

LONG GROVE RECREATION GROUND VISITOR SURVEY 2018

Date

November

2018

01 OCTOBER

Date sent to respondents

19 OCTOBER

Deadline

310

Responses received

Please contact Adama Roberts or Craig Salmon in the Policy, Performance & Governance Team should you require more information on the Long Ground Recreation Ground Survey Report 2018

Email: contactus@epsom-ewell.gov.uk



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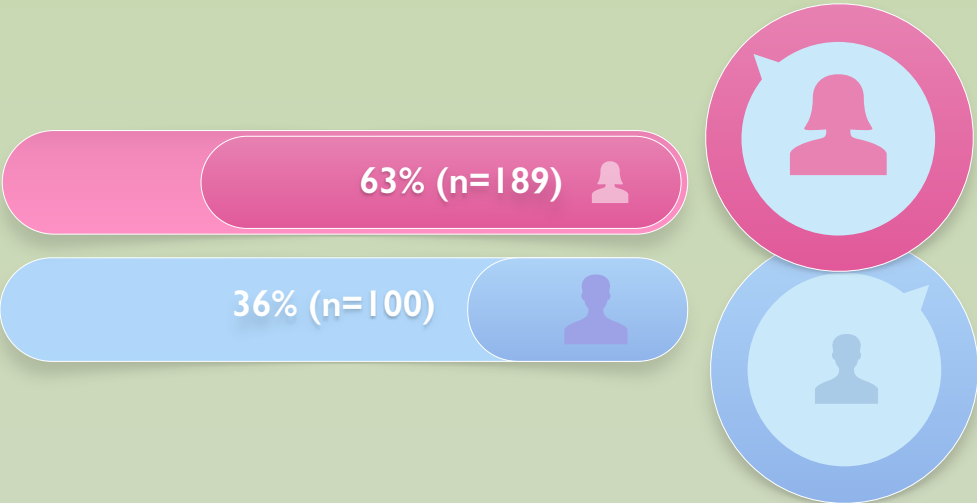
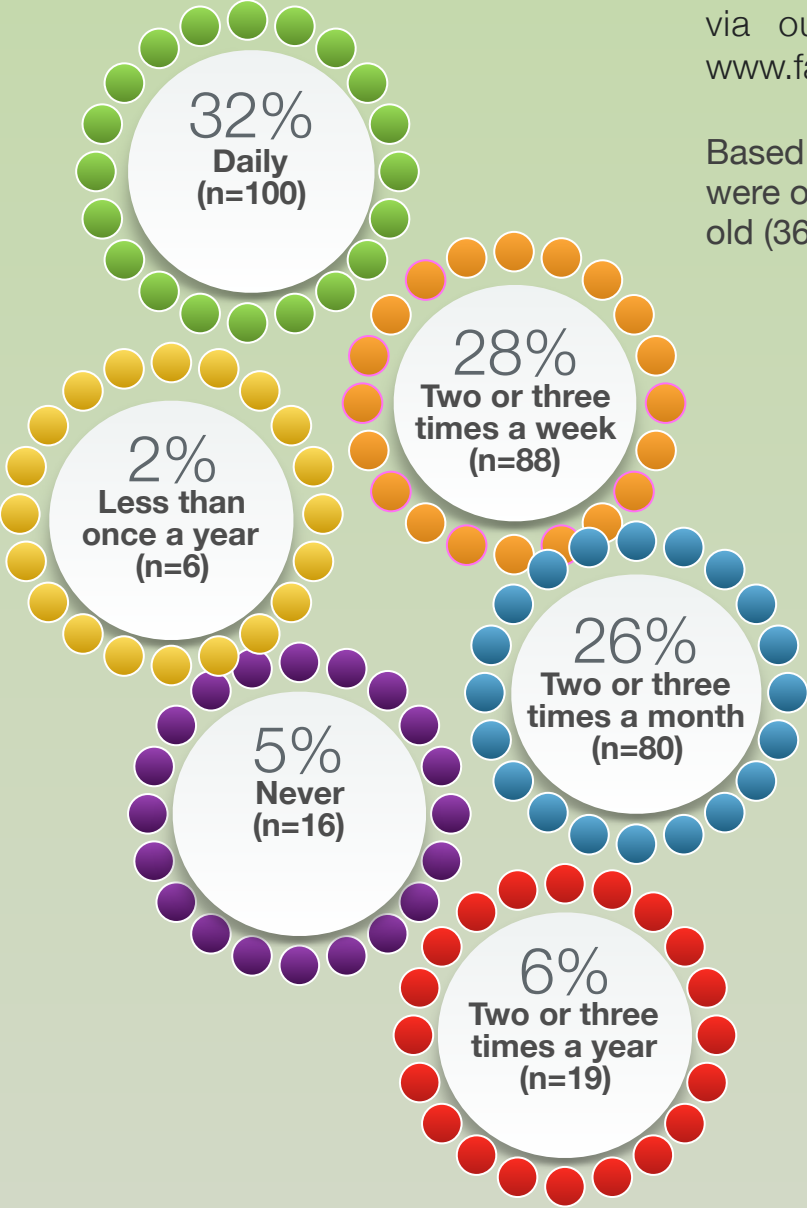
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Summary of main findings

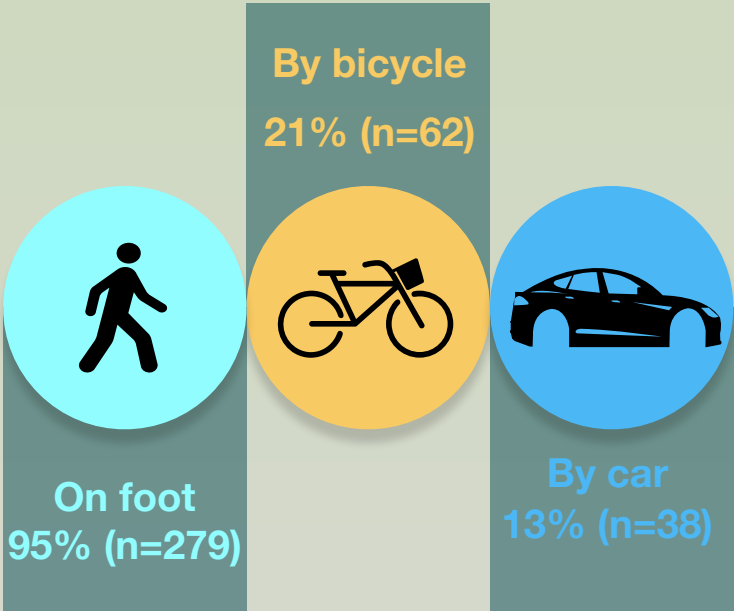
The survey ran from 01 October to 19 October 2018. It was available online and in paper format. In total, 310 responses were received; 73% were paper based (n=225) and 27% were submitted online (n=85). It was sent to properties within the area and postcard-size flyers were distributed to: Bourne Hall; Town Hall; Ebbisham Centre, Southfield Park Primary School and Cherry Field Nursery School. The survey was also published on our website and via our social media platforms ie Twitter: @EpsomEwellBC and on Facebook: www.facebook.com/EpsomEwellBC and circulated to councillors.

Based on age groupings: 73% (n=219/302) were under 55 years old and 27% (n=83/302) were over 55 years old. The largest portion of respondents were between 35yrs and 44yrs old (36%, n=110/302). Seven in ten respondents rated the park positively (70%, n=202)

How often do you visit Long Grove Recreation Ground?

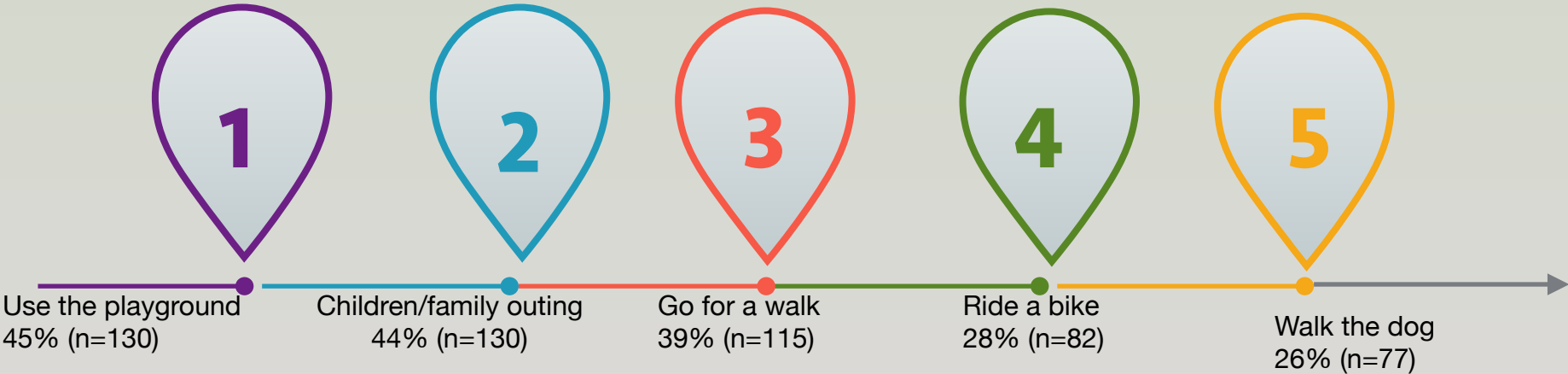


How do you normally travel to the park?

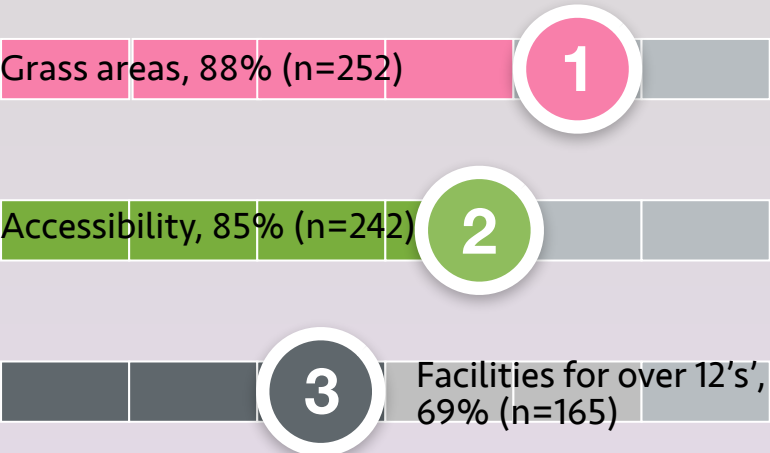


Why do you visit the park? Top five responses provided

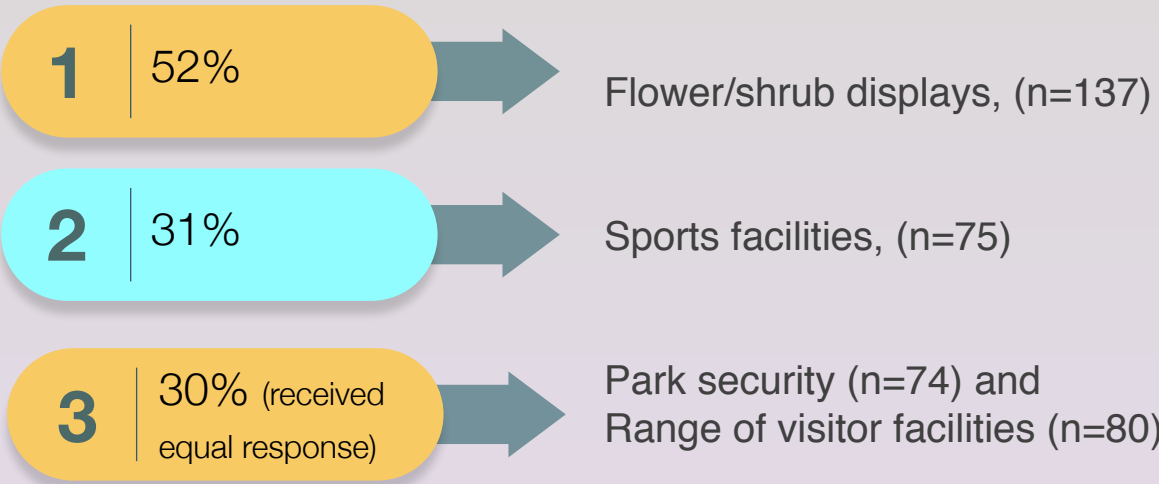
Respondents ticked all that applied



Top three positively rated aspects of the park



Top three negatively rated aspects of the park?





Objectives & methodology



Long Grove Recreation Ground Survey

Your views wanted! Please take part by...
Friday, 19 October 2018

Epsom & Ewell Borough Council is conducting a survey to ensure Long Grove Recreation Ground meets the needs of local residents, visitors and is developed in a sustainable way.

We want you to tell us how the park can be made even better by visiting our website via the link below and take part.

www.epsom-ewell.gov.uk

Objectives and methodology:

Long Grove Recreation Ground is situated in Court ward Epsom. Long Grove Recreation Ground has a skate park designed and built by Wheelscapes in 2013. This has recently been extended to include a beginner's section which has proven quite popular with skaters. The park is dog-friendly and has an established playground area.

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

Questionnaire development:

The questions were developed in liaison with the Streetcare Manager and Patrol Ranger. Areas include:

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

Methodology:

- The survey ran from 01 October to 19 October 2018 - a period of three weeks. The survey was available in paper and electronic formats:
 - 1,200 paper surveys were distributed to properties in surrounding residential roads. 1,000 postcard-size flyers were distributed to:
 - Town Hall
 - Bourne Hall
 - Ebbisham Centre
 - Southfield Park Primary School, and
 - Cherry Field Nursery School
 - The electronic version was featured on:
 - The Council's main webpage: <https://www.epsom-ewell.gov.uk/>
 - Twitter: @EpsomEwellBC, and
 - circulated to councillors.



Of the 1,200 paper copies distributed, 225 were returned - resulting in a paper-copy response rate of 19%

In total, 310 survey responses were received; of which 225 were paper based (73%, n=225/310) and 85 were online submissions (27%, n=85/310). Of the 1,200 paper copies distributed, 225 were returned - resulting in a paper-copy response rate of 19% (n=225/1,200).

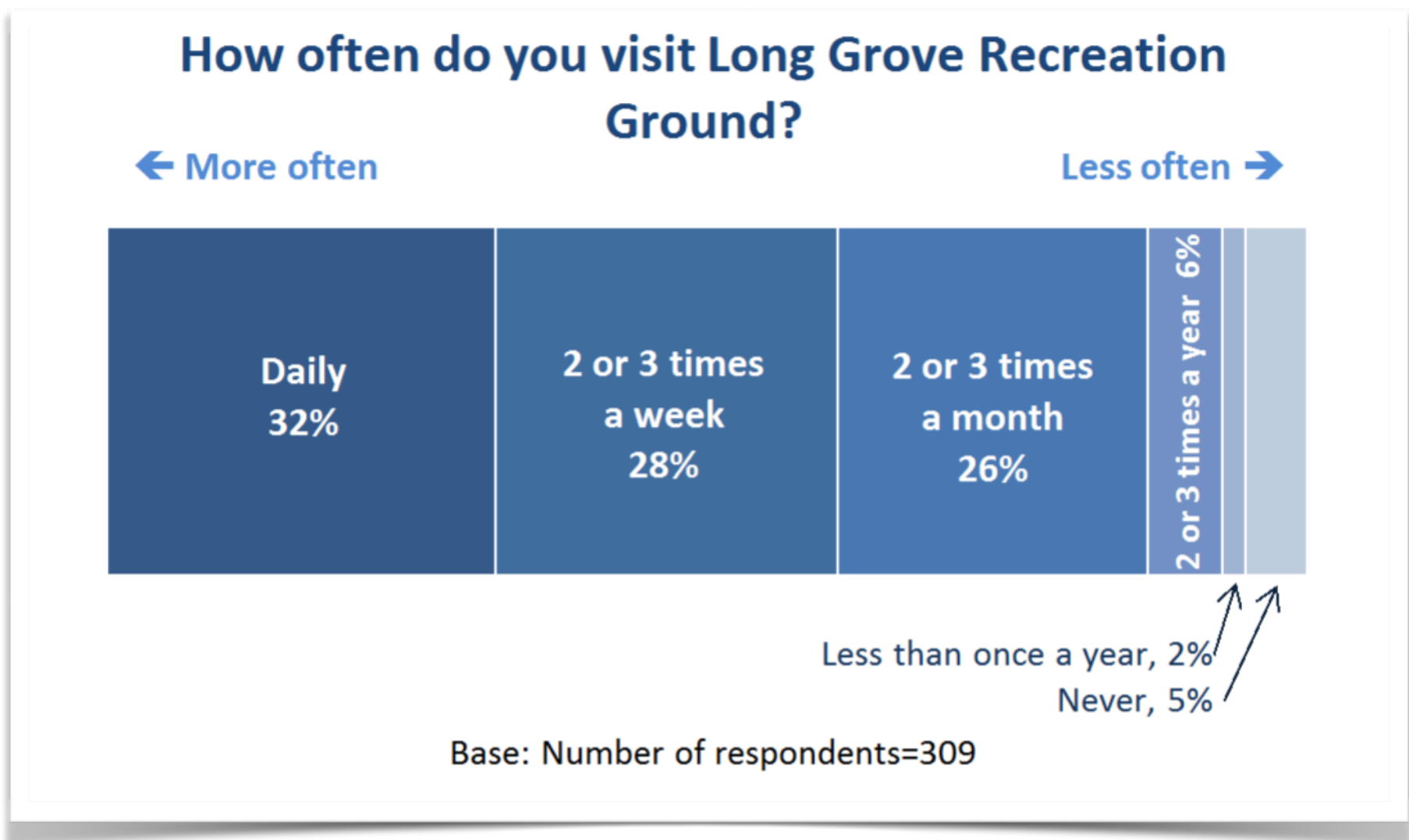
The figures in this report are calculated as a proportion of respondents who answered each question – excluding 'No Reply' or 'No Opinion' responses. Percentages in a particular chart might not always add up to 100% due to rounding, or because a respondent was allowed to give more than one answer to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



Analysis of results

Frequency of visiting Long Grove Recreation Ground:

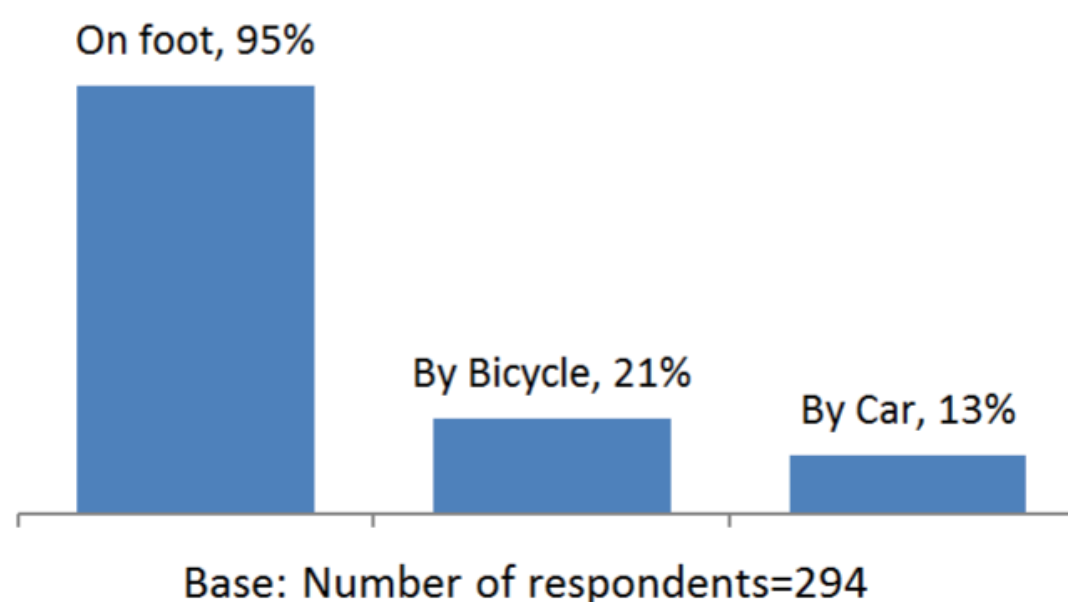
Over six in ten respondents (61%, n=188/309) visit the grounds multiple times a week. This comprises: 32% (n=100/309) visiting daily and 28% (n=88/309) visiting two or three times a week. A further 26% (n=80/309) visit the grounds two or three times a month and 6% (n=19/309) visit the grounds two or three times a year. Only 2% (n=6/309) visit less than once a year and 5% (n=16/309) said 'never'.



Method of travelling to Long Grove Recreation Ground:

Over nine in ten respondents travel to the grounds on foot (95%, n=279/294), whilst 21% (n=62/294) travel by bicycle and 13% (n=38/294) by car. No respondents said bus/coach, train, motorcycle, or wheelchair.

How do you normally travel to the grounds?



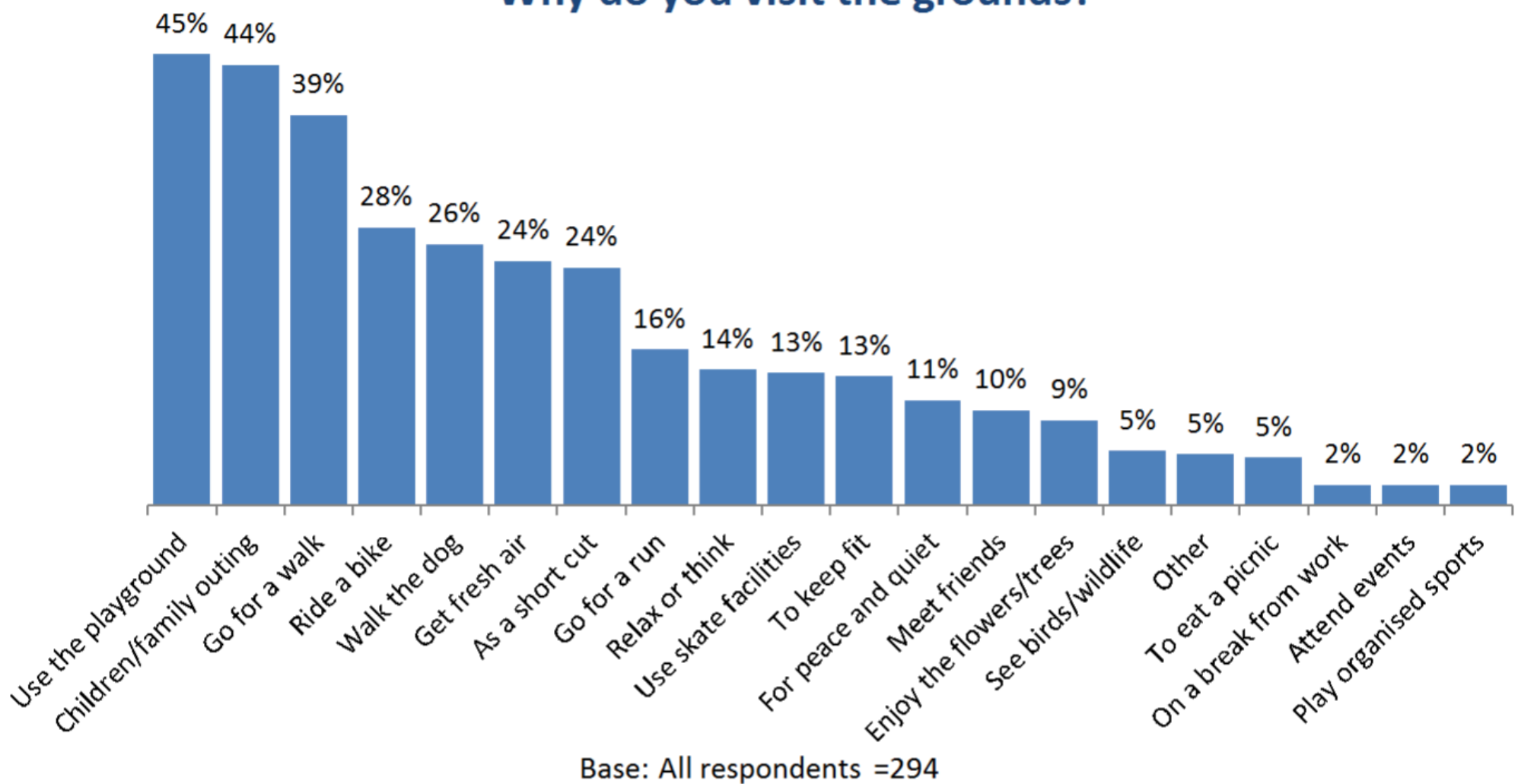


Analysis of results

Reasons for visiting Long Grove Recreation Ground:

This section looks at the reasons for visiting the grounds (respondents were asked to choose up to three reasons – hence the high number of responses). Overall, the most frequent reason for visiting the grounds was 'Use the playground' (45%, n=133/294). This was followed by 'Children/family outing' (44%, n=130/294) and 'Go for a walk' (39%, n=115/294).

Why do you visit the grounds?



Looking at the age profile, most respondents between:

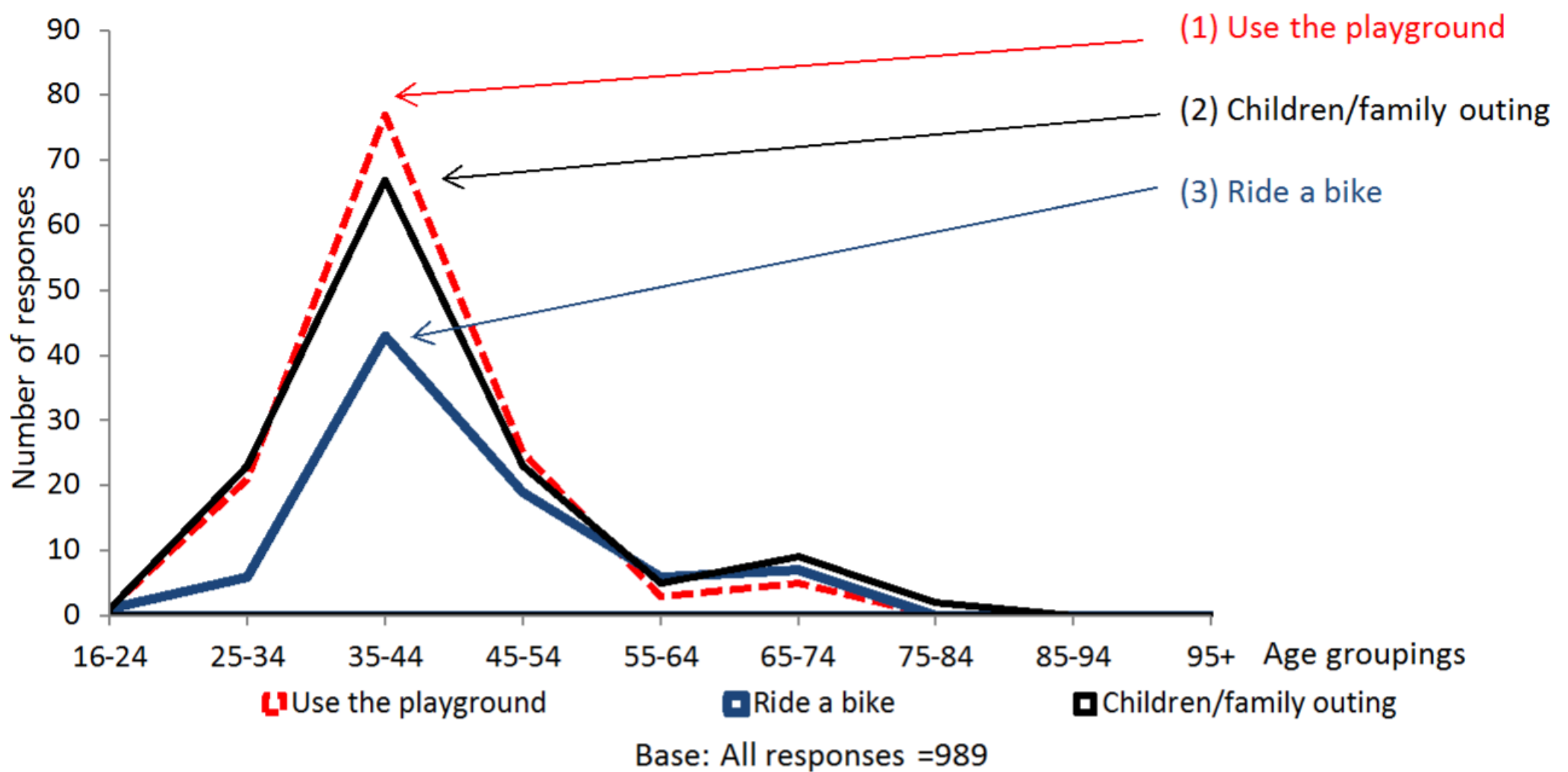
- 16-24yrs use the grounds to 'use skate facilities' (15%, n=4/26)
- 25-34yrs use the grounds for 'children/family outing' (17%, n=23/130)
- 35-44yrs use the grounds to 'use the playground' (19%, n=77/395)
- 45-54yrs use the grounds to 'go for a walk' (14%, n=30/216)
- 55-64yrs use the grounds to 'walk the dog' (15%, n=12/81)
- 65-74yrs use the grounds to 'go for a walk' (18%, n=21/120)
- 75-84yrs use the grounds 'for peace and quiet' (6%, n=2/31).



Analysis of results

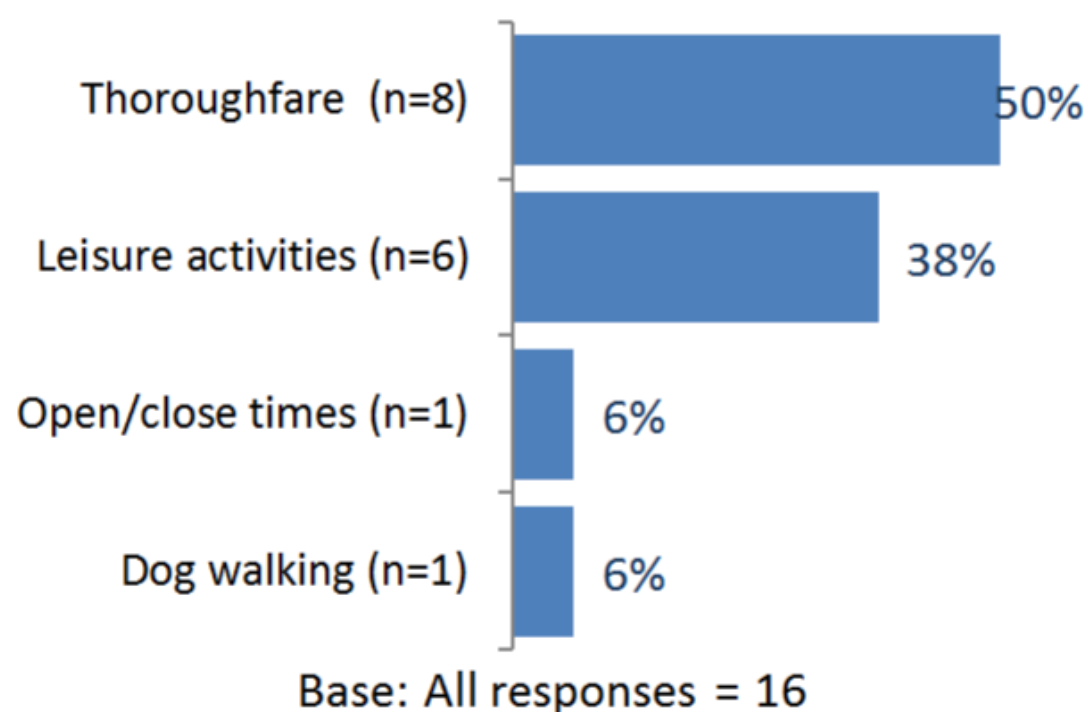
The graph below illustrates the top three reasons for visiting the grounds by age groupings:

Top 3 reasons for visiting the grounds by age grouping



'Other' reasons for visiting the grounds include:

'Other' reasons for visiting the park





Analysis of results

Examples of 'Other' responses for visiting Long Grove Recreation Ground include:

If Other, please specify: (Base: All responses=16)	
Theme:	Examples:
1. Thoroughfare	<ul style="list-style-type: none">• Commuting to/from work• Walk through for school runs• Passage towards town.
2. Leisure activities	<ul style="list-style-type: none">• Football after school. Occasional park / scooter play• Use the playground equipment.
3. Open/close times	<ul style="list-style-type: none">• Sometimes not open.
4. Dog walking	<ul style="list-style-type: none">• To walk the dog.

Opinion of aspects of the grounds:

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

The top three positively rated aspects of the grounds were:

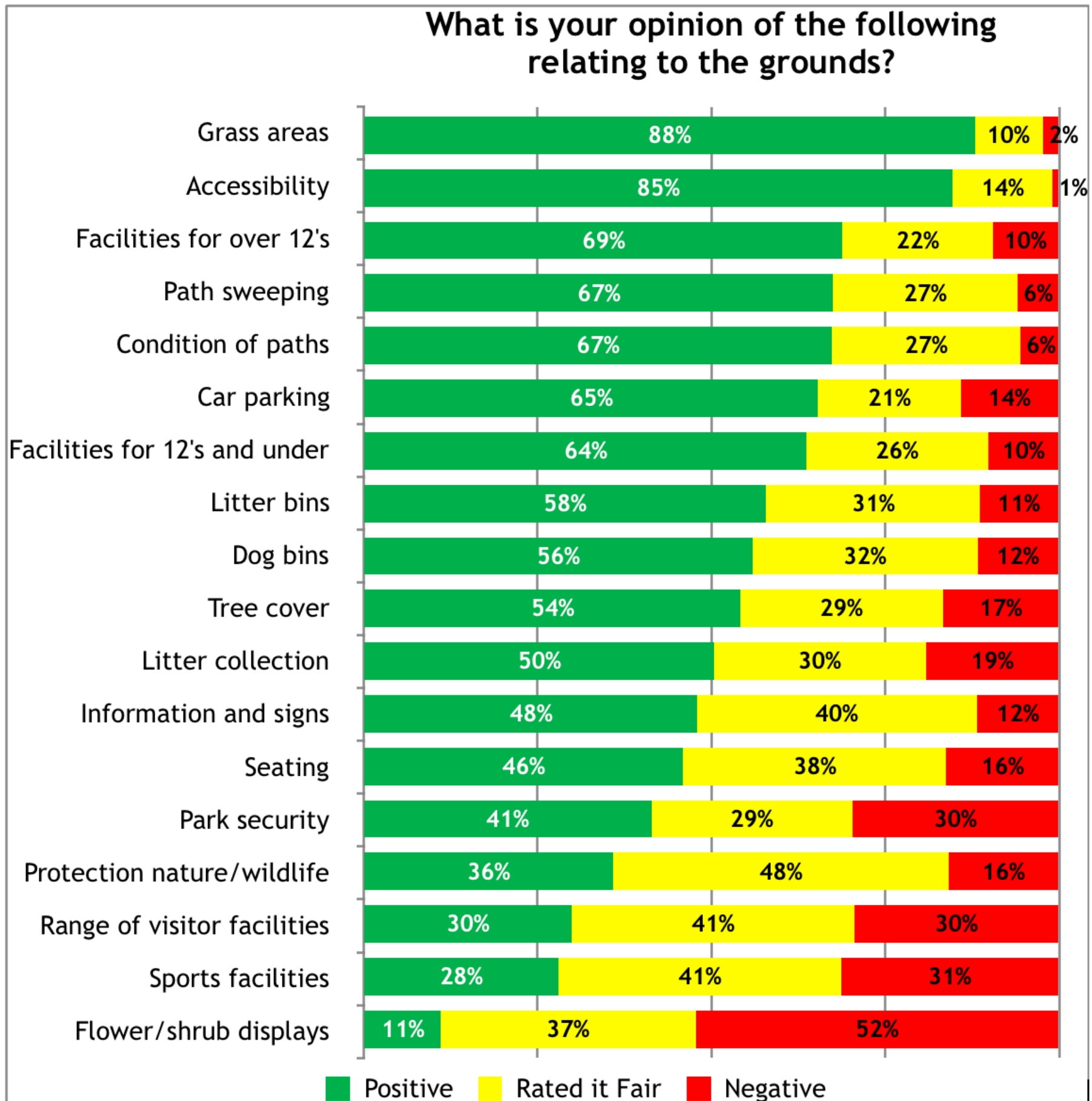
1. 'Grass areas' (88%, n=252/288)
2. 'Accessibility' (85%, n=242/286)
3. 'Facilities for over 12's' (69%, n=165/240).

The top three negatively rated aspects of the grounds were:

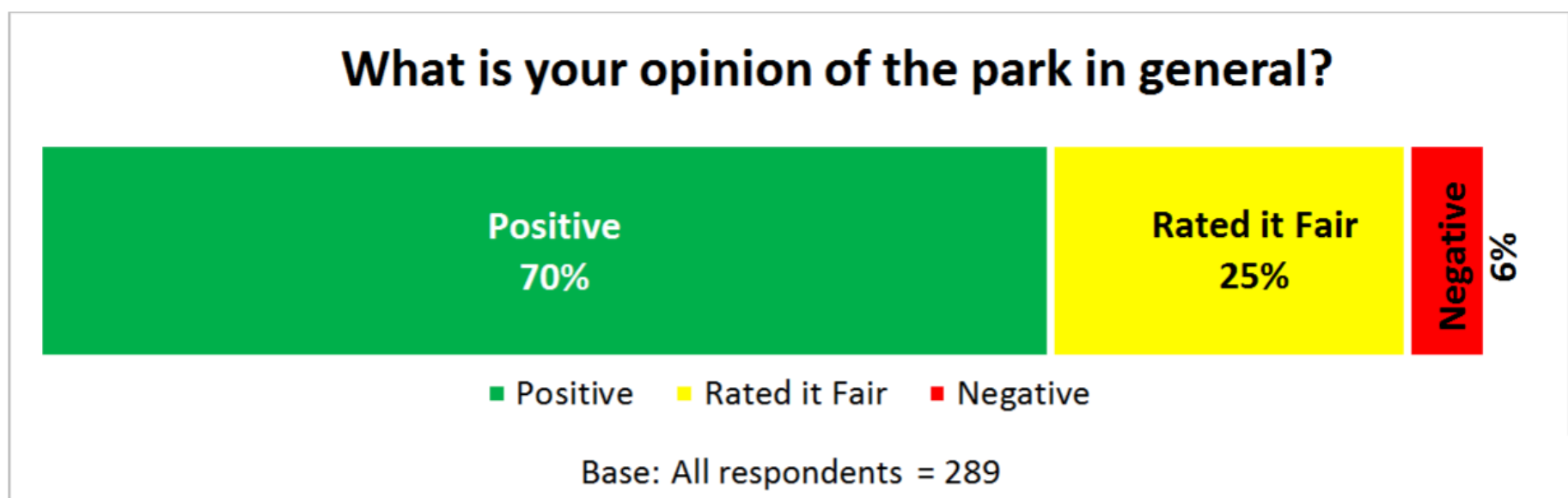
1. 'Flower/shrub displays' (52%, n=137/262)
2. 'Sports facilities' (31%, n=75/239)
3. Tie: 'Park security' (30%; n=74/249) and 'Range of visitor facilities' (30%, 80/271).



Analysis of results



Overall, 70% (n=202/289) of respondents rated 'the park in general' positively, 25% (n=71/289) rated the grounds fair and 6% (n=16/289) rated the grounds negatively.





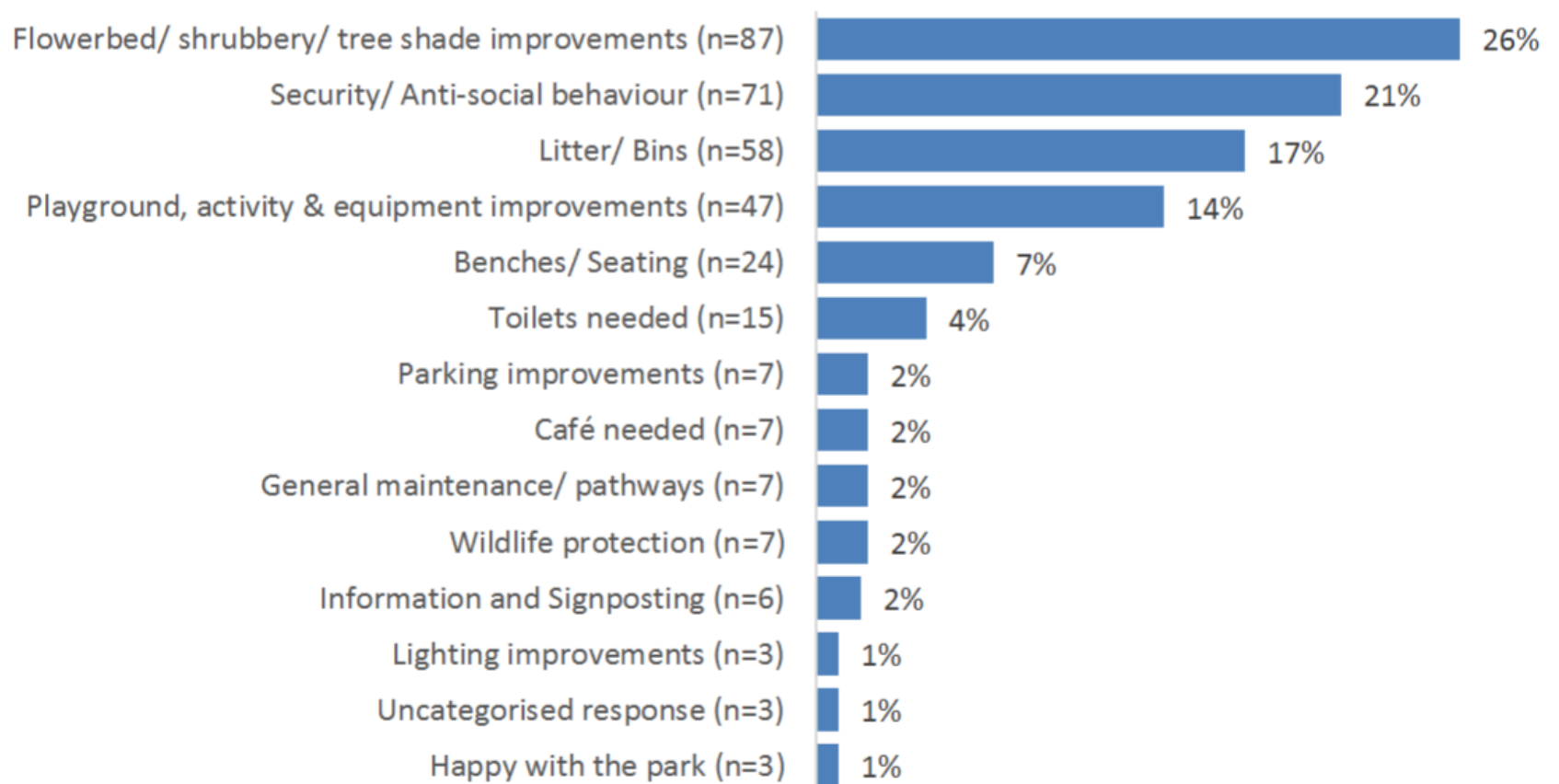
Analysis of results

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

1. 'Flowerbed/shrubbery/tree shade improvements' (26%, n=87/338)
2. 'Security/anti-social behaviour' (21%, n=71/338)
3. 'Litter/bins' (17%, n=58/338).

The table below illustrates additional reasons:

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



Base: All responses=338



Analysis of results

Examples of literal responses include:

If you ticked 'Poor' or 'Very Poor' on any of the above options, please give your reasons below: (Base: All responses=338)	
Theme:	Examples:
1. Flowerbed/ shrubbery/ tree shade improvements	<ul style="list-style-type: none">• There are no flowers or shrubs to enjoy, some of the grass area could be developed to allow for some bedded areas.• Trees in playground would provide shade on equipment in summer. We don't have any flower displays.• Very little in the way of flower displays except the daffodils in the spring. A wild flower area would be nice.• Lack of flowers and more established trees to add interest/shade in the summer.
2. Security/ Anti-social behaviour	<ul style="list-style-type: none">• Sometimes you can smell cannabis smoke in the playground from the skate park, very unpleasant with my 3 year old and 9 month old children.• Since the expansion of the skate park, the park is overrun with antisocial youth smoking marijuana, buying and selling drugs, drinking, littering and making noise. They intimidate kids on the way home from school and make the park an unpleasant place to visit.• The antisocial behaviour of those that use the skate park makes it feel quite threatening at times.• Park security is very poor.
3. Litter/ Bins	<ul style="list-style-type: none">• Since the skate park has been enlarged the litter has increased 100%.• Bins at the skate park often overflowing and litter/plastic bottles and rubbish everywhere. Often litter in the children's playground.• Need more litter bins. Litter needs collecting more.
4. Playground, activity & equipment improvements	<ul style="list-style-type: none">• Whilst the skate park has significant enhanced facilities for older children, the park for younger ones has had zero investment.• There are no facilities really for over 12's except skate park.• The playground could offer more for toddlers.• There are no sports facilities, e.g. outdoor gym.• Open air exercise facilities would be welcome for older people.
5. Benches/ Seating	<ul style="list-style-type: none">• Could do with more seating, especially around the skate park area.• Not many seats in the children's playground or shaded areas.• Very few seats.• Some picnic tables would be good.
6. Toilets needed	<ul style="list-style-type: none">• We need toilets.• Toilets (would be good for kids)• This park is in desperate need of toilet facilities.
7. Parking improvements	<ul style="list-style-type: none">• No specific car parking other than the school car park.• Car parking is very poor.• During school days parking is very poor in Long Grove Road.
8. Café needed	<ul style="list-style-type: none">• A cafe or cabin for refreshments open in nice weather would be great.• No café.
9. General maintenance/ pathways	<ul style="list-style-type: none">• Zip line is not working.• Condition of the paths - uneven, large cracks by the stake park.• Paths cracking badly in several places.
10. Wildlife protection	<ul style="list-style-type: none">• I see no evidence of any protected area for wildlife in the park.• No protection for wildlife, no area set aside.
11. Information and Signposting	<ul style="list-style-type: none">• Poor signage around the park.• Not many signs on opening times, etc.• Few signs around the park.
12. Lighting improvements	<ul style="list-style-type: none">• Could do with some lighting.• No lighting = very dangerous when walking back home.
13. Uncategorised response	<ul style="list-style-type: none">• It is not a 'park'.• Not much.
14. Happy with the park	<ul style="list-style-type: none">• The park is beautiful and well used and is fit for purpose, thank you for those that maintain the upkeep of the park.• The park is wonderful, bright and spacious green space.• The skate park is wonderful though.



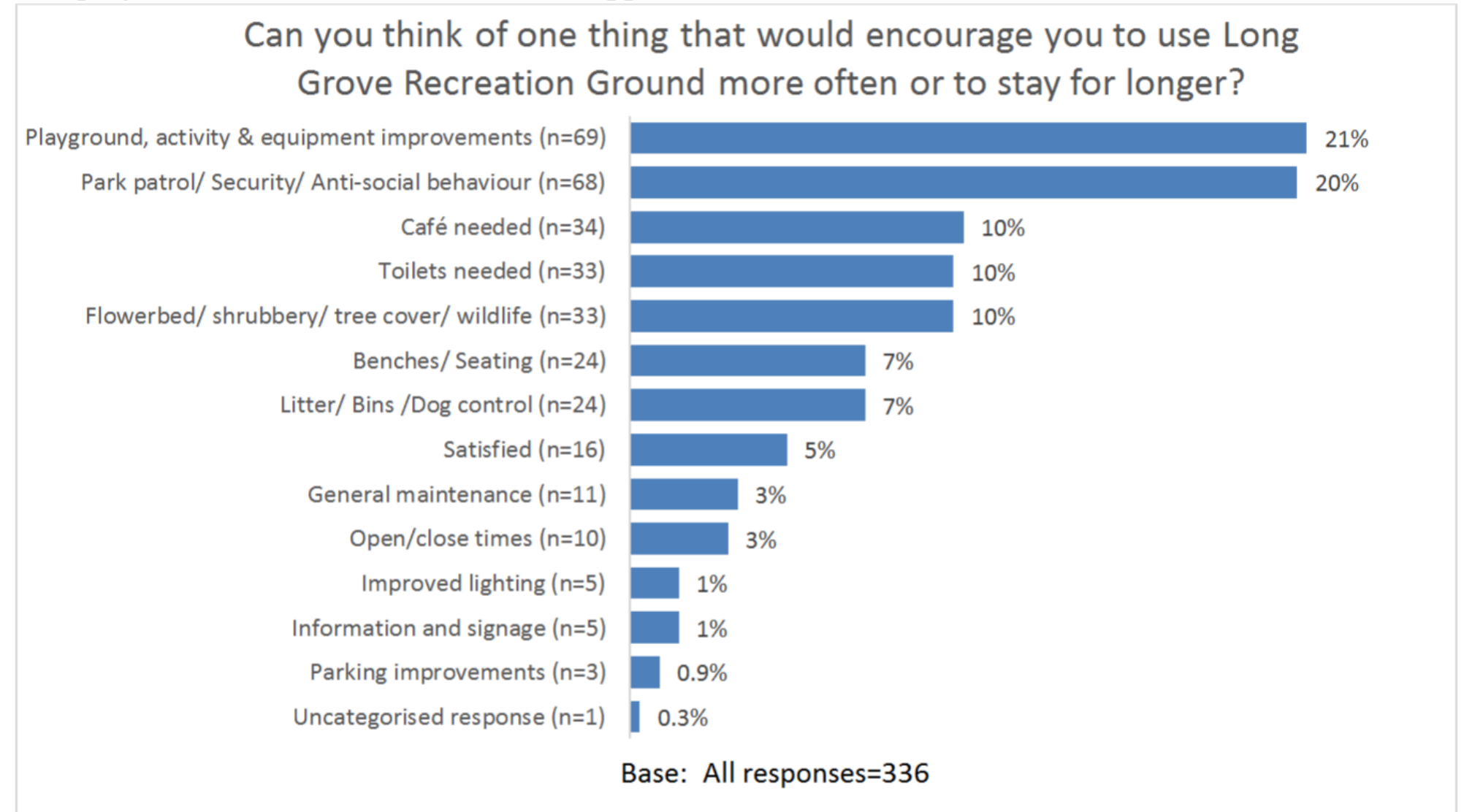
Analysis of results

Improving visitor experience and encouraging more use of the grounds or staying for longer:

When considering 'can you think of one thing that would encourage you to use Long Grove Recreation Ground more often or to stay for longer', the three most prevalent suggestions were:

1. 'Playground, activity & equipment improvements' (21%, n=69/336)
2. 'Park patrol/ Security/ Anti-social behaviour' (20%, n=68/336)
3. Tie: 'Café needed' (10%, n=34/336), 'Toilets needed' (10%, n=33/336), and 'Flowerbed/shrubbery/tree cover/wildlife' (10%, n=33/336).

The graph below illustrates common suggestions:





Analysis of results

Examples of literal responses include:

Can you think of one thing that would encourage you to use Long Grove Recreation Ground more often or to stay for longer? (Base: All responses=336)	
Theme:	Examples:
1. Playground, activity & equipment improvements	<ul style="list-style-type: none">• Better play equipment or waterplay/ sandpit, community activities and events.• Having a separation between playground for little ones and teenagers.• Perhaps some facilities for physical activity/outdoor gym would be good.• Permanent football posts x 2 would be amazing.• More for younger children.
2. Park patrol/ Security/ Anti-social behaviour	<ul style="list-style-type: none">• Get rid of the hooligans that deal drugs and are intimidating as well as threatening.• Reduce drug taking/ anti social behaviour that has begun in the park since the skate park opened.• CCTV to reduce the antisocial behaviour.• If the skate park was supervised/patrolled better to minimise my children's exposure to swearing, littering, drug dealing and cannabis smoking on a daily basis.• It would be nice to see a bit more security there so that everybody would feel safe.
3. Café needed	<ul style="list-style-type: none">• Maybe open a coffee/refreshment "hut" to encourage more people/children to visit.• Maybe a coffee/hot drink kiosk.• Coffee van!• Food/beverage facilities.
4. Toilets needed	<ul style="list-style-type: none">• To have the use of toilets as if spending the day there, there is nowhere for anyone to go to the toilet.• Toilet facilities, with young children, toilets are very necessary.• Toilets, this is becoming an issue with the amount of skate park users now using the bushes.
5. Flowerbed/ shrubbery/ tree cover/ wildlife	<ul style="list-style-type: none">• Encourage more wildlife into the park.• More flowers and wildflowers, to encourage more birds, butterflies, wildflowers, small creatures.• More trees and flowers.• A few more trees would be nice.
6. Benches/ Seating	<ul style="list-style-type: none">• More tables and chairs for picnics.• Some more benches to sit and enjoy the nature.• Maybe picnic tables would be a good idea.
7. Litter/ Bins /Dog control	<ul style="list-style-type: none">• Better litter collection.• Sadly, some people scatter litter ignoring litter bins.• People need to pick up their dog poo!• Also, litter at the skate park is an issue.
8. Satisfied	<ul style="list-style-type: none">• Excellent that you have provided more skateboard facilities. It is a delight to see young people enjoying these new facilities.• Lovely park which is very well maintained.• Otherwise great park. Thanks.• On the whole, it is a great park and provides a lot for everyone - dog walkers, play area, etc.
9. General maintenance	<ul style="list-style-type: none">• If equipment like the zip wire was maintained and not broken.• Zip wire to be fixed, so that kids can play on it.• Better upkeep of grass areas. More regular cutting.• The children's playground is in desperate need of repair.
10.Open/close times	<ul style="list-style-type: none">• Earlier opening times.• Often opens too late for dog walkers, turn up and still closed.• Regular opening times at weekends. Sometimes the gates are opened at 7.20 and sometimes not until 8.45 or later.• I would like the park to stay open longer in the winter months, sometimes it shuts before 5p.m.
11.Improved lighting	<ul style="list-style-type: none">• Poor street lighting.• Put some lights in there.• There could be better lighting at night.
12.Information and signage	<ul style="list-style-type: none">• More signs in the car park about speed.• Fixed maps (to the ground), which show and name directions (including) beyond the park.• Nature study events or notice board information.
13.Parking improvements	<ul style="list-style-type: none">• Parking in nearby residential roads and areas in private car parking spaces by users of the skate park.• More car parking spaces.
14.Uncategorised response	<ul style="list-style-type: none">• Direct access from Christchurch mount.



Conclusion

The results of the survey show that people visit the grounds on a regular basis – with over six in ten respondents (61%, n=188/309) visiting the grounds multiple times a week. This comprises 32% (n=100/309) visiting daily and 28% (n=88/309) visiting two or three times a week – suggesting they live nearby or in close proximity to the park. Over nine in ten respondents travel to the grounds on foot (95%, n=279/294), whilst 21% (n=62/294) travel by bicycle and 13% (n=38/294) by car.

Overall, the most frequent reason for visiting the grounds was to 'Use the playground' (45%, n=133/294) followed by 'Children/family outing' (44%, n=130/294) and 'Go for a walk' (39%, n=115/294).

Looking at the age profile, most respondents between:

- 16-24yrs use the grounds to 'use skate facilities' (15%, n=4/26)
- 25-34yrs use the grounds for 'children/family outing' (17%, n=23/130)
- 35-44yrs use the grounds to 'use the playground' (19%, n=77/395)
- 45-54yrs use the grounds to 'go for a walk' (14%, n=30/216)
- 55-64yrs use the grounds to 'walk the dog' (15%, n=12/81)
- 65-74yrs use the grounds to 'go for a walk' (18%, n=21/120)
- 75-84yrs use the grounds 'for peace and quiet' (6%, n=2/31).

The top three positively rated aspects of the grounds were 'Grass areas' (88%, n=252/288), 'Accessibility' (85%, n=242/286), and 'Facilities for over 12's' (69%, n=165/240).

The top three negatively rated aspects of the grounds were 'Flower/shrub displays' (52%, n=137/262), 'Sports facilities' (31%, n=75/239), and a tie between: 'Park security' (30%; n=74/249) and 'Range of visitor facilities' (30%, 80/271).

When asking respondents to provide reasons for scoring any aspect of the grounds 'poor' or 'very poor', the three most prevalent reasons were 'Flowerbed/shrubbery/tree shade improvements' (26%, n=87/338), 'Security/anti-social behaviour' (21%, n=71/338), and 'Litter/bins' (17%, n=58/338).

The most popular suggestion to encourage people to use the grounds more often or to stay for longer was 'Playground, activity & equipment improvements' (21%, n=69/336). This was followed by 'Park patrol/ Security/ Anti-social behaviour' (20%, n=68/336), and a tie between: 'Café needed' (10%, n=34/336), 'Toilets needed' (10%, n=33/336), and 'Flowerbed/shrubbery/tree cover/wildlife' (10%, n=33/336). An emerging theme across a number of questions relate to the prevalence of anti-social behaviour – especially around the skate park area.

Overall, 70% (n=202/289) of respondents rated 'the park in general' positively, with a few developmental areas identified.