



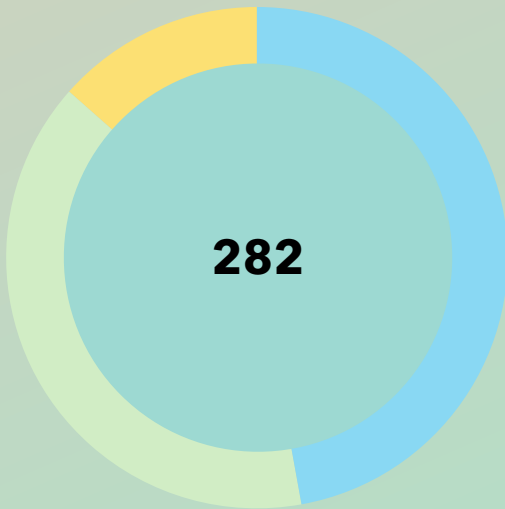
# GIBRALTAR RECREATION GROUND VISITOR SURVEY 2019



Date sent to respondents



Deadline



Responses received

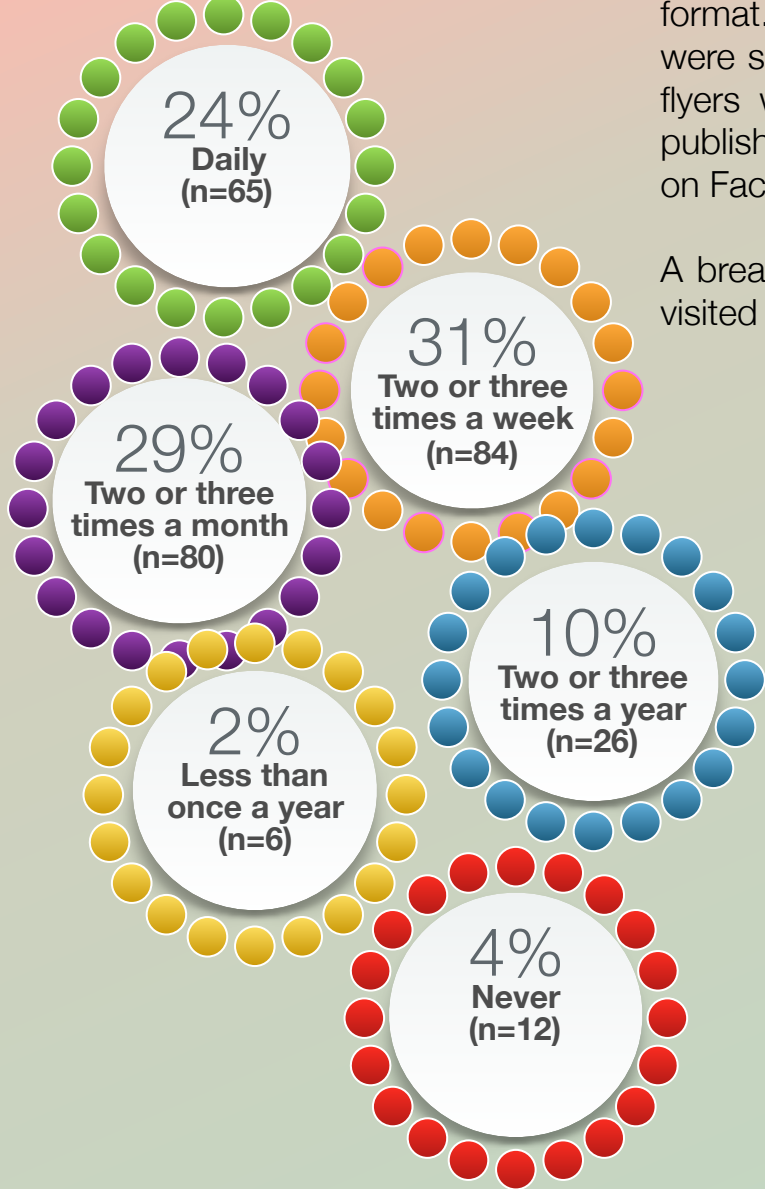


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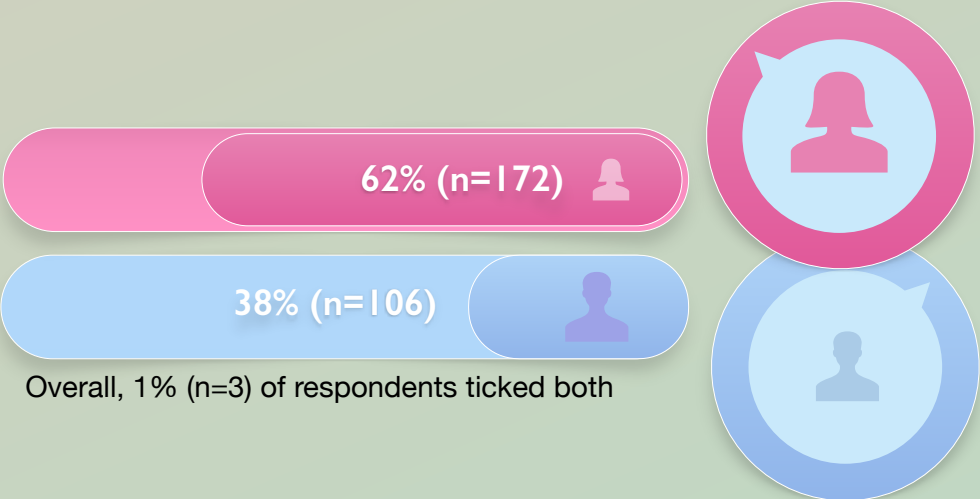
# Summary of main findings

## How often do you visit the ground?

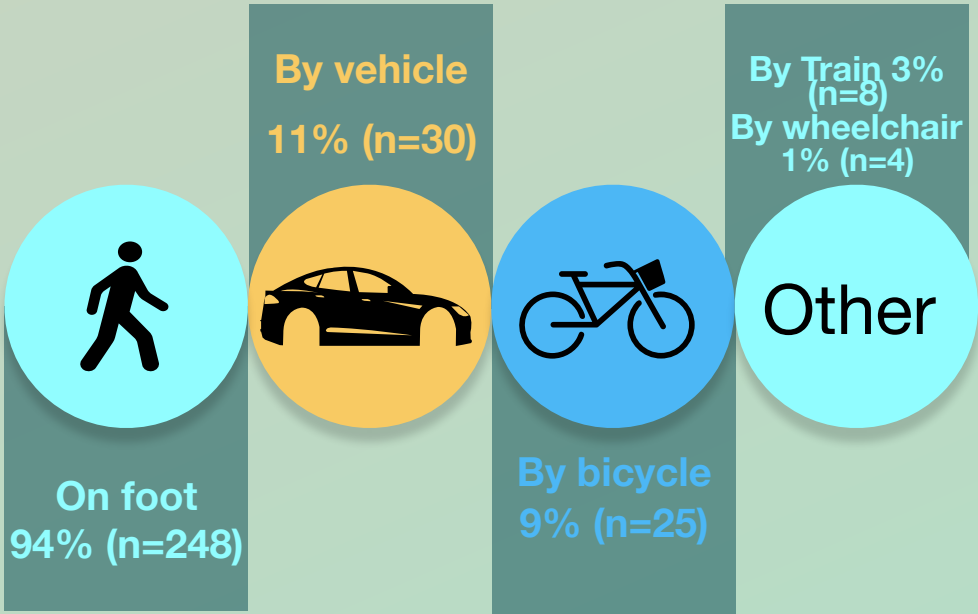


The survey ran from 21 October to 08 November 2019. It was available online and in paper format. In total, 282 responses were received; 93% were paper based (n=262/282) and 7% were submitted online (n=20/282). It was sent to properties within the area and postcard-size flyers were distributed at key locations to boost our response rate. The survey was also published on our website and via our social media platforms ie Twitter: @EpsomEwellBC and on Facebook: [www.facebook.com/EpsomEwellBC](https://www.facebook.com/EpsomEwellBC).

A breakdown of the different age groups showed that of all respondents, the age group that visited the most were the 55-64 (23%, n=64), followed by the 35-44 (20%, n=54).



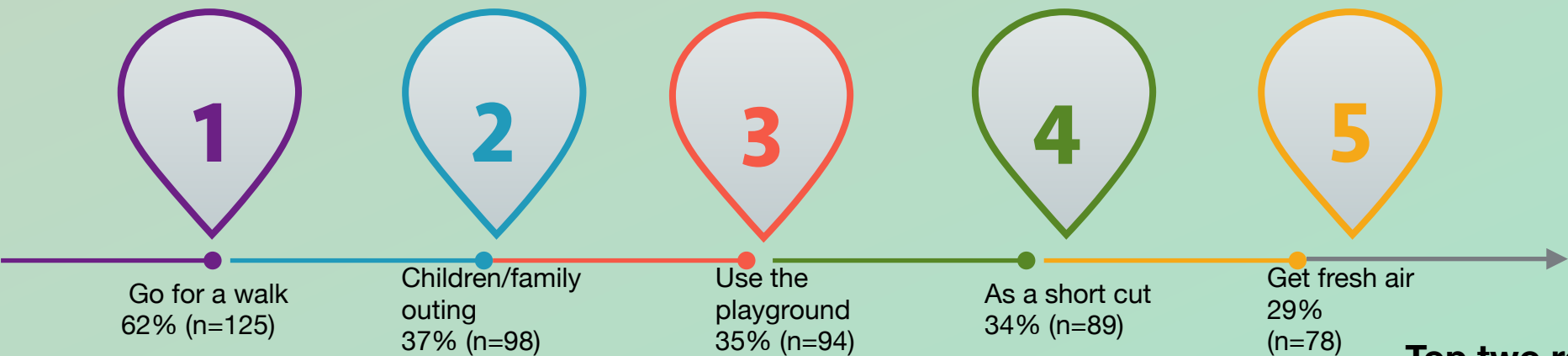
## How do you normally travel to the ground?



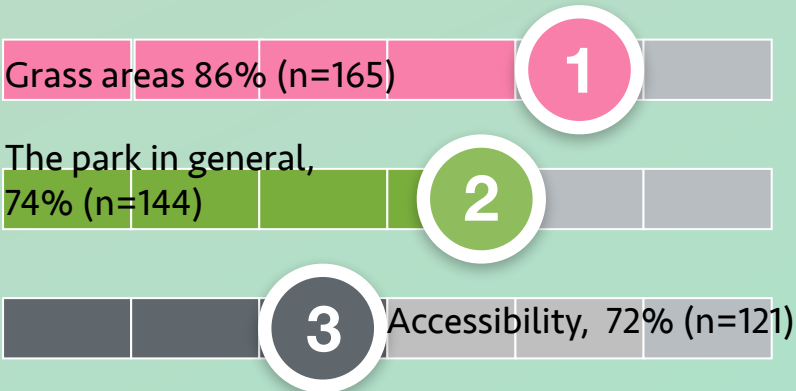
## Top three negatively rated aspects of the ground

1. Lack of toilets, 79% (n=281)
2. Range of visitor facilities/park security, 22% (n=177)
3. Flower/shrub displays, 20% (n=92)

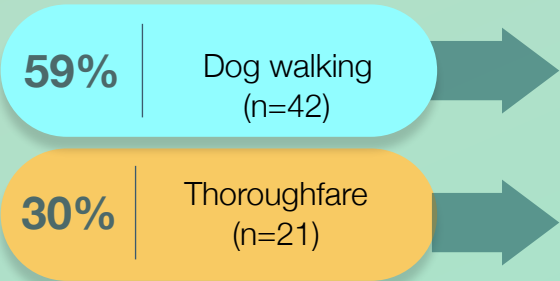
## Why do you visit the ground? Top five responses given out of the twenty-two options



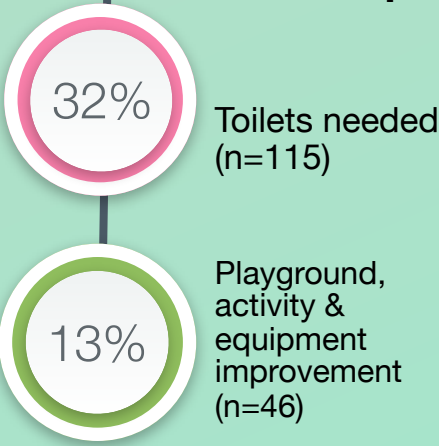
## Top three positively rated aspects of the ground



## Other reasons for visiting the ground...



## Top two reasons for ticking poor







# Objectives & methodology

## Gibraltar Recreation Ground Survey

Your views wanted! Please take part by...  
Friday, 8 November 2019

We are conducting this survey to ensure Gibraltar Recreation Grounds meets the needs of local residents, visitors and is developed in a sustainable way.

We want you to tell us how the grounds can be improved. Your feedback will contribute towards our management plan. Please take part by completing and submitting your survey via the link below

[www.epsom-ewell.gov.uk](http://www.epsom-ewell.gov.uk)



Gibraltar Recreation Ground consists of two halves, one being a park with a pavilion, bowls club and football/cricket pitches that is locked overnight, the other half is open 24 hours a day and has a well-developed playground, netball/tennis courts and an outdoor gym.

The survey was conducted by the Council on behalf of its Operations Management Team. The team is responsible for ensuring the park meets the needs of local residents, visitors and develops in a sustainable way.



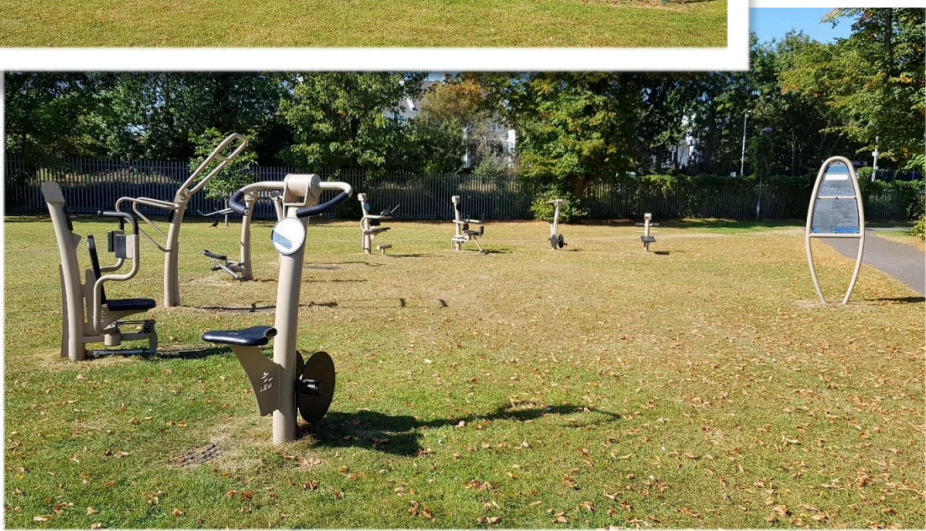


# Objectives & methodology

## **Questionnaire development:**

The questions were developed in liaison with the Head of Operational Services and the Patrol Ranger. Areas include:

- Frequency of visiting the park
- Method of travel to the park
- Reasons for visiting the park
- Opinions on various aspects of the park
- Improving visitor experience and encouraging more use of the park, or staying for longer



The figures in this report are calculated as a proportion of respondents who answered each question - excluding 'No Reply' or 'No Opinion' responses. Percentages in a particular chart might not always add up to 100% due to rounding, or because a respondent was allowed to give more than one answer to the question.



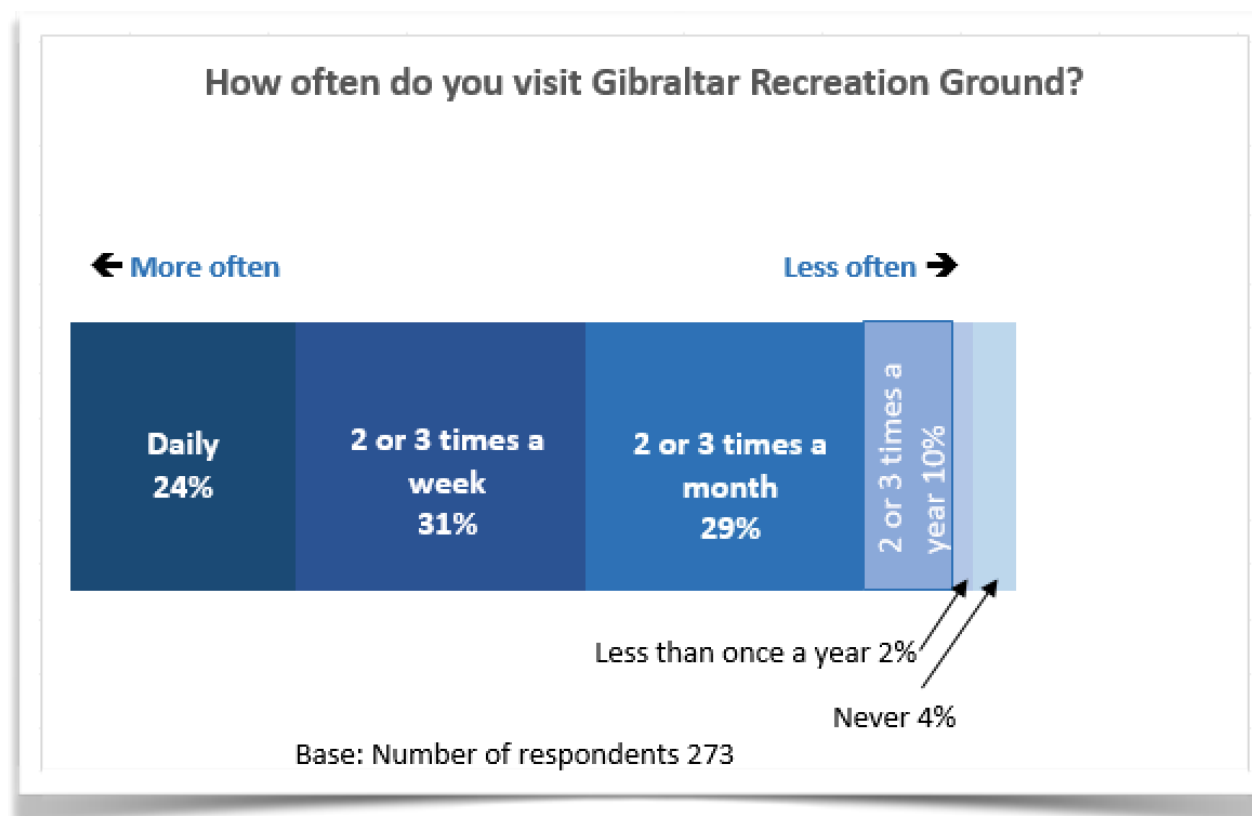


# Analysis of results

## Analysis of results:

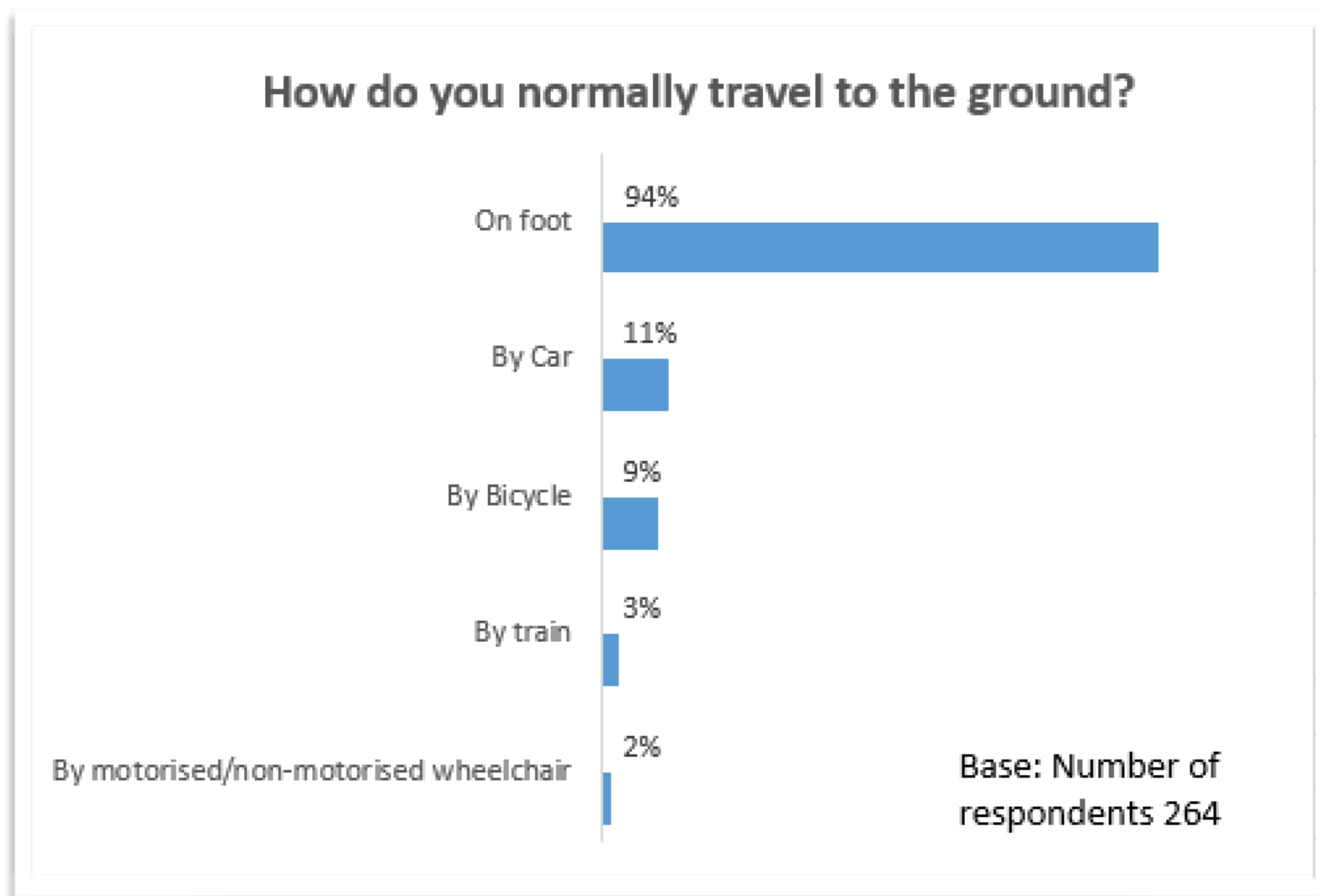
### Frequency of visiting Gibraltar Recreation Ground:

Over half the number of respondents (55%,  $n=149/273$ ) visit the ground multiple times a week. This comprises: 24% ( $n=65/273$ ) visiting daily and 31% ( $n=84/273$ ) visiting two or three times a week. A further 29% ( $n=80/273$ ) visit the ground two or three times a month and 10% ( $n=26/273$ ) visit the ground two or three times a year. Only 2% ( $n=6/273$ ) visit less than once a year and 4% ( $n=12/273$ ) said 'never'.



### Method of travelling to Gibraltar Recreation Ground:

Over nine in ten respondents travel to the ground on foot (94%,  $n=248/264$ ), whilst 11% ( $n=30/264$ ) travel by car, 9% ( $n=25/264$ ) by bicycle, 3% by train ( $n=8/264$ ) and 2% ( $n=4/264$ ) by wheelchair. None of the respondents said motorcycle/bus or coach.



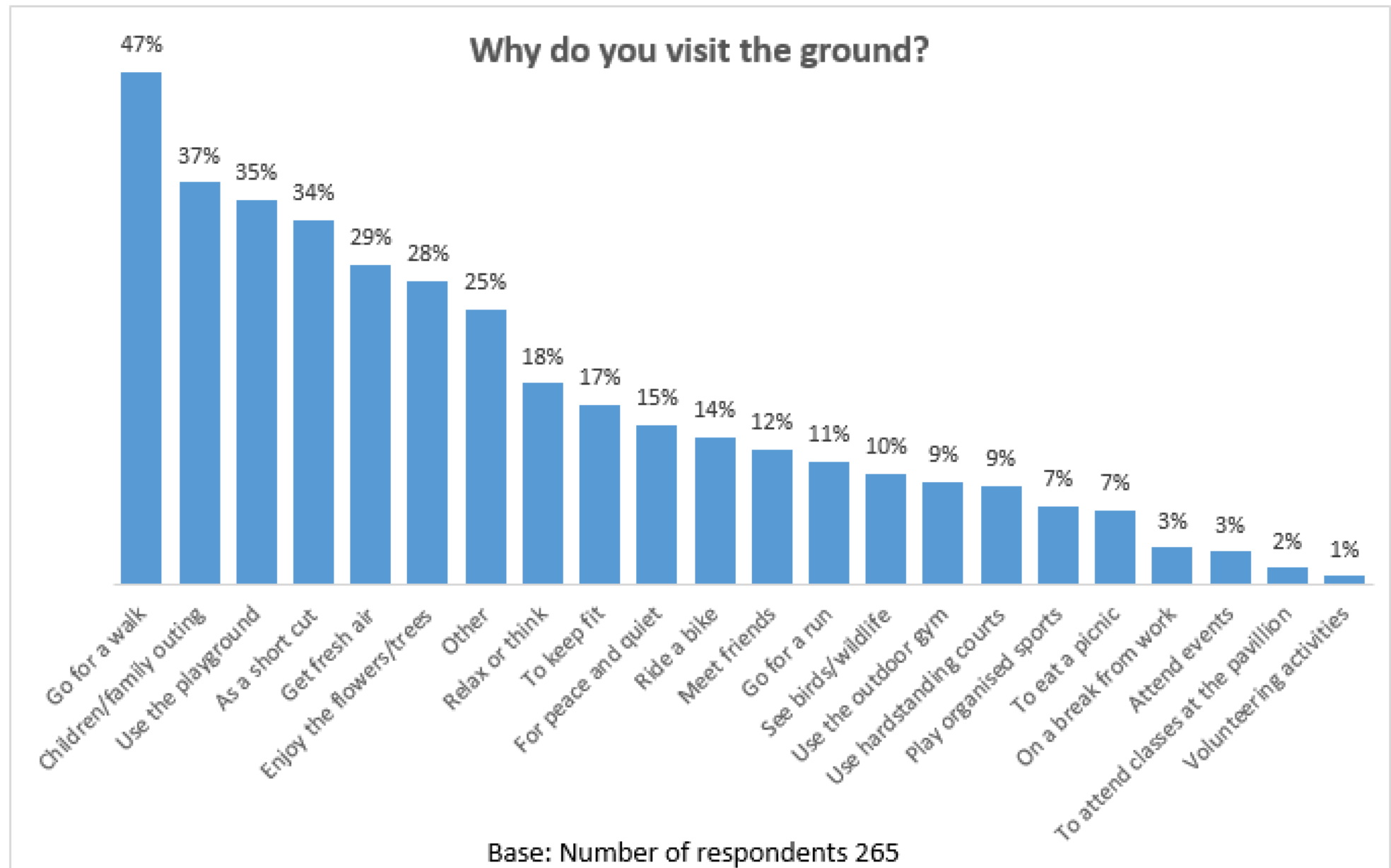




# Analysis of results

## Reasons for visiting Gibraltar Recreation Ground:

This section looks at the reasons for visiting the ground (respondents were asked to choose up to three reasons – hence the high number of responses). Overall, the most frequent reason for visiting the ground was to 'go for a walk' (47%, n=125/265). This was followed by 'children/family outing' (37%, n=98/265) and 'use the playground' (35%, n=94/265).



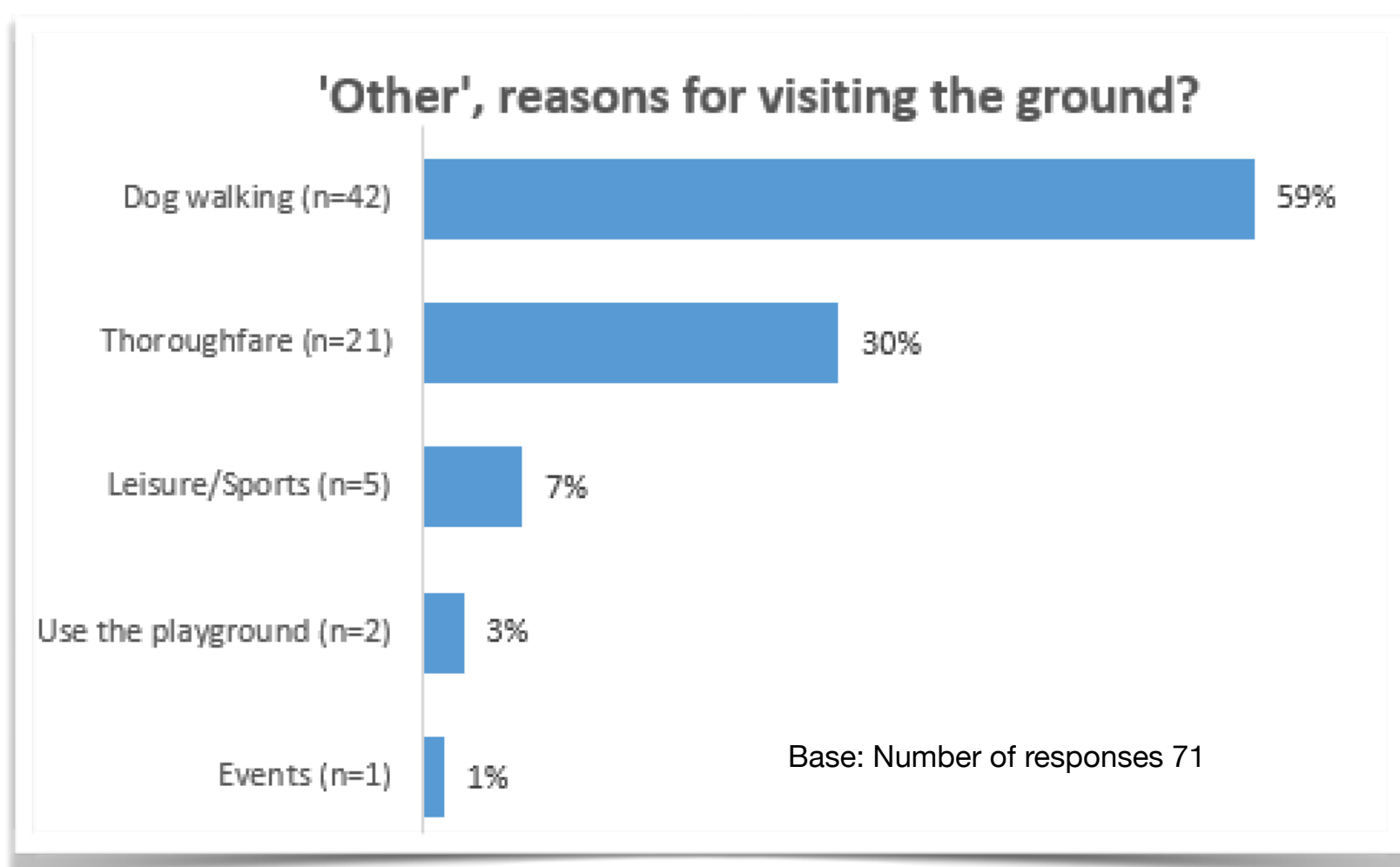
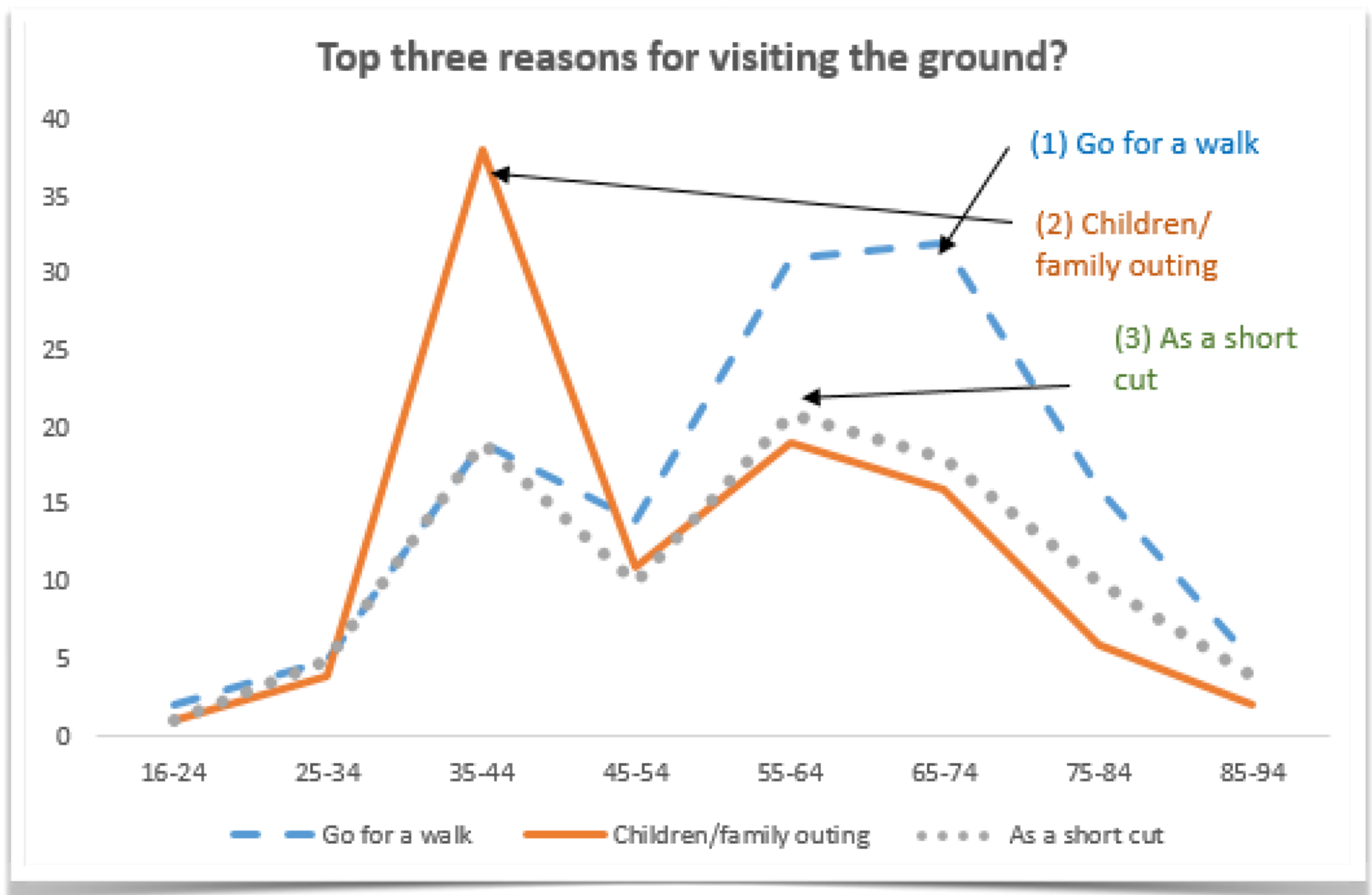
Looking at the age profile, all or most respondents between:

- 16-24yrs use the ground to 'enjoy the flowers/trees', 'go for a walk' or 'get fresh air' (100%, n=2/2)
- 25-34yrs use the ground 'as a short cut' or 'go for a walk' (38%, n=5/130) while others use it for 'children/family outing' (31%, n=4/13)
- 35-44yrs use 'the playground' (79%, n=41/52) while others use the ground for a 'children/family outing' (73%, n=38/52)
- 45-54yrs use the ground to 'go for a walk' or 'as a short cut' (38%, n=14/37)
- 55-64yrs use the ground to 'go for a walk' (50%, n=31/62)
- 65-74yrs use the ground to 'go for a walk' (63%, n=32/51)
- 75-84yrs use the ground to 'go for a walk' (50%, n=16/32)
- 85-94yrs use the ground to 'go for a walk' (46%, n=5/11).



# Analysis of results

The graph below illustrates the top three reasons for visiting the ground by age groupings:







# Analysis of results

Examples of 'Other', responses included below. Base: number of responses= 41

Theme:	Examples:
Dog walking	<ul style="list-style-type: none"><li>• Walk the dogs</li><li>• Dog walking.</li><li>• I walk the dog daily.</li></ul>
Thoroughfare	<ul style="list-style-type: none"><li>• To walk to the train station.</li><li>• Walk through to West Ewell Station.</li><li>• To reach the station</li></ul>
Leisure/sports	<ul style="list-style-type: none"><li>• We also use the tennis courts in the summer, which could do with more maintenance.</li><li>• My grandson loves photographing the birds and wildlife.</li><li>• Take my grandchildren to the playground, watch the cricket.</li></ul>

## Opinion of aspects of the park:

This section looks at peoples' opinions relating to various aspects of the park.

The top three positively rated aspects of the park were:

1. 'Grass areas' (86%, n=165/257)
2. 'The park in general' 74%, n=144/260)
3. 'Accessibility' (72%, n=121/245).

The top three negatively rated aspects of the park were:

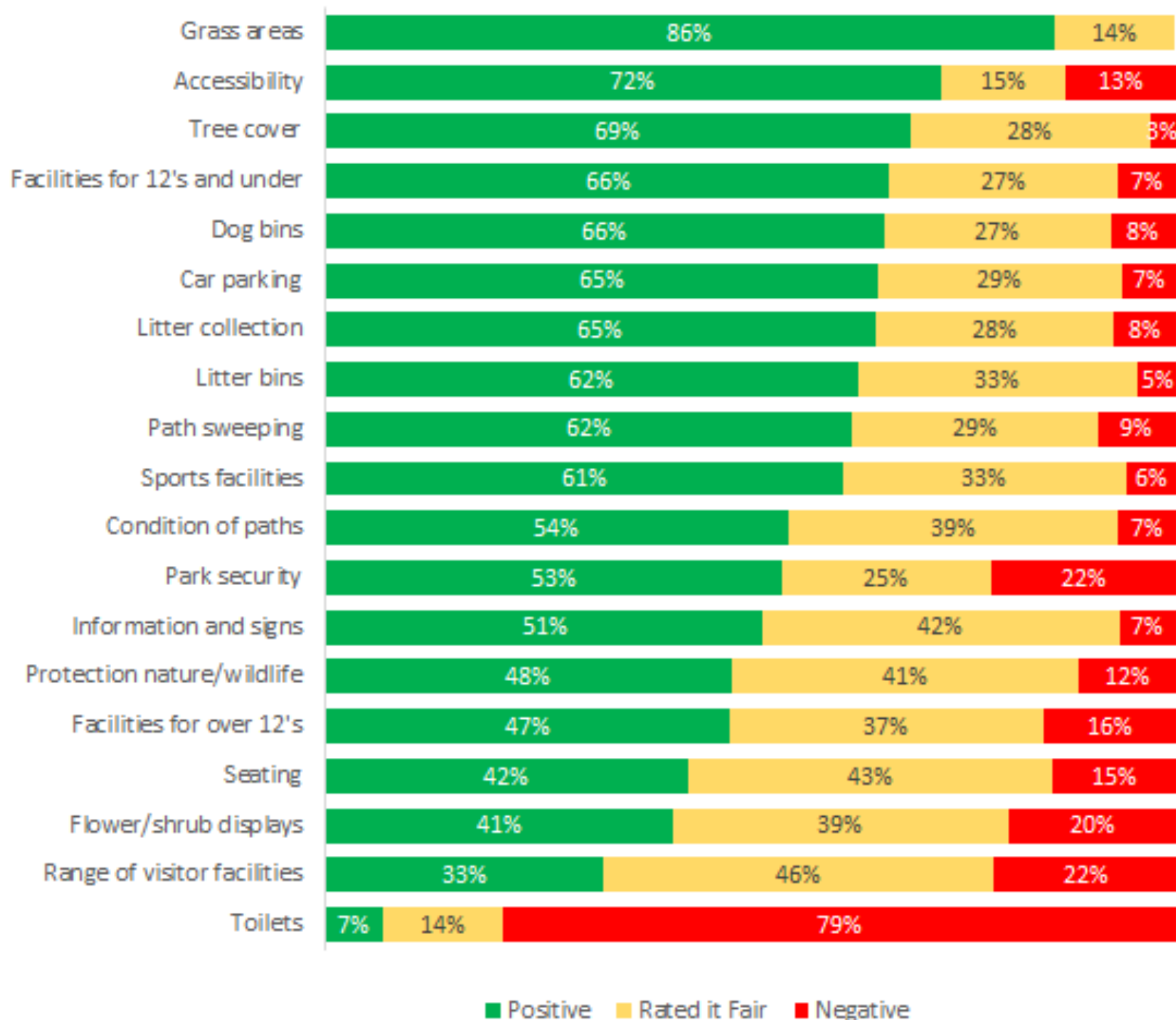
1. 'Toilets' [lack of] (79%, n=95/120)
2. 'Range of visitor facilities/park security respectively' (22%, n=47/218; 22%, n=31/202)
3. 'Flower/shrub displays' (20%% n=49/246).

Overall, 74% (n=192/260) of respondents rated 'the park in general' positively, 24% (n=62/260) rated the park fair and 2% (n=6/260) rated the park negatively.



# Analysis of results

## What is your opinion of the following relating to the ground?



## What is your opinion of the park in general?



Base: All respondents = 260



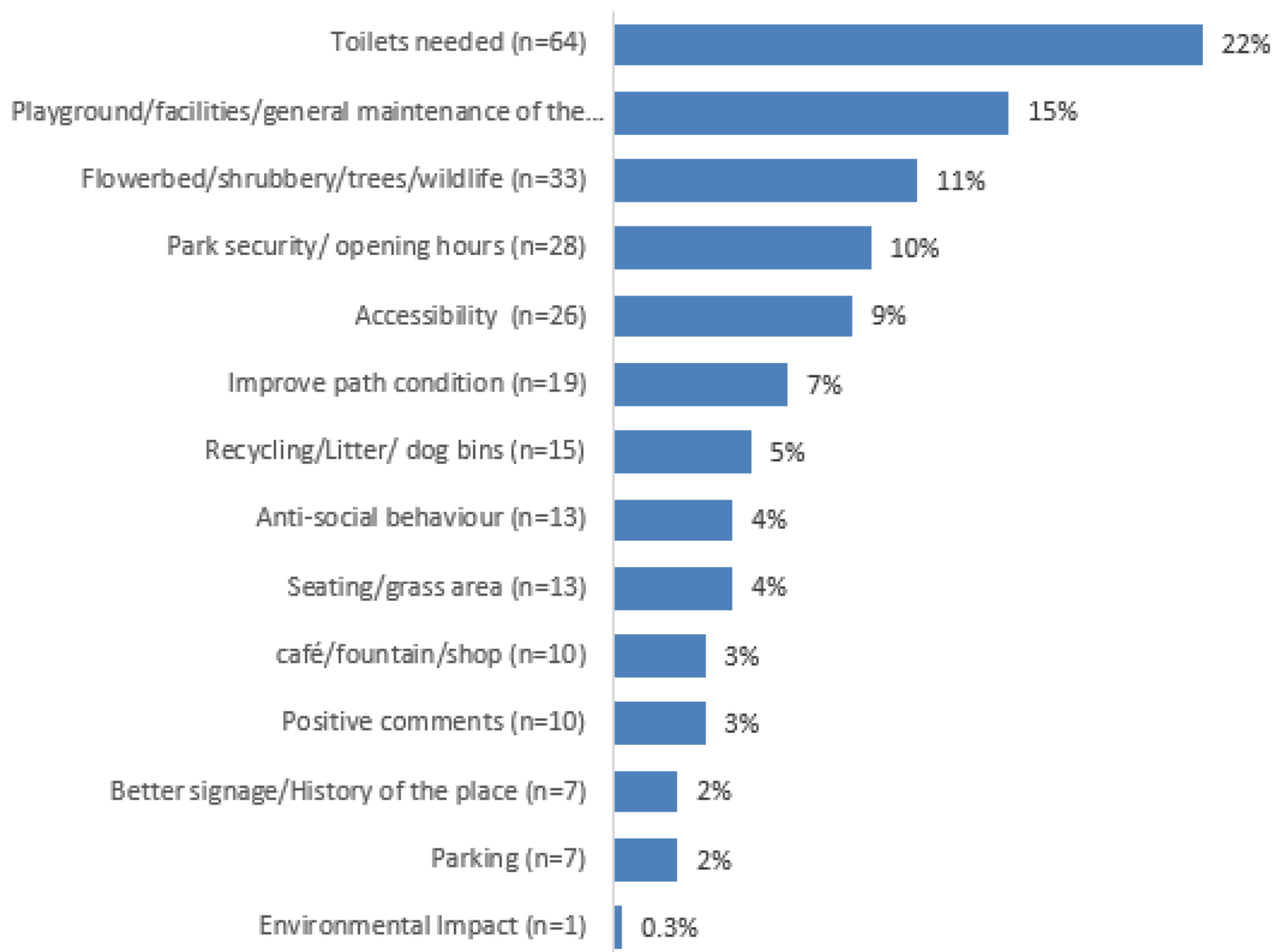


# Analysis of results

Respondents who gave a negative response to an opinion relating to an aspect of the ground were asked to provide reasons for their answer. The three most prevalent reasons were:

1. 'Toilets needed' (22%, n=64/289)
2. 'Playground/facilities/general maintenance of the park' (15%, n=43/289)
3. 'Flowerbed/shrubbery/trees/wildlife' (11%, n=33/289).

## If you ticked 'Poor' or 'Very Poor', on any of the options above, please give your reasons:



Base: Number of all responses 289



# Analysis of results

If you ticked 'Poor' or 'Very Poor' on any of the above options, please give your reasons below: (Base: All respondents 289)

Theme:	Examples:
Toilets needed	<ul style="list-style-type: none"><li>• Toilet facilities required.</li><li>• No toilets available for public.</li><li>• Toilets? I didn't realise there were toilets. Are they available? If so, perhaps better signposting would be useful.</li></ul>
Playground/facilities/general maintenance of the park	<ul style="list-style-type: none"><li>• Better play area, could be improved.</li><li>• The tennis and basketball courts could do with some attention. They are used, just not in great condition.</li><li>• Very little for the over 12's. My daughter is a keen roller-skater, she designed a small skating area for the park to encourage use for skaters, not for skateboards or BMX's though as this encourages use by young boys who do not leave space for younger children or girls! Netball markings, as well as basketball markings, and appropriate nets, build a beach in the summer! A lido!</li></ul>
Flowerbed/ shrubbery /tree improvements	<ul style="list-style-type: none"><li>• Trees - Need attention, dead boughs need removing. Path sweeping - Debris from the trees/bushes, etc., is often not cleared and looks a right mess.</li><li>• I am not aware of any flowerbeds.</li><li>• Some beds overgrown with weeds.</li></ul>
Park security/ opening hours	<ul style="list-style-type: none"><li>• The park has become a county line drug dealing venue for dealers travelling by train to Ewell West to supply and stock local dealers for local distribution and supply. Generally at the back of the bowling green area.</li><li>• The park could do with a revamp - better lightening and court maintenance.</li><li>• Security - young people congregate at the covered seating area (at the outdoor gym/adventure playground) and smoke cannabis. The Police should be patrolling. Also, sometimes abandoned Sainsbury's trolleys are discarded there. Often one of the streetlights on the dog walk is out. Every year I report them.</li></ul>
Accessibility	<ul style="list-style-type: none"><li>• Access from Chessington Rd/Ewell West station is poor if you have accessibility challenges or a push chair</li><li>• Access between Ewell West and Gibraltar Rec is only by narrow steps, frequently pushchairs and bicycles are carried up and down the steps - this avoids a 15-20 minute detour around the middle of Ewell. A ramp is desperately needed here, and there appears to be unused ground on which to build one.</li></ul>





# Analysis of results

Theme:	Examples:
Improve path condition	<ul style="list-style-type: none"><li>• The path needs cutting and clearing right back as very scary.</li><li>• Paths can be uneven and not swept.</li><li>• The path from West Street to the park is dark and the tarmac is in need of repair.</li></ul>
Recycling/Litter/ dog bins	<ul style="list-style-type: none"><li>• Litter bin emptying can be a problem, parking has been a problem but the new 4 hour limit has improved things.</li><li>• The litter bins by the clubhouse are locked up.</li><li>• The area in general suffers from litter and very little seems to be done to improve this situation. This not only involves Gibraltar Recreation but Ewell and Epsom in general. Introduction of heavy fines should be considered and implemented.</li><li>• Dog bins - none provided.</li><li>• Dog bins have been removed in favour of joint litter/dog bins.</li></ul>
Anti-social behaviour	<ul style="list-style-type: none"><li>• The major issue with the ground is security, especially coming back from work around 18.30 or 19.00 as it can be dark already and there is not enough lightning. I never feel safe to come home. The ground is also not always very clean, with lots of rubbish on the floor, especially the stairs going to the station. There are very often young people smoking weed, which is embarrassing and again, accentuates how dodgy the ground can be perceived. I have also been present several times in the ground when teenagers use their motorbikes to race on the ground and cross the grass diagonally. This is extremely dangerous and should be addressed.</li><li>• Unfortunately, visitors (mainly children?) gather and drop litter. They don't always behave very well, could do with more security.</li><li>• I don't ever see any park security and it would be good for some of the after school and weekend periods when older children frequent the smaller children's playground. They can be quite intimidating and often use bad language.</li></ul>



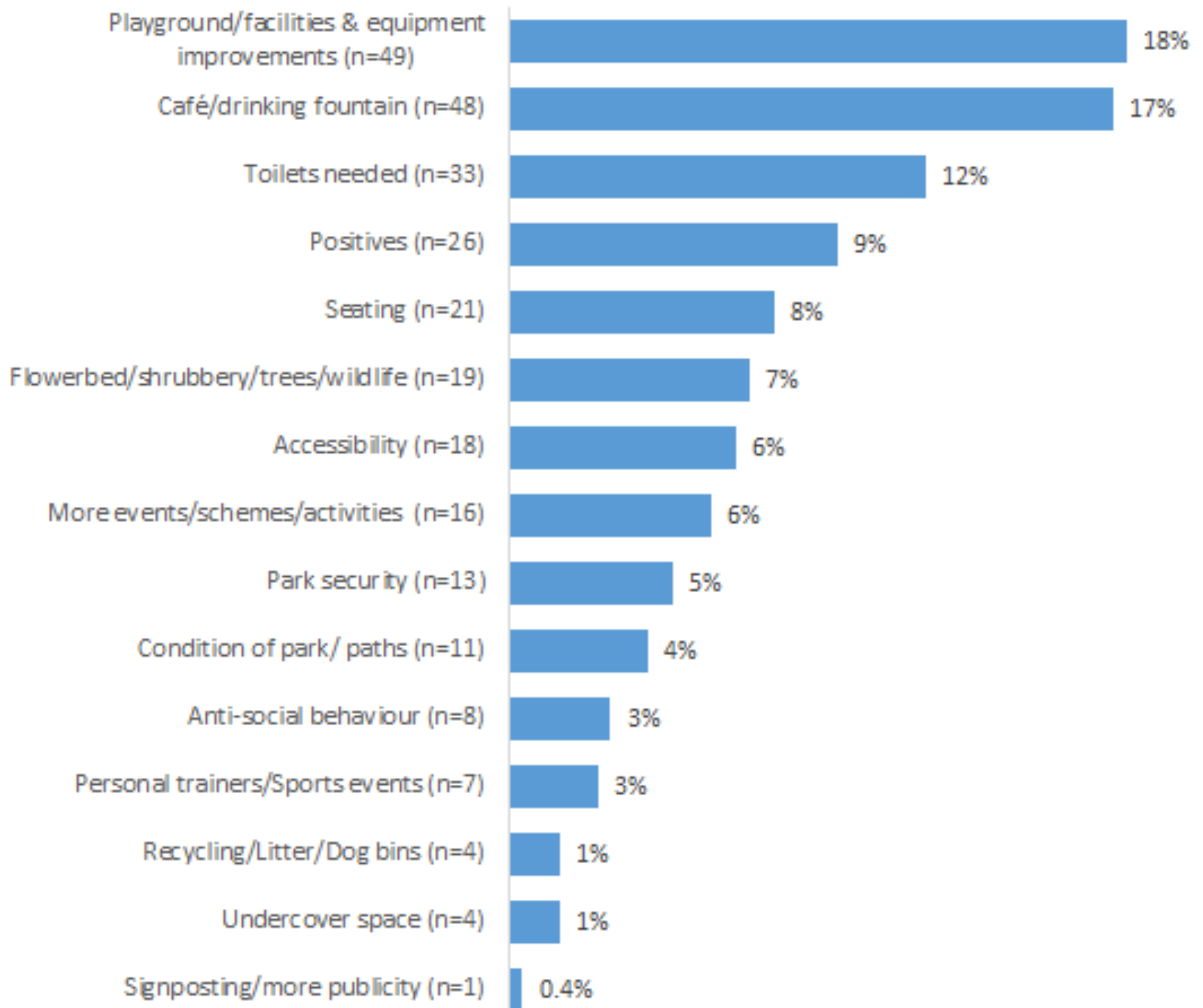
# Analysis of results

Theme:	Examples:
Seating	<ul style="list-style-type: none"><li>• As a 92 year old it would be nice to have a seat outside the children's play area. Walking through from the station can be a drag.</li><li>• Not enough seating to sit and enjoy the park</li><li>• There is no seating around the tennis courts</li></ul>
café/fountain/shop	<ul style="list-style-type: none"><li>• I think they would benefit from a coffee/ice cream shop, open during the day and early evenings, especially the summer months.</li><li>• I think a cafe would be great and useful for the station users too? If you compare it to Cheam Park, there is no comparison. No cafe, no parents!</li><li>• Drinking water fountain?</li><li>• A small shop.</li></ul>
Positive comments	<ul style="list-style-type: none"><li>• An absolutely lovely ground but can be planned better.</li><li>• The park is great so not applicable.</li><li>• We love this park but it definitely needs a bit of TLC</li></ul>
Better signage/History of the place	<ul style="list-style-type: none"><li>• Have ticked very poor for toilets as although living near the park for 22 years didn't know there were toilets! Never seen any signs! Where are they?</li><li>• I didn't realise there were toilets. Are they available? If so, perhaps better signposting would be useful.</li><li>• . Improved visitor facilities to include a reception area, history of the area.</li><li>• Would be nice to see more information on the local area - old pictures, history, etc.</li></ul>
Parking	<ul style="list-style-type: none"><li>• Car parking - Could make more spaces to help get these cars away from the streets.</li><li>• Does not seem to be adequate space for car parking.</li><li>• I don't know where the parking is for the park other than on the main road.</li></ul>



# Analysis of results

## Can you think of one thing that would encourage you to use the ground more often or stay for longer?







# Conclusion

## Conclusion:

The results of the survey show that people visit the park on a regular basis – with over half the number of respondents (55%, n=149/273) visiting the park multiple times a week. Over nine in ten respondents said they travel to the park on foot (94%, n=248/264).

Overall, the most frequent reason for visiting the park was to 'go for a walk' (47%, n=125/265). This was followed by 'children/family outing' (37%, n=98/265) and to 'use the playground' (35%, n=94/265).

An age breakdown shows that those respondents aged 16-24 use the ground to 'enjoy the flowers/trees', 'go for a walk' or 'get fresh air' (100%, n=2/2), those aged 25-34 use the ground 'as a short cut' or 'go for a walk' (38%, n=5/13) while others use it for 'children/family outing' (31%, n=4/13). The 35-44yrs use 'the playground' (79%, n=41/52) while others use the ground for a 'children/family outing' (73%, n=38/52). The 45-54yrs use the ground to 'go for a walk' or 'as a short cut' (38%, n=14/37). The remaining age groups 55-64 (50%, n=31/62); 65-74 (63%, n=32/51); 75-84 (50%, n=16/32) and 85-94 (46%, n=5/11) use the ground to 'go for a walk'.

The top three positively rated aspects of the park were: 'Grass areas' (86%, n=165/257), 'The park in general' 74%, n=144/260) and 'Accessibility (72%, n=121/245).

The top three negatively rated aspects of the park were: 'Toilets' [lack of] (79%, n=95/120), 'Range of visitor facilities/park security respectively (22%, n=47/218; 22%, n=31/202) and 'Flower/shrub displays (20%, n=49/246).

When asking respondents to provide reasons for scoring any aspect of the park 'poor' or 'very poor', a number of respondents cited the lack of toilet facilities – with some people saying they have to leave early because of this (22%, n=64/289).

The most popular suggestion to encourage people to use the park more often or to stay for longer was the need for playground, facilities, equipment maintenance (18%, n=49/278).

Overall, 74% (n=192/257) visitor responses rated 'the park in general' positive with a few developmental areas identified.