An evidence base for understanding people + place

Glen Innes Severn Neighbourhood Insights

Neighbourlytics

Digital data for
Glen Innes Severn

This report gives a snapshot of the Urban Life patterns observed online in July - September 2020 and February 2020.
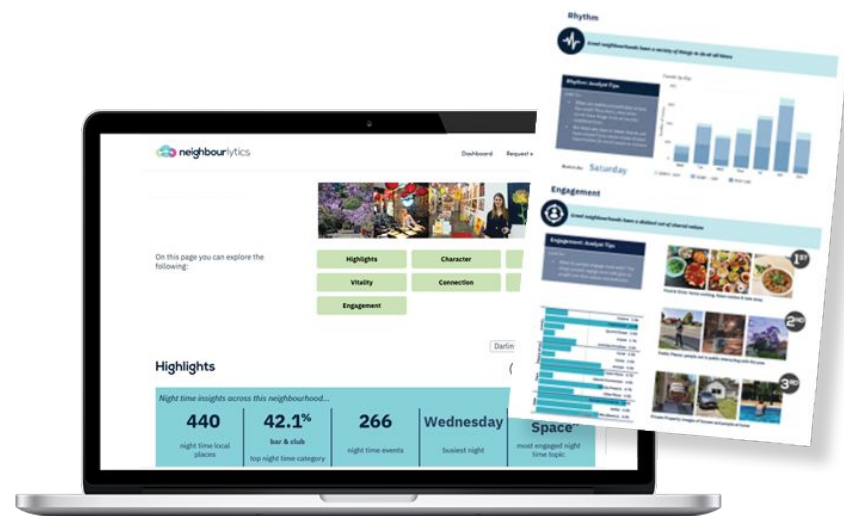
Data was collected for a 1KM radius catchment area across:
- 50 Neighbourhoods
- Including 6 Focus Neighbourhoods.

We have investigated two areas of interest:

- Business Strengths
- Community Assets

This summary should be read in conjunction with Neighbourlytics online data dashboard.

Summary of
Data Inputs

neighbourlytics

Summary of Data Inputs

This summary is based on a digital scan of the urban life of a neighbourhood - the everyday activities that go on inside and between buildings.

Everyday we leave behind thousands of digital data points about the places we go and what we interact with. Neighbourlytics taps into these insights to measure place performance.

The insights are designed to tell us information about local strengths, what people value and lifestyle attributes.

Key Definitions

Digital Data
Neighbourlytics' proprietary technology synthesises data from digital sources – from online restaurant reviews and event check-ins, to crowdsourced data from public social media sites

Key Locations
A neighbourhood is a 1km radius around a centre point

Time Period
Each time period refers to a 30 day period of data capture

Thematic Analysis
Key social life themes are identified in the data. These are lifestyle values based on common activities.

In this Summary

Digital Data Scan

Town Centre - Grey Street

Emmaville Village

Deepwater Village

Glencoe Village

Glen Innes East

Industrial Land Racecourse

February 2020

July - September 2020

Business Strengths

Community Assets

Urban Life

Urban life is the everyday activity that goes on within and between buildings in a city.

Urban life refers to how places are **used**, **occupied**, **experienced and valued**. It's where people connect, create enterprise, meet with friends, visit points of interest, participate in culture and social life. Urban life data is the basis for **wellbeing** and **social prosperity.**

What is Urban Life?

Urban life is the everyday activity that goes on within and between buildings in a city.

Sentiment and Engagement

What people think and feel
Community engagement
Perception and Sentiment

Neighbourytics Data Capture

Urban Life

Business and community activity
Use and experience
Place Assets and Strengths
Behaviour

Physical Environment

Land Use
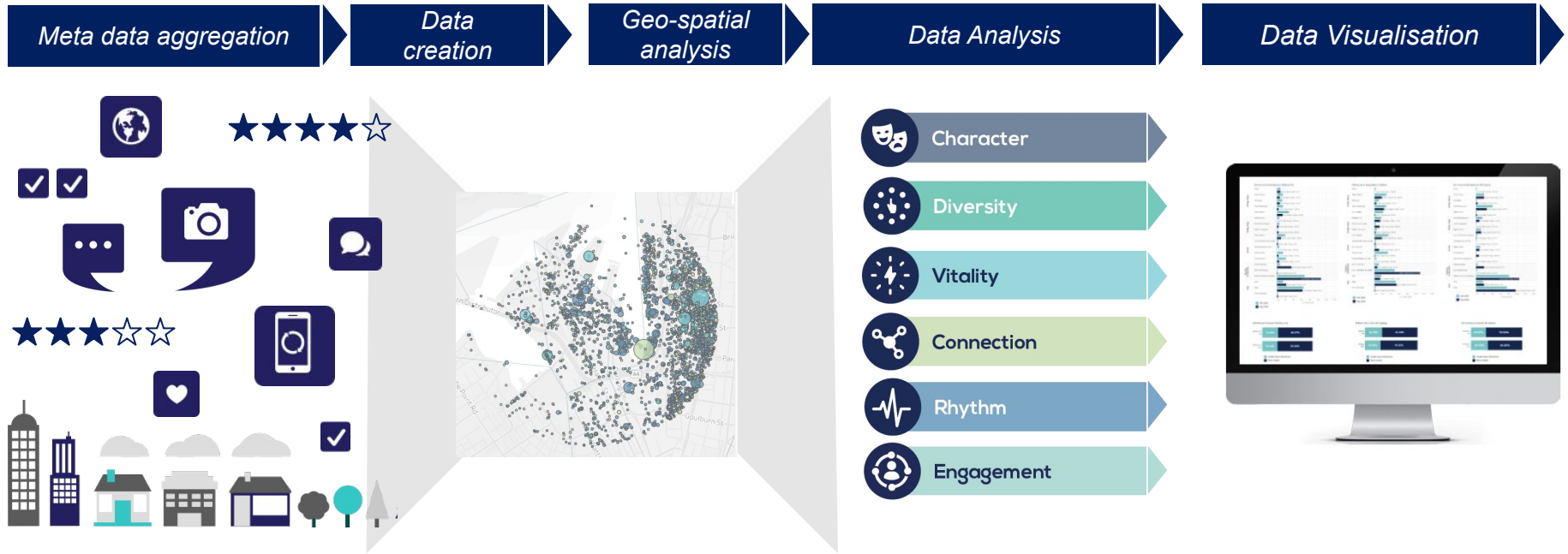Services
Climate
Natural Systems

SOCIAL PROSPERITY STANDARD

Urban Life and The Social Prosperity Standard

Urban life data is the base data that powers the Social Prosperity Standard.
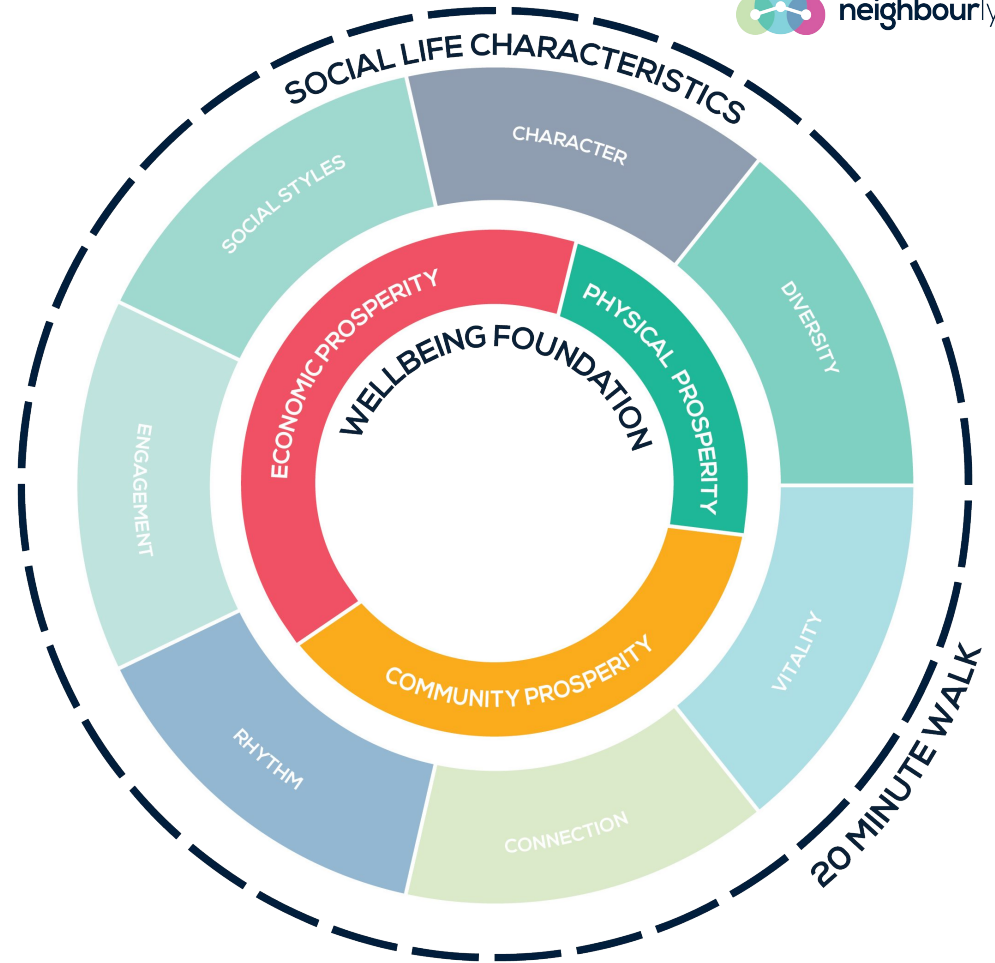
Summary of Urban Life Insights:

- **Town Centre - Grey Street**
- **Emmaville Village**
- **Deepwater Village**
- **Glencoe Village**
- **Glen Innes East**
- **Industrial Land Racecourse**
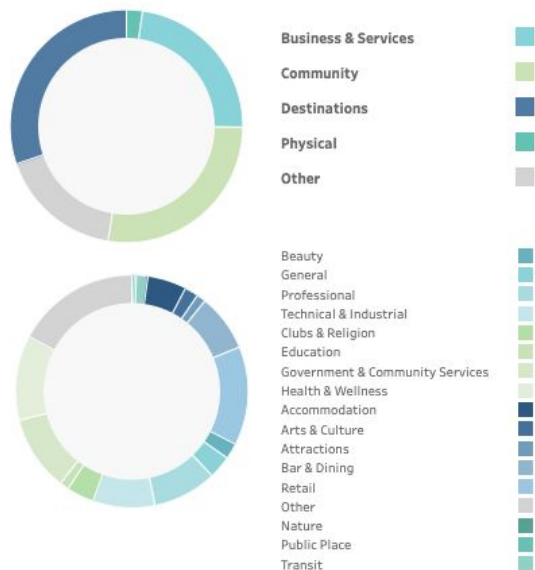
Local Neighbourhoods

20 Minute Neighbourhood

Neighbourlytics captures data for a 1km radius or approximately 20 minute walk around a catchment area.

Glen Innes Town Centre

1km

Town Centre - Grey Street

July-September 2020

Neighbourhood Uses and Place Types

Business & Services
Community
Destinations
Physical
Other

Beauty
General
Professional
Technical & Industrial
Clubs & Religion
Education
Government & Community Services
Health & Wellness
Accommodation
Arts & Culture
Attractions
Bar & Dining
Retail
Other
Nature
Public Place
Transit

Key Neighbourhood Strengths

Neighbourhood is best known for

Most likely to be known for

▲ **Destinations**

Less likely to be known for

▼ **Business + Services**

Top Place Types

Reasons to visit, spend and stay

Highest proportion of places

▲ **Retail**

▲ **Health & Wellness**

▲ **Government & Community Services**
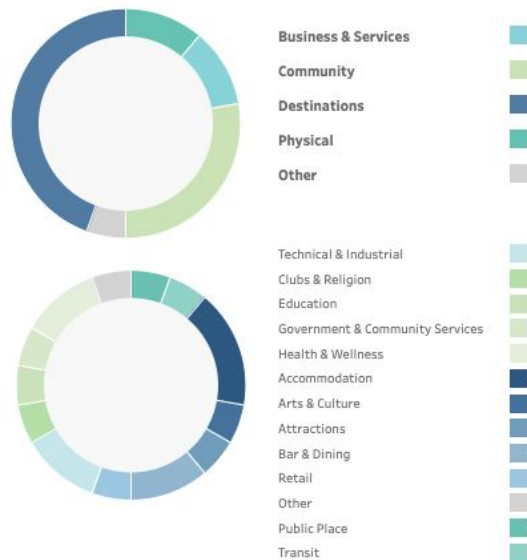
Least proportion of places

▼ **Nature**

▼ **Public Places**

▼ **Education**

Emmaville Village

July-September 2020

Neighbourhood Uses and Place Types

- Business & Services
- Community
- Destinations
- Physical
- Other

- Technical & Industrial
- Clubs & Religion
- Education
- Government & Community Services
- Health & Wellness
- Accommodation
- Arts & Culture
- Attractions
- Bar & Dining
- Retail
- Other
- Public Place
- Transit

Key Neighbourhood Strengths

Neighbourhood is best known for

Most likely to be known for

▲ **Destinations**

Less likely to be known for

▼ **Business + Services**

Top Place Types

Reasons to visit, spend and stay

Highest proportion of places

▲ **Accommodation**

▲ **Technical & Industrial**

▲ **Bar & Dining**

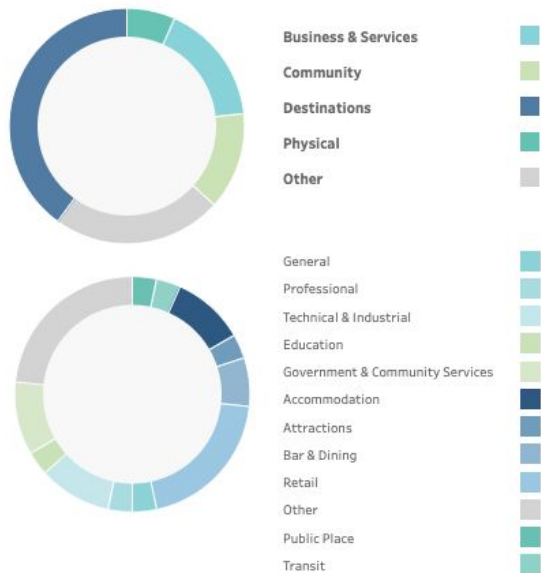*Least proportion of places*

▼ **General Business & Services**

▼ **Professional Business & Services**

▼ **Beauty Business & Services**

Deepwater Village

July-September 2020

Key Neighbourhood Strengths

Top Place Types

Neighbourhood Uses and Place Types

Neighbourhood is best known for

Reasons to visit, spend and stay

Business & Services
Community
Destinations
Physical
Other

General
Professional
Technical & Industrial
Education
Government & Community Services
Accommodation
Attractions
Bar & Dining
Retail
Other
Public Place
Transit

Most likely to be known for

▲ **Destinations**

Less likely to be known for

▼ **Community**

Highest proportion of places

▲ **Retail**

▲ **Accommodation**

▲ **Technical & Industrial**

Least proportion of places

▼ **Health & Wellness**

▼ **Nature**

▼ **Clubs & Religion**

Glencoe Village

July-September 2020

Neighbourhood Uses and Place Types

- Community
- Physical
- Other

- Government & Community Services
- Other
- Transit

Key Neighbourhood Strengths

Neighbourhood is best known for

Most likely to be known for

▲ **Community**

Less likely to be known for

▼ **Business + Services or Destinations**

Top Place Types

Reasons to visit, spend and stay

Highest proportion of places

▲ **Transit**

▲ **Government & Community Services**

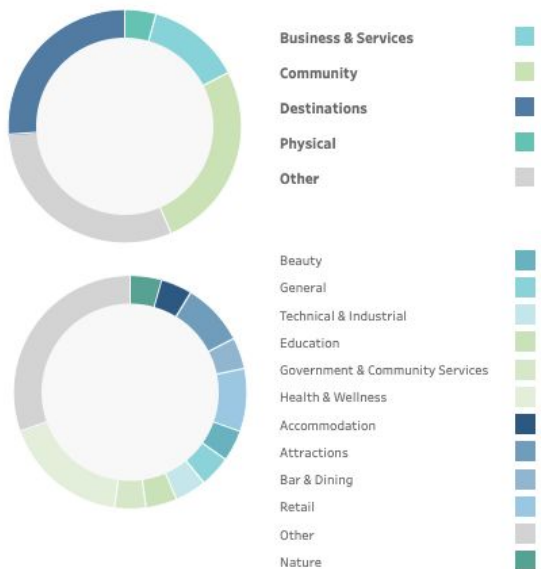*Least proportion of places*

▼ **Retail**

▼ **Bar & Dining**

▼ **Health & Wellness**

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Glen Innes East

July-September 2020

Neighbourhood Uses and Place Types

Business & Services
Community
Destinations
Physical
Other

Beauty
General
Technical & Industrial
Education
Government & Community Services
Health & Wellness
Accommodation
Attractions
Bar & Dining
Retail
Other
Nature

Key Neighbourhood Strengths

Neighbourhood is best known for

Most likely to be known for

▲ **Destinations or Community**

Less likely to be known for

▼ **Business + Services**

Top Place Types

Reasons to visit, spend and stay

Highest proportion of places

▲ **Health & Wellness**

▲ **Attractions**

▲ **Retail**

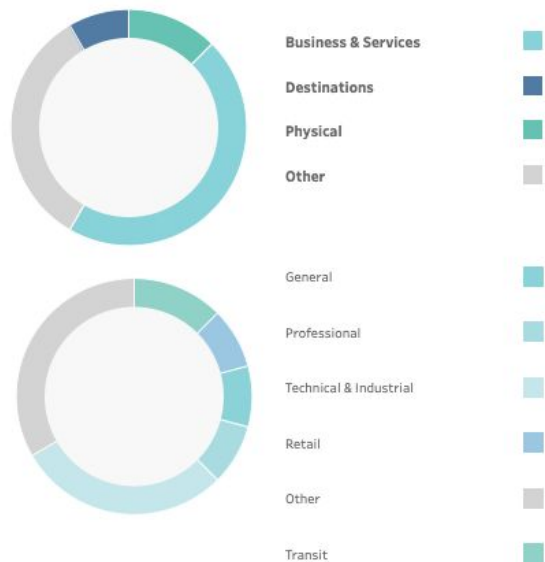*Least proportion of places*

▼ **Clubs & Religion**

▼ **Transit**

▼ **Professional Services**

Industrial Land Racecourse

July-September 2020

Neighbourhood Uses and Place Types

Business & Services
Destinations
Physical
Other

General
Professional
Technical & Industrial
Retail
Other
Transit

Key Neighbourhood Strengths

Neighbourhood is best known for

Most likely to be known for

▲ **Business & Services**

Less likely to be known for

▼ **Community Places**

Top Place Types

Reasons to visit, spend and stay

Highest proportion of places

▲ **Technical & Industrial**

▲ **Transit**

▲ **Retail**

Least proportion of places

▼ **General Community Places**
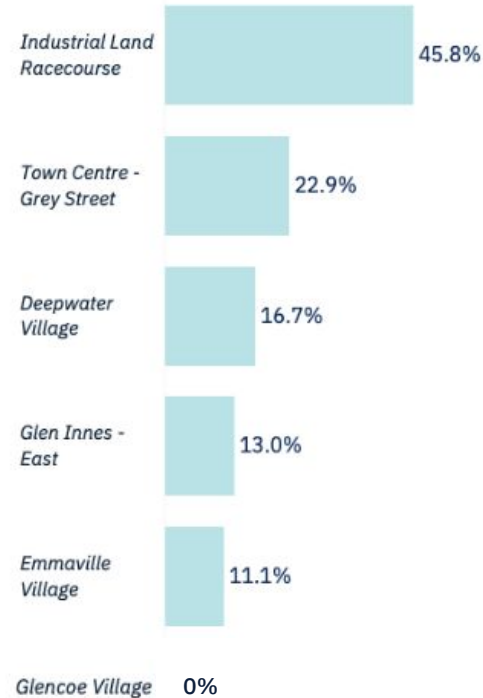
▼ **Destinations**

▼ **Public Places**

Business Strengths

Proportion of Business & Services

- *Industrial Land Racecourse* has the highest proportion of Business & Services. These are dominated by Technical and Industrial businesses, which the area is likely known for.

- *Town Centre - Grey Street* has the second highest proportion of Business & Services. There is a good diversity of business types in this neighbourhood, with a high proportion of Professional Services

- No Business & Services were identified in *Glencoe Village.* Low data indicates low digital footprint rather than the absence of a place

- *Emmaville Village* has a low proportion and diversity of Business & Services. It does however have a high proportion of Community Assets.

Business & Services includes the following categories:

- General
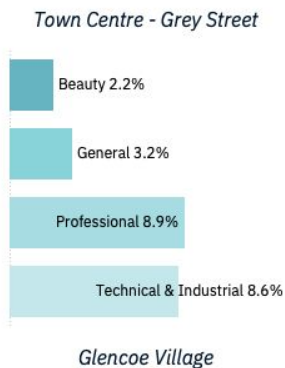- Professional
- Technical & Industrial
- Beauty

Proportion of Places that are Business & Services
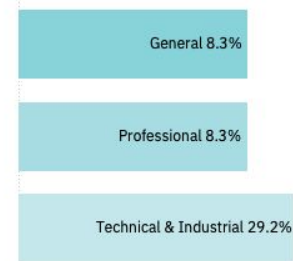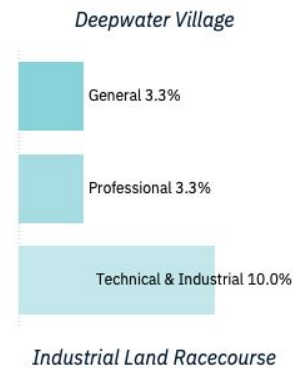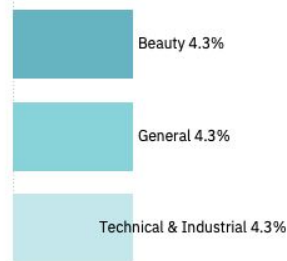
Business Strengths

Diversity of Business & Services

- *Town Centre - Grey Street* has the highest diversity of Business & Service types, particularly Professional and Technical & Industrial services.

- *Glencoe Village* showed 0 Business & Services

- Business & Services in *Industrial Land Racecourse* are dominated by a high proportion of Technical and Industrial Services

Key

- Beauty
- General
- Professional
- Technical & Industrial

Town Centre - Grey Street

Beauty 2.2%

General 3.2%

Professional 8.9%

Technical & Industrial 8.6%

Emmaville Village

Technical & Industrial 11.1%

Deepwater Village

General 3.3%

Professional 3.3%

Technical & Industrial 10.0%

Glencoe Village

No Data Found
Low data indicates low digital footprint rather than the absence of a place

Glen Innes - East

Beauty 4.3%

General 4.3%

Technical & Industrial 4.3%

Industrial Land Racecourse

General 8.3%

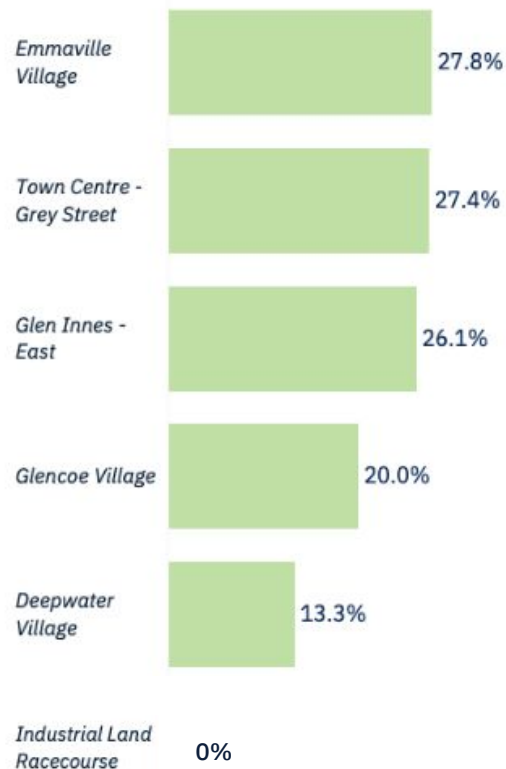Professional 8.3%

Technical & Industrial 29.2%

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Community Assets

Community Assets

Proportion of Community Places

- *Emmaville Village* has the highest proportion of Community Assets, followed closely by *Town Centre - Grey Street*

- No Community Assets were found in *Industrial Land Racecourse.* It is therefore unlikely to cater to all of the needs of the community. Keep in mind that low data indicates low digital footprint rather than the absence of a place

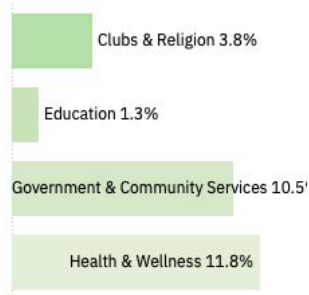| Location	Percentage
Emmaville Village	27.8%
Town Centre - Grey Street	27.4%
Glen Innes - East	26.1%
Glencoe Village	20.0%
Deepwater Village	13.3%
Industrial Land Racecourse	0%

Community Assets

Diversity of Community Assets

- *Emmaville Village* has the highest diversity of Community Assets, as well as the highest proportion of Community places overall. It is likely to be known for its community services.

- No Community Assets were found at *Industrial Land Racecourse*

- *Glencoe Village* has the second lowest diversity of community place types

- While *Glen Innes East* has a good proportion of Community Places, it is dominated by Health & Wellness places and has no evidence of Clubs and Religion

Key

- Clubs & Religion
- Education
- Government & Community Services
- Health & Wellness

Town Centre - Grey Street

- Clubs & Religion 3.8%
- Education 1.3%
- Government & Community Services 10.5'
- Health & Wellness 11.8%

Emmaville Village

- Clubs & Religion 5.6%
- Education 5.6%
- Government & Community Services 5.6%
- Health & Wellness 11.1%

Deepwater Village

- Education 3.3%
- Government & Community Services 10.0'

Glencoe Village

- Government & Community Services 20.0'

Glen Innes - East

- Education 4.3%
- Government & Community Services 4.3%
- Health & Wellness 17.4%
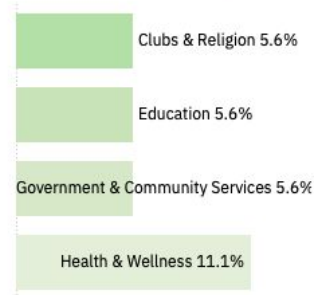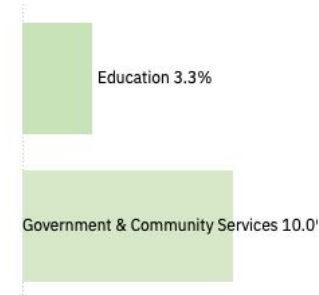
Industrial Land Racecourse

No Data Found
Low data indicates low digital footprint rather than the absence of a place

Activity Clusters

Spatial Distribution of Places

- Town Centre - Grey Street has the highest level of vitality. Places are clustered in a 'hub' formation - indicating a concentration of activity. This concentration leads to active street life and an increased opportunity for chance encounters.

- Places with a 'sparse' distribution of places have limited legibility or 'street life'.
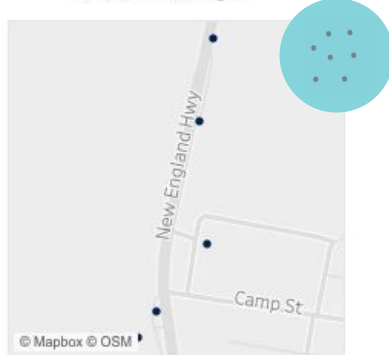

Town Centre - Grey Street
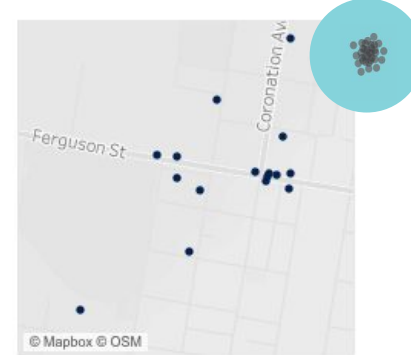

Emmaville Village

Deepwater Village

Glencoe Village

Glen Innes - East

Industrial Land Racecourse

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Time Series Analysis

Preliminary top-line insights
February 2020
July-Sept 2020

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Town Centre - Grey Street

February 2020

Across this neighbourhood...

264	**35.6%**	**16.3%**	**Tuesday**	**Natural Environment**
total local places	top place type: Destinations	top place sub-type: Retail	busiest day	most engaged topic

July - Sept 2020

Across this neighbourhood...

314	**30.3%**	**13.7%**	**Monday Saturday**	**Natural Environment**
total local places	top place type: Destinations	top place sub-type: Retail	busiest days	most engaged topic

Deepwater Village

February 2020

Across this neighbourhood...

26	**42.3%**	**23.1%**	**Monday**	**Animals, Natural Environment**
	top place type:	top place sub-type:		
total local places	Destinations	Retail	busiest day	most engaged topics

July - Sept 2020

Across this neighbourhood...

30	**40.0%**	**20.0%**	**Wednesday**	**Animals**
	top place type:	top place sub-type:		
total local places	Destinations	Retail	busiest day	most engaged topic

Glencoe Village

February 2020

Across this neighbourhood...

5	**20.0%**	**20.0%**	**Wednesday**	**Natural Environment**
	top place type:	top place sub-type:		
total local places	Physical	Government & Community Services	busiest day	most engaged topic

July - Sept 2020

Across this neighbourhood...

5	**20.0%**	**20.0%**	**Thursday**	*Insufficient Data*
	top place type:	top place sub-type:		
total local places	Physical Community	Government & Community Services	busiest day	most engaged topic

Glen Innes East

February 2020

Across this neighbourhood...

19	**36.8%**	**15.8%**	**Tuesday**	**Natural Environment**
total local places	top place type: Destinations	top place sub-type: Health & Wellness, Attractions	busiest day	most engaged topic

July - Sept 2020

Across this neighbourhood...

23	**26.1%**	**17.4%**	**Monday Saturday**	**Natural Environment**
total local places	top place type: Destinations Community	top place sub-type: Health & Wellness	busiest days	most engaged topic

Industrial Land Racecourse

February 2020

Across this neighbourhood...

20	30.0%	15.0%	Tuesday	Natural Environment
total local places	top place type: Business & Services	top place sub-type: Technical & Industrial, Transit	busiest day	most engaged topic

July - Sept 2020

Across this neighbourhood...

24	45.8%	29.2%	Monday Saturday	Natural Environment
total local places	top place type: Business & Services	top place sub-type: Technical & Industrial	busiest days	most engaged topic

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Get in touch

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