: Distinctiveness, Diversity & Vitality

↗ **2019 Score:** 52.73% vs AVG 60.92% **2013 Score:** 50.26% vs AVG 58.99%

In this domain, there should ideally be a clear identity and vitality. Citizens are self-confident and proud but at the same time receptive and open. Inclusive and receptive to outsiders and outside influence. The cultural offering is wide and welcome debate and critical thinking. The arts are dynamic and high quality as well as experimental and ground-breaking. There is a design-aware environment in which the creative industries flourish. Where there are many independent shops, the chain-culture is in the minority, and the retailing experience is attractive and special.

This area received a reasonable score, although below the CCI Average on both occasions, it's still an improvement on the 2013 result.

The view on whether Palmerston North is interesting has slightly dropped between the surveys, 56.68% down from 57.97%. More dramatically is the view about its design strength has dropped from a very high 67.27% to 52.05%. The workforce was not felt to be very diverse (36.96%). On the other hand, the range of cultural activities were felt to represent well the diversity of the population (60.56%).

Comments were helpful here. There were suggestions that the music venue The Stomach needs a revamp. Also, that the City could brand itself around its mid-century designs as a "retro city capital". It was felt that the former "City of Cultures" branding had not been exploited.

Stock car racing was mentioned as a symbol of the city's conservatism and lack of environmental awareness. But that 124 nationalities exist in the population was made as a very positive comment, as was the fact that there are many multi-cultural events. There is a feeling that things are going on, but people do not know about them. Perhaps there is a mediocrity about them, or a lack of quality. The Festival of Cultures was mentioned several times quite positively, but there was feeling that it was yet to harness its potential.

There were differences in the demographic groups. Those aged 45 years and over scored this domain more highly (55.61% vs 50.15%) as did females (54.47% vs 50.86%), and those living here longer than 10 years (54.06% vs 50.63%).

Once again, longer survey respondents scored this domain lower (49.76% vs 55.9%).

Openness, Tolerance, Participation & Accessibility

“People are generally tolerant of other views, in that there is no hostility. It’s mainly that society here is quite homogenous and there isn’t a lot of diversity. People of many cultures do exist here, but they tend to keep a low profile and fit in with more mainstream western culture.”

Domain 3: Openness, Tolerance, Participation & Accessibility

↗ **2019 Score:** 63.73% vs AVG 60.41% **2013 Score:** 60.8% vs AVG 57.59%

This domain looks at open-mindedness and how welcoming the city is, and whether people from a diversity of backgrounds have made it their home. There is an enabling environment where opportunities are facilitated, and projects are easier to get going. This attitude would be echoed in the inviting way facilities work.

This area scored very well and above the CCI Average for this domain. It's also several points higher than in 2013.

The sense specifically of openness has improved from poor (47.48%) to good (50.43%) since 2013. The indicator for cosmopolitanism has also increased (54.72% up to 57.29%), albeit in both surveys there's a good score.

However, several comments contradict this result, suggesting that Palmerston North is very conservative. Tolerance isn't high, with others suggesting a low level of diversity despite the "foreign" population currently at 19% having grown since 2013. However, some suggested there is a relaxed integration. Certainly, the score would tend more to back the latter view.

Some demographic segments showed differences of opinion. Knowledge economy workers gave a low score (61.63% vs 65.43%) as did those who do not live in Palmerston North (61.41% vs 64.07%). Managerial level workers gave higher scores (64.67% vs 60.38%). Yet these differences are all quite small.

Long survey respondents were harsher (58.51% vs 67.53%).

Entrepreneurship, Exploration & Innovation

“There is lot of hidden entrepreneurship and innovation. Palmy is rather shy and boasting about our successes is discouraged.”

Domain 4: Entrepreneurship, Exploration & Innovation

2019 Score: 41.34% vs AVG 49.76%   **2013 Score:** 44.48% vs AVG 47.24%

This domain looks for dynamic and forward-looking people of quality in every sector, providing a strong sense of vision. Current trends and emerging developments are flagged early. Ideally, leadership style is noticeably inspiring, able to delegate and empowering to others. Thinking is strategic and futureproofing, with good mechanisms to gather information on best practices and innovative solutions from around the world.

This is a low scoring domain, both on this occasion and previously, and both times below the CCI Average, which is also low. It has in fact dropped several points since 2013.

All individual questions in this domain scored low. These included whether there is an open regulatory framework for business; how local companies deal with human resources; whether the tax system favours start-ups; and how entrepreneurial the area is. Business friendliness, while also low, had improved a couple of points since 2013 (41.72% up from 38.42%).

Comments pointed to empty commercial buildings and the risk averse nature of people here. However, one stand-out comment states, "there is a lot of hidden entrepreneurship and innovation. Palmy is rather shy and boasting about our successes is discouraged". Lack of investment and training, and taxation and bureaucracy were also mentioned as issues.

Males were more positive here than females (43.15% vs 39.49%) but otherwise there was general agreement between all the segments.

Strategic Leadership, Agility & Vision

“Some very talented people and businesses reside in Palmy. I would like to see more exposure of these talents to build civic pride.”

Domain 5: Strategic leadership, Agility & Vision

↗ **2019 Score:** 53.25% vs AVG 51.09% **2013 Score:** 53.04% vs AVG 47.15%

This domain is about entrepreneurship and whether ideas can become reality quite quickly. Mistakes should be able to be made. There are extensive support systems from advice and access to funding and risk capital. A higher than average level of innovation and R&D helps create a reputation for design-led distinctive products and services, with the creative industries playing a significant role.

In both years this area achieved reasonably good scores, which were above the CCI Average. There was virtually no movement in the overall rating since 2013.

The details revealed that leadership is felt to be strong here (59.19%), more so than in 2013 (56.03%). Possibly at the expense of the other elements in this domain. In terms of being forward thinking the score was low (44.99%) and lower than previously (48.92%). In specific questions, the organisation culture of business was felt to not be good (48.39%). In general, there is a poor view of innovation here.

Some of the comments were harsh, including that "the town is almost completely devoid of any creativity or vision". That "more needs to be done to stimulate more successful economic development", "while there are some go-ahead companies, the majority adopt conservatively traditional business customs, structures and workplace practices".

Those who have lived in Palmerston North ten years or longer were more positive (54.62% vs 50.61%) as were those who lived in the outer areas (63.07% vs 59.09%). Those in managerial positions also were more positive (54.21% vs 49.82%).

There was a significant difference of opinion between longer survey respondents who, in line with most other domains, scored this domain considerably lower (50.25% vs 61.35%).

Talent & Learning

“The city is well known as a place to bring up children, from an education perspective.”

Domain 6: Talent & Learning

↗ **2019 Score:** 50.55% vs AVG 55.03% **2013 Score:** 50.35% vs AVG 53.06%

Here we look at how learning and knowledge are valued, and how talents are nurtured, fostered, promoted, rewarded and celebrated. Diversity in learning options with ladders of opportunity take people up the levels. Core skills teaching exists alongside centres of excellence. There is pride in teaching and institutions that strive to be the best. The curriculum evolves in tune with the needs of business. Talent grows here and is retained.

Although below the CCI Average (both now and in 2013) this is nevertheless a reasonably good score for this domain. There is virtually no movement in its overall rating since 2013.

However, the specific indices for education (down to 62.75% from 68.83%) and for universities (down to 62.9% from 71.45%) have both declined considerably between the two surveys. Looking at responses to individual questions, there is a sense of a lack of innovation in these areas, of an old-fashioned approach being embedded. The system doesn't consider the needs of local business. In teaching there is felt to be a lack of cross-disciplinary skills. The worst aspect refers to the talent drain where there is a feeling that talented people tend to leave Palmerston North.

The comments generally tend to back up these views, although there is considerable praise for the primary and secondary levels of education.

Communication, Connectivity & Networking

“Most creative and business endeavours are tied up in scenes. These scenes tend to revolve around specific venues, fields, and organisations and are hard for outsiders to break into.”

Domain 7: Communication, Connectivity & Networking

↙ **2019 Score:** 57.59% vs AVG 59.05% **2013 Score:** 66.51% vs AVG 58.41%

This domain looks for good connections internally and externally, physically and virtually, where it's easy to get around and ghettos are rare. Social mobility would be more possible, with high quality public transport systems, good IT and communications infrastructure. People travel at home and abroad using excellent rail and air services, which also make a gateway for receiving outsiders. Speaking foreign languages is commonplace. Business to business and cross-sectoral links work well, with clusters, hubs, focal points and knowledge exchanges. The place is outward looking, creating joint ventures, research projects, product development and civic partnership.

This domain has seen the biggest drop since 2013 when it was the highest scoring of all cities surveyed. It is now below the CCI Average.

'Getting around' still scored an exceptional 88.46%, but down from an extraordinary 93.3% in 2013. Networking dropped from 62.59% to 56.89% and, similarly, communications from 57.59% down to 54.21%. Answers show a general view that new technology is not fully embraced, and there's not much crossover between professional boundaries or social groups.

There were still positive responses regarding:

- people helping each other;
- networking and meeting different people;
- the location of Palmerston North for economic advantage; and
- how easy it is to find out what's happening.

However, they were not as positive as previously.

Comments also revealed a sense of cliquiness and even mentioned an "old boy's network". There were contradictory comments about ease of walking around and about public transport.

Over 45-year-olds were more positive (60.16% vs 55.06%), as were those who've lived here longer (58.55% vs 55.75%) and those living nearer the centre (61.44% vs 56.1%). Knowledge economy workers scored this domain lower (55.34% vs 59.49%).

The Place & Placemaking

"Theatres, cinemas, galleries, libraries, museums and public sculptures are all in the central city and easy to find and appreciate."

Domain 8: The Place & Placemaking

↗ **2019 Score:** 54.37% vs AVG 57.04% **2013 Score:** 46.73% vs AVG 55.98%

In this domain the built environment would ideally be human centric and sensitively conceived and implemented. Interaction and activity is encouraged by the physical environment rather than it being blocked by physical barriers. It would blend well with its natural environment, its surrounding landscape, and its green areas and is aware and responsible regarding its ecological footprint. It is a desirable place to be it has a critical mass and a magnetism which enables it to compete well with other places which have similar mass and attraction.

Although a very significant improvement since 2013, this domain on both occasions scores below the CCI Average.

However, opinion about the built environment is very much higher this time (49.45% up from 34.46%). Answers to specific questions show that this refers most to quality especially in the public realm. Respondents generally do not find that there is interesting new architecture (30%) and they feel that that Palmerston North is not a stylish place (36.97%). But there is a sense that the place is well-maintained, that signposting and public space are both good. However, there is felt to be lack of innovation generally (36.19% down from 42.17%) and specifically in both transport and the environment.

There were a lot of comments for this domain and they include suggestions that "inner-city medium density living" should be promoted and that heritage buildings need to be made more of and cleaned up. More negatively, "there are few interesting places in the town" and "public transport is truly awful". The word "boring" comes up several times as does "ugly". Regarding its reputation, it "has a pretty poor reputation in NZ… most people would leave the city and go anywhere else to entertain visitors". But one of the perhaps most telling comments is this: "Palmy is a great place to live. I am raising 3 kids and it is a breeze compared to other places. However, this isn't a particularly 'sexy' statement for young adults not yet with kids who would find Palmy a bit like hanging out at their parents' house!".

Respondents were asked what they would miss if they had to leave here and the full list is given in the appendix. Items that stand out: trees; the Library; Te Manawa; parks; river; ease of living; low cost of housing; sense of community; and lack of traffic. However, there were also a lot of negative responses.

Over 45s are much more positive in this domain than younger people (57.22% vs 51.57%) as are managerial workers (55.31% vs 50.88%).

Long questionnaire respondents are once again significantly more critical (48.67% vs 58.2%).

Liveability & Well-being

"Housing availability and affordability starting to become an issue, especially with likely influx of new people to work on large infrastructure projects."

Domain 9: Liveability & Well-being

2019 Score: 63.81% vs AVG 68.93% **2013 Score:** 69.59% vs AVG 66.39%

This domain looks for a very good quality of life where GDP is high, and services work well and are of a high standard. People would be generally happy to live and/or work here,appreciating the low levels of crime and violence and feeling generally safe. Health, housing and social facilities would be well provided and well run. There will be a good atmosphere and people help each other more willingly and the civic leadership is mostly respected and trusted.

This domain, while nevertheless receiving a good score, has decreased since 2013 and has now dropped below the CCI Average.

Specifically, the sense of well-being has dropped (64.3% down from 71.95%). Once again, innovation, specifically in housing, social care and health is generally low scoring. But in terms of safety, relative ease of getting around generally (see caveats in Domain 7), sense of quality of life, shopping opportunities, health facilities, leisure and recreation facilities, housing options, sports activities and green spaces, the scores are high.

The facts are mixed here too. Average household income here compared to that nationally has improved from 82% in 2013 to 92% now, though it is still below. Our own life factor score has dropped from 0.93 to 0.89 (where above 1.00 is positive) – this takes into account crime, violence and mortality rates compared to national levels.

Over 45s are a little more positive (65.24% vs 62.29%) as are those living in the outer areas (66.08% vs 60.32%) and those in managerial positions (65.42% vs 58%).

An exception to the rule, longer questionnaire respondents have scored this domain more highly (65.82% vs 61.98%).

Professionalism & Effectiveness

“Communication in this City could be better. I find most things out by word of mouth, sometimes on the radio. Most of the time I miss out on participating in community events because I was not aware of them beforehand.”

Domain 10: Professionalism & Effectiveness

↗ **2019 Score:** 62% vs AVG 60.1% **2013 Score:** 58.43% vs AVG 57.27%

This domain looks at how well the place works, that things happen and are achieved, with a pride in being professional and doing things with quality. Standards will be high and benchmarks frequently set here. Companies, organisations, individuals and products would win awards. This would be a centre of expertise in a range of specific areas with attributes such as reliability, punctuality, efficiency or accuracy being highly respected. Professionals will be confident in their own ability and not afraid to work in partnership with others and to delegate authority, breaking with conventional rules of hierarchy.

This domain has moved upwards from good to very good since 2013 and on both occasions is above the CCI Average.

Palmerston North is generally felt to be an efficient and effective place (66.8%) with a good work culture (67.47%). However, it was not felt that it communicates itself well to the public or to visitors (47.54%).

Comments suggest that communication is improving, and that the City is a much more progressive place than 5 to 10 years ago. It was also stated that it is "a business hub and has a real 'can-do' attitude".

Over 45s again had a more positive attitude than others (64.5% vs 59.43%) as did those who had lived here longer (64.48% vs 58.04%). Those in the knowledge economy were less enthusiastic (58.79% vs 64.57%).

Longer questionnaire respondents were again very much more critical (54.27% vs 67.64%).

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COFFEE ROASTERY & SUPPLY Est. 2005

The Fine Print

The Creative Cities Index is a strategic tool for measuring the creative pulse and capacity of a city.

Charles Landry and Jonathan Hyams devised the Creative Cities Index because of work for Bilbao and the Region of Bizkaia in the Basque Country of Spain in 2009. Charles had devised the term "creative city" and has written extensively on the subject. The Creative Cities Index benefits from this far-reaching work. It provides a strategic tool to assess, measure and compare the imaginative pulse and creative capacity of participating cities around the world.

Charles Landry is an international authority on the use of imagination and creativity in urban change. His aim is to enable cities to become more resilient, self-sustaining and to future proof themselves. Charles helps cities identify and make the most of their resources and to reach their potential by triggering their inventiveness and open-minded thinking. He founded the renowned consultancy Comedia and is the author of many books.

Jonathan Hyams has worked in the arts and specifically in software development for the creative industries over several decades. He has launched and managed several organisations across the knowledge sector including the arts-oriented software companies Dataculture and Artlook. As well as founding the online daily periodical The Conversation in the United Kingdom. He has a long history with Comedia including a period as Managing Director.

PALMERSTON NORTH
CITY COUNCIL

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