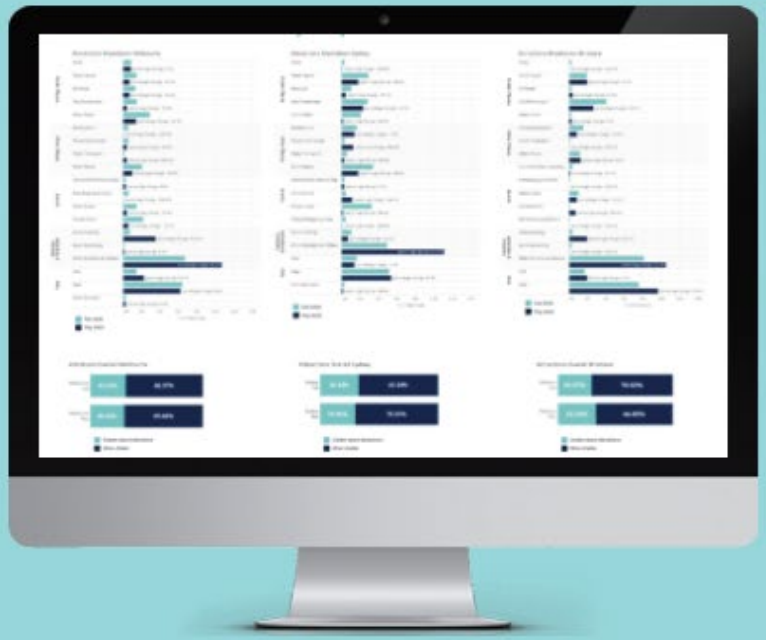
neighbourlytics

The New Local

For a new perspective on lifestyle in our cities

Lucinda Hartley,
Co-Founder Neighbourlytics



What's your favourite place?
Preston Market, February 2020
NO SMOKING
preston market
FRESH POULTRY

Local neighbourhoods are in crisis.

Preston Market, April 2020

Resilience

WE ARE OPEN
FOR T/AWAY
FROM 7.30AM-2PM
FOLLOW US ON
FACEBOOK
THANK U
FOLLOW US ON
INSTA

If you can't measure it, you can't manage it
- Peter Drucker
Knorr

Poll Question 1

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How data mature is your organisation ?

- **Data-driven:** You have the exact data to make a decision
- **Data-informed:** Data is a guide to optimise performance
- **Data-inspired:** Data inspires professional judgement and experience
- **Data-aware:** Follow external research and best practices

Finding data about the human stuff is hard.

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On-demand digital data, for today's neighbourhoods

In the last 10 minutes:

Google

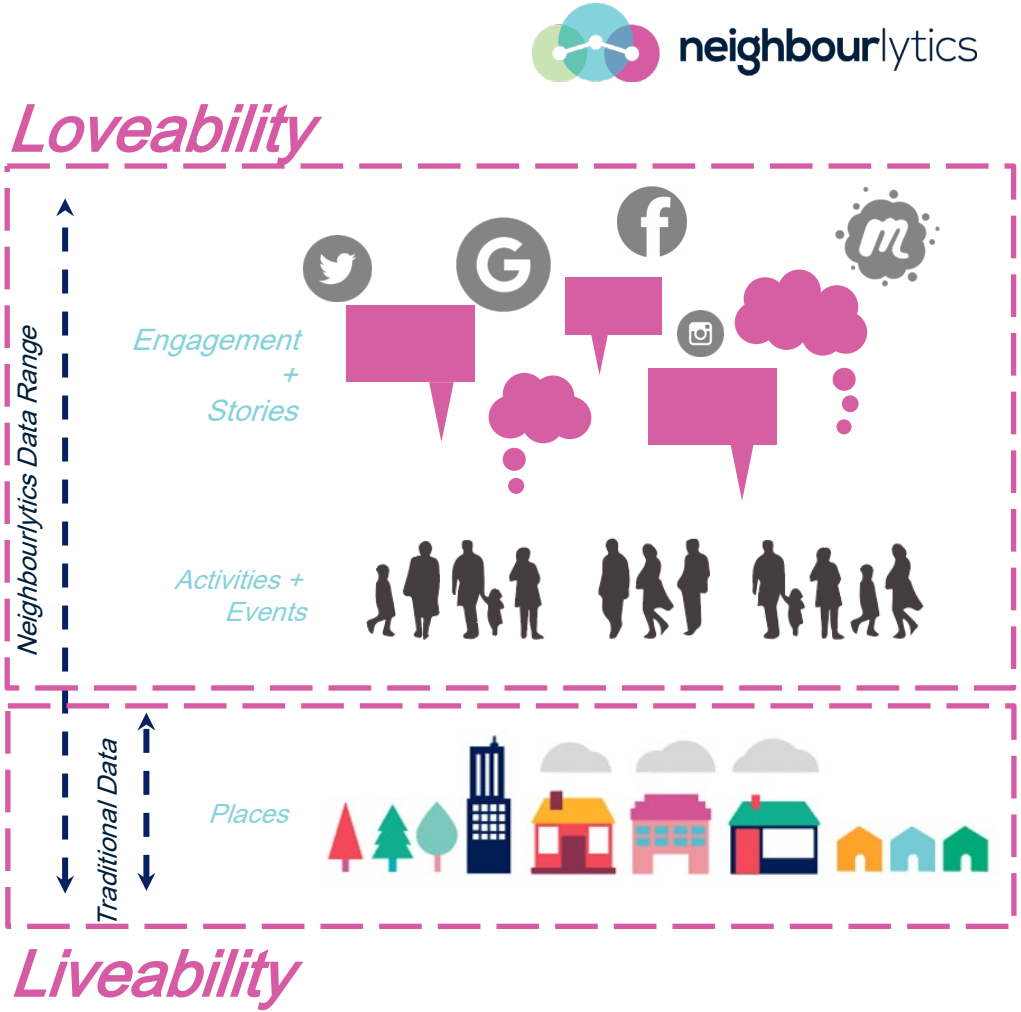
64 million

4,000,000,000

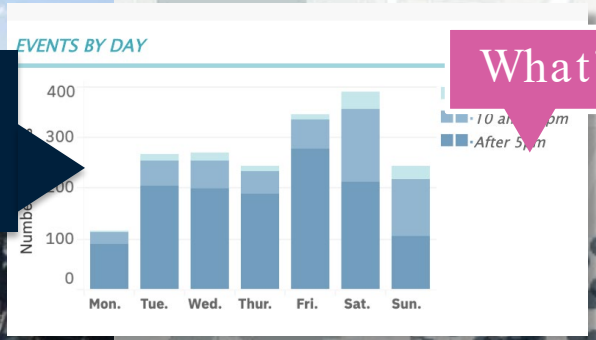
UNIQUE DATA INSIGHTS

The Neighbourlytics Difference

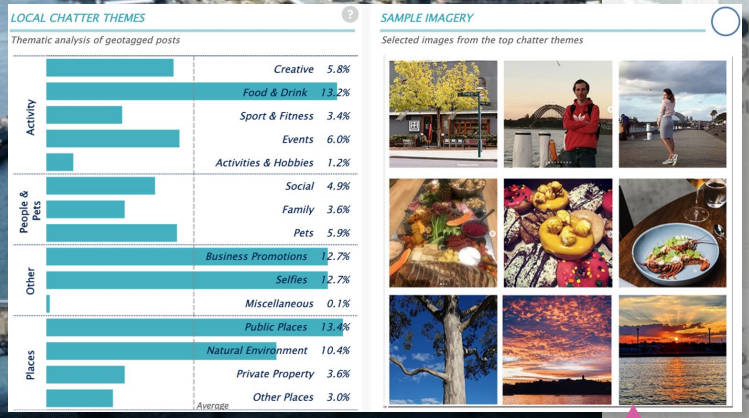
We aggregate millions of resident-generated data points to provide on-demand insights into lifestyle and behavior



More daily events than Brooklyn or Barcelona



What's happening?



What's popular

What's valued

Physical

Social

Pyrmont, Sydney

Nairobi CBD

Kibera

How do neighbourhoods compare?

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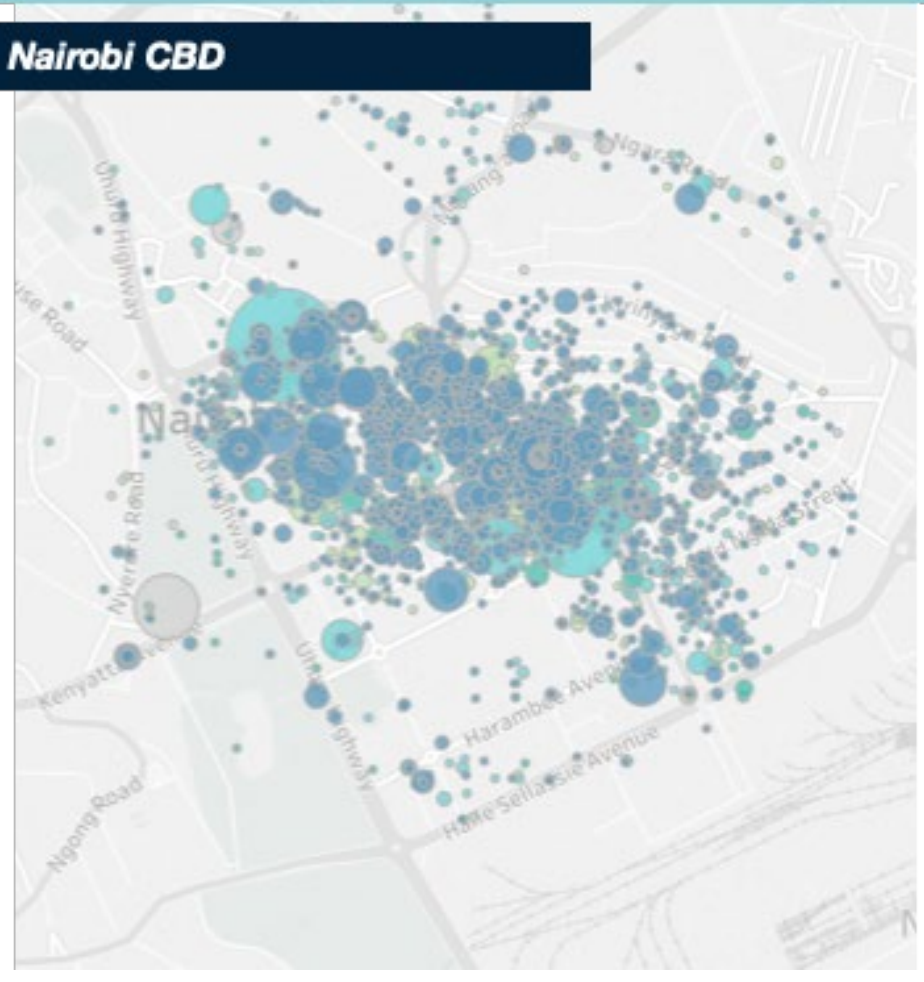
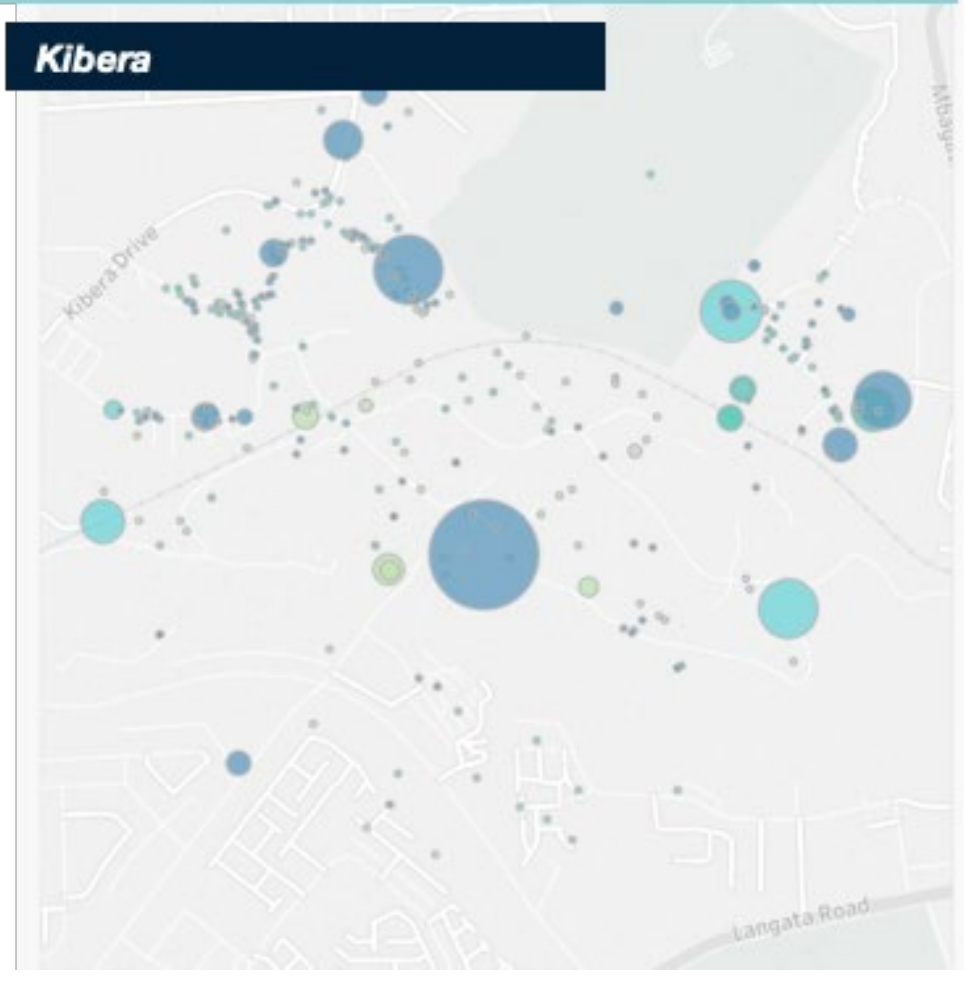




SOCIAL PROSPERITY STANDARD

THE NEW LOCAL

Great neighbourhoods exist where you have solid wellbeing foundations, plus active social life, all within walking distance.

SOCIAL PROSPERITY STANDARD

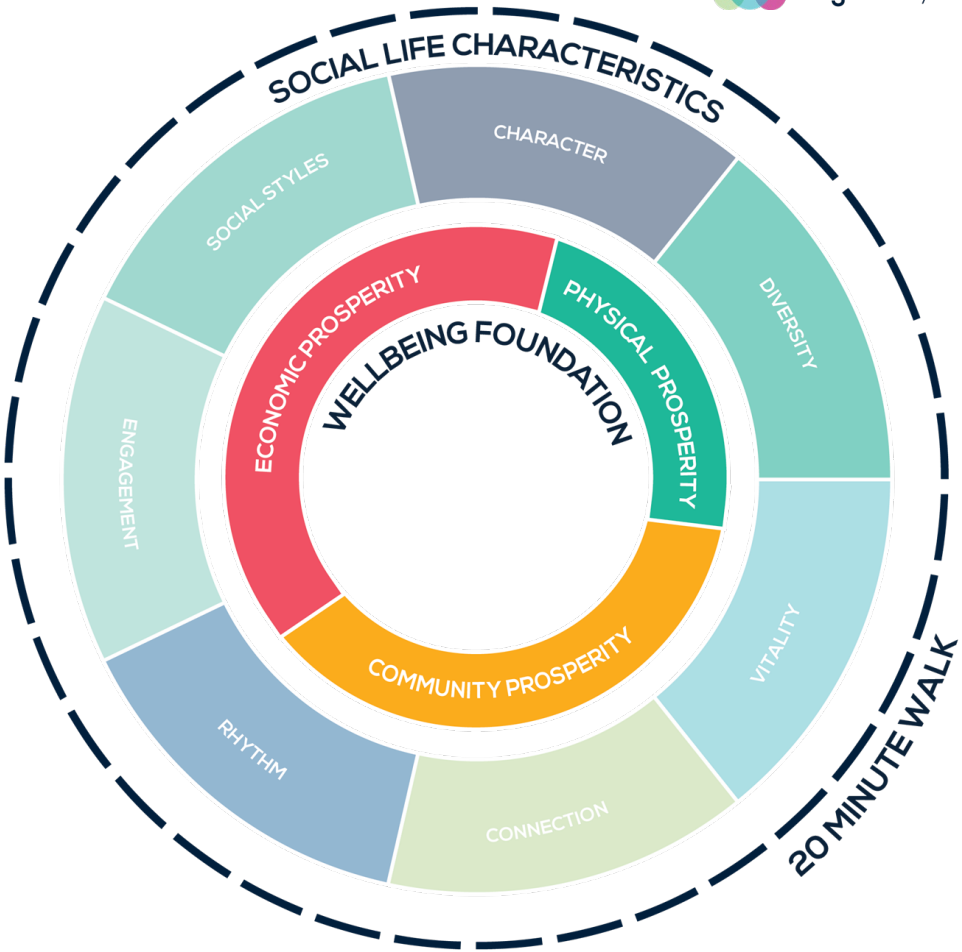
MEASURE ANY NEIGHBOURHOOD

3 dimensions of wellbeing.

The Social Prosperity Standard (SPS) is a comparative, score-based framework for understanding place-performance at a hyper-local level *Social Determinants of Health*.

7 tenets of great neighbourhoods.

The Tenets of Great Neighbourhoods quantifies a set of attributes that describe what makes neighbourhoods unique, contributes to the sense of place, and is important to locals.



1000+ neighbourhoods, 12 countries, and counting.

RECOGNITION

FINANCIAL REVIEW

VOGUE

Bicentennial Foundation

she STARTS

THE AGE

SheEO

The Sydney Morning Herald

Our CURRENT data portfolio (June 2020)

1.

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What will make local economies and communities thrive in a post-pandemic world?

What we know

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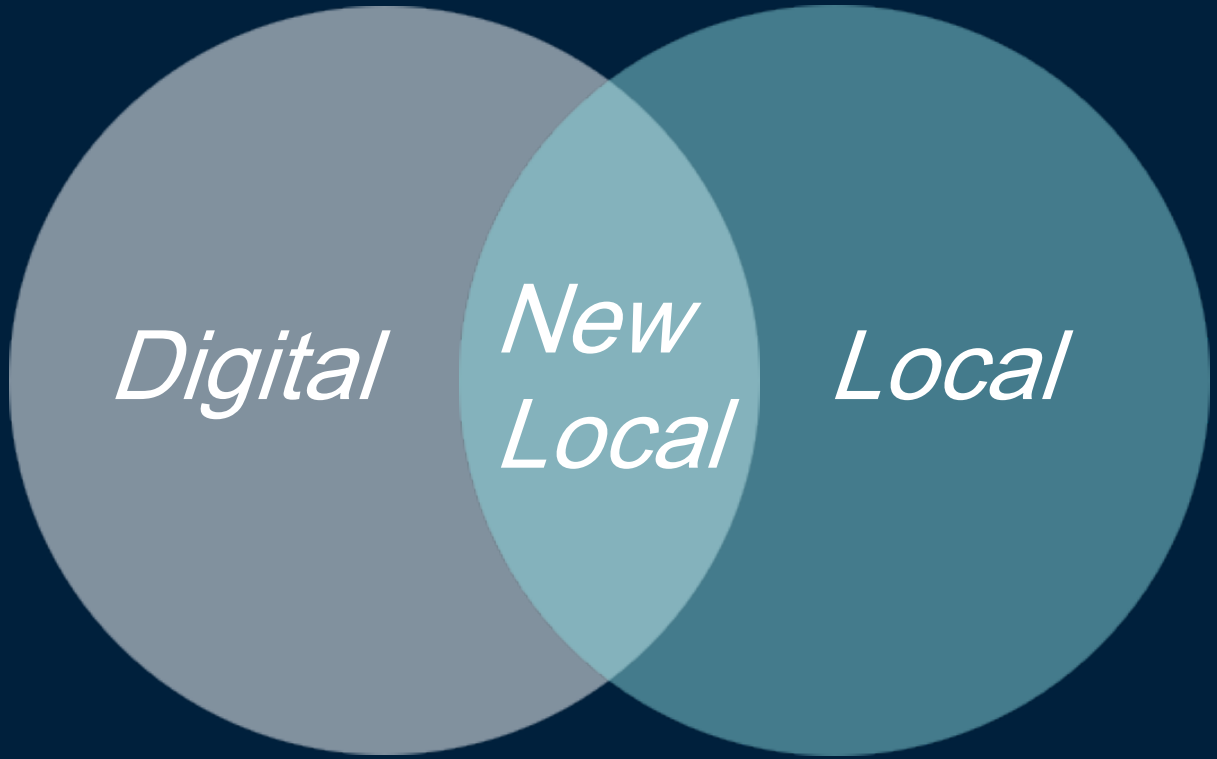

Behavioural Shifts

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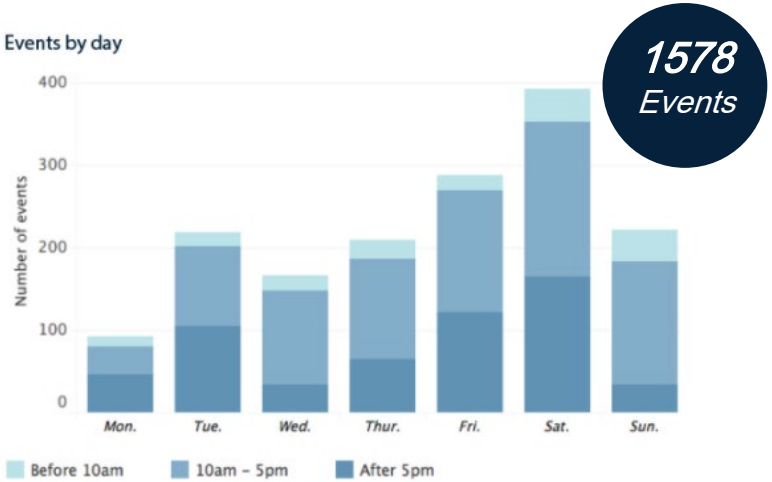
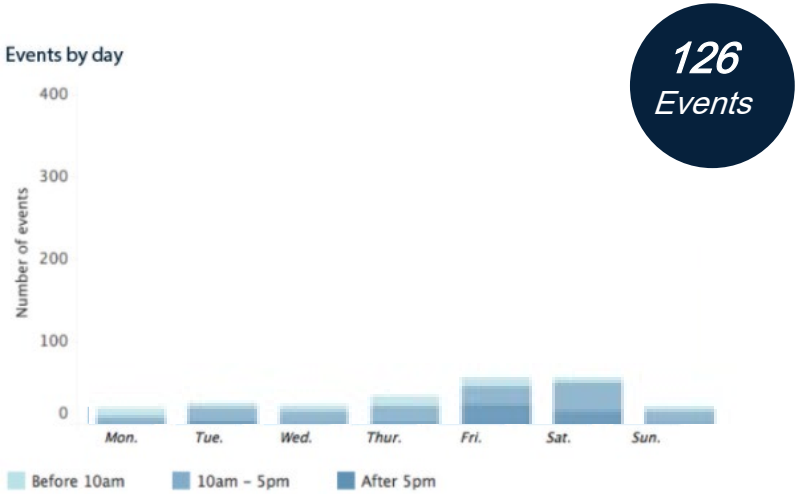
Activity in Central Sydney CBD



January



April

Recovery Metrics

Vulnerable industries and in -demand assets

Public Space

Nature is the new attraction.

Hospitality

Dining has clearly dropped, but people are showing connection to food at home.

Creative Industries

Creativity has got personal, rather than public.

Attractions

Activities have turned inside, making destinations vulnerable.

Wellbeing & Beauty

Health remains important, but priorities have changed.

Nature is the new
attraction

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Insight 1

Public Space

Nature is the new attraction.

Proportional change in local engagement levels with key themes relevant to Public Space between February and May 2020

Melbourne	Sydney	Brisbane
Nature 112% ▲ *Increase*	**Nature** 36% ▲ *Increase*	**Nature** 17% ▲ *Increase*
City/Streetscape 70% ▼ *Decrease*	**City/Streetscape** 10% ▼ *Decrease*	**City/Streetscape** 39% ▼ *Decrease*
Public Space 70% ▼ *Decrease*	**Public Space** 35% ▼ *Decrease*	**Public Space** 7% ▼ *Decrease*

USE CASE: PUBLIC SPACE

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FINANCIAL

Home Companies Markets Street Talk Politics Policy World

Technology Data analysis

Big data shows nature is hav renaissance

Natasha Gillezeau
Reporter

Sep 21, 2020 – 1.20pm

Save Share

An analysis of Australians' social media posts and c past month compared with before the coronavirus marked shift towards nature-related topics and act

It also showed live events and public creative endea from their pre-pandemic levels.

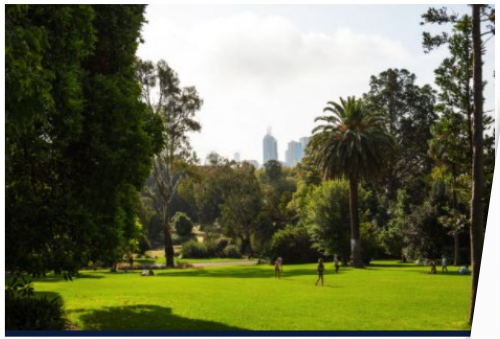
For Australian Human Rights Commission policy a 26, the sudden shift to working-from-home life and and concerts has led her to truly "learn the value of ocean swims".

When the pandemic hit, Ms Saintilan and her partner Michael Stocks decided to quit their lease and spend each month of 2020 living in a different Airbnb. They are now in Bondi.

Domain

Find a Property Research Find Agents For Owners

Home › News › VIC › Melbourne lockdown: Melburnians crave more parks and nature, data shows



Melburnians have been craving nature more than other eastern cities during lockdown. Photo: Jos Withers

Melbourne lockdown: Melburnians crave more parks and nature, data sho

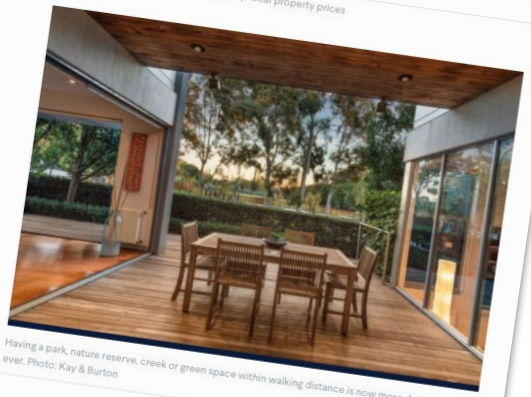
JEMIMAH CLEGG REPORTER | OCT 19, 2020

Way back a thousand years ago in February, social media was fi photos of food in restaurants and outfits worn to go out with o

Domain

Find a Property Research Find Agents For Owners

Home › News › National › How living near a park drives up local property prices



Having a park, nature reserve, creek or green space within walking distance is now more desirable than ever. Photo: Kay & Burton

How living near a park drives up local property prices

MARY O'BRIEN | OCT 17, 2020

Pandemic pressures are making city dwellers reassess where they live. Having a park, nature reserve, creek or green space within walking distance is now more desirable than ever.

2.

Data for post-covid recovery: 4 steps

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USE CASE: BUSHFIRES

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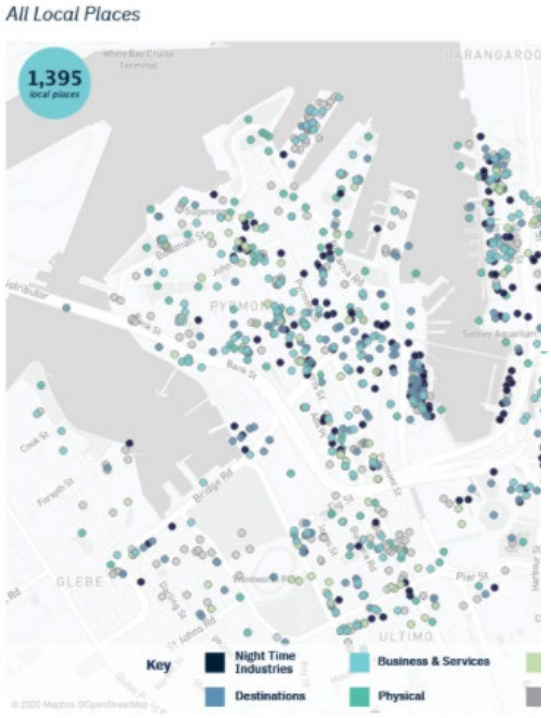
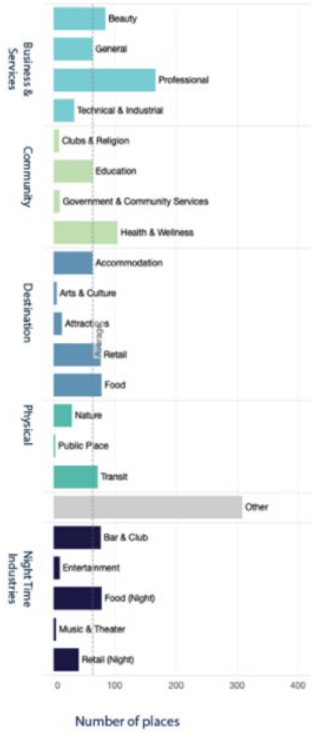
1 Establish a Baseline

Instant visualisation of what's happening across a geography

60% Destinations
Hospitality dominant





USE CASE: BUSHFIRES

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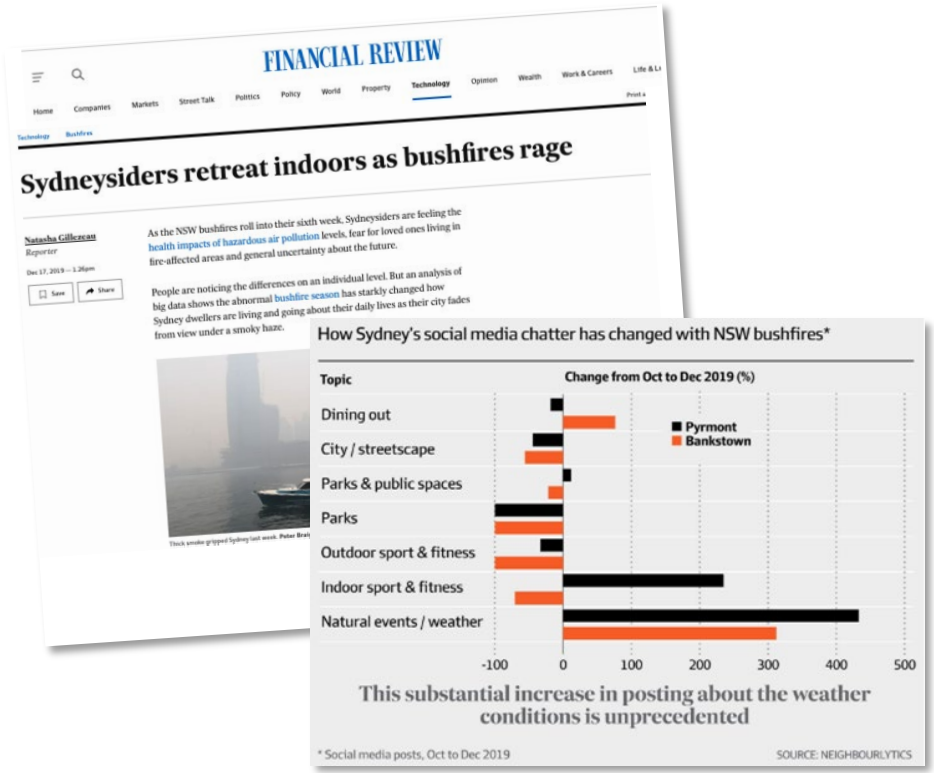
2
Diagnose

Understand issues and understand context to prioritise action.



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3
Action

Define place based actions that are responsive to local needs

USE CASE: BUSHFIRES

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4
Track

Observe changes over time to measure outcomes and impact

USE CASE: TACTICAL URBANISM

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USE CASE: TACTICAL URBANISM

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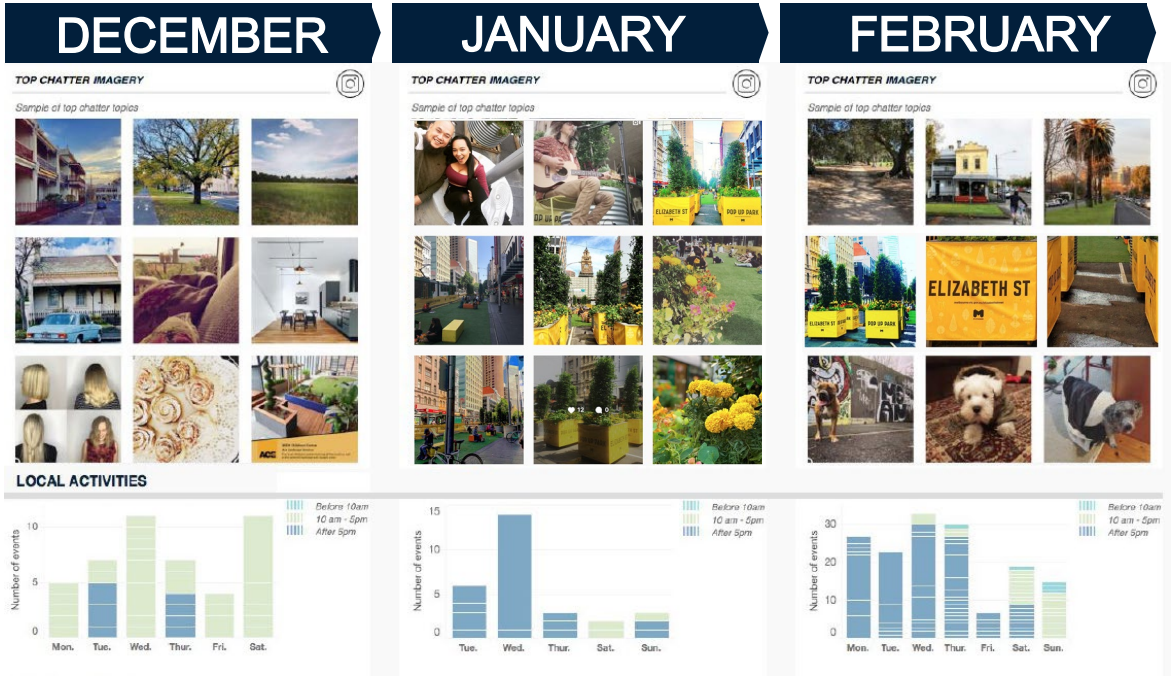
Quantify & Measure Impact



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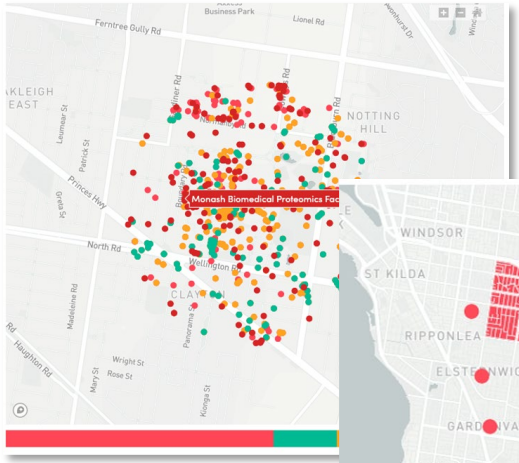
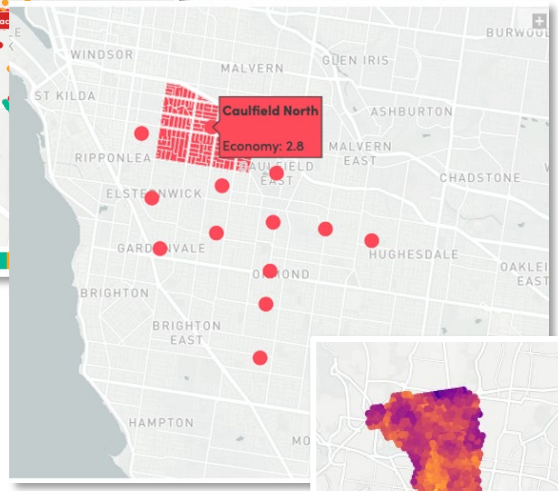
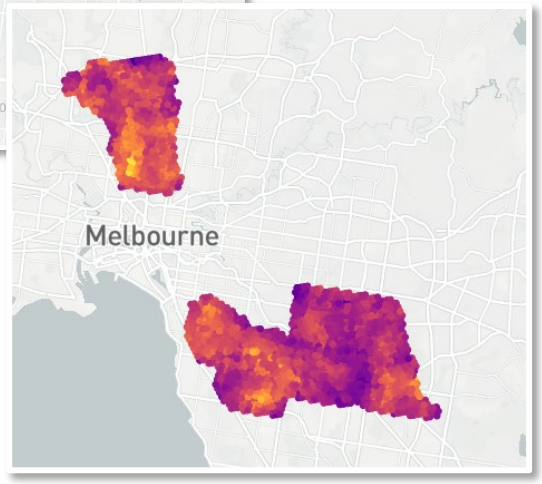
Identify, track and respond to the impacts, at any scale.



Community strength by neighbourhood



Community Strength by LGA



By Region

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www.neighbourlytics.com