



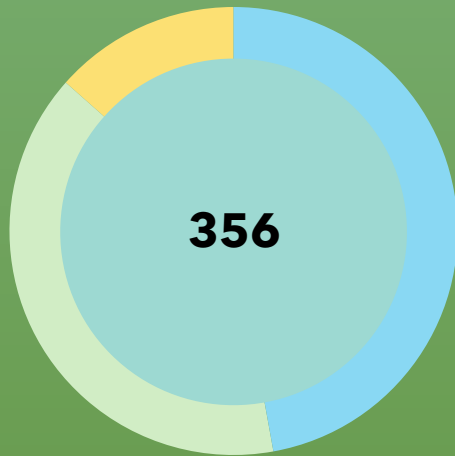
POOLE ROAD RECREATION GROUND VISITOR SURVEY 2018



Date sent to respondents



Deadline



Responses received

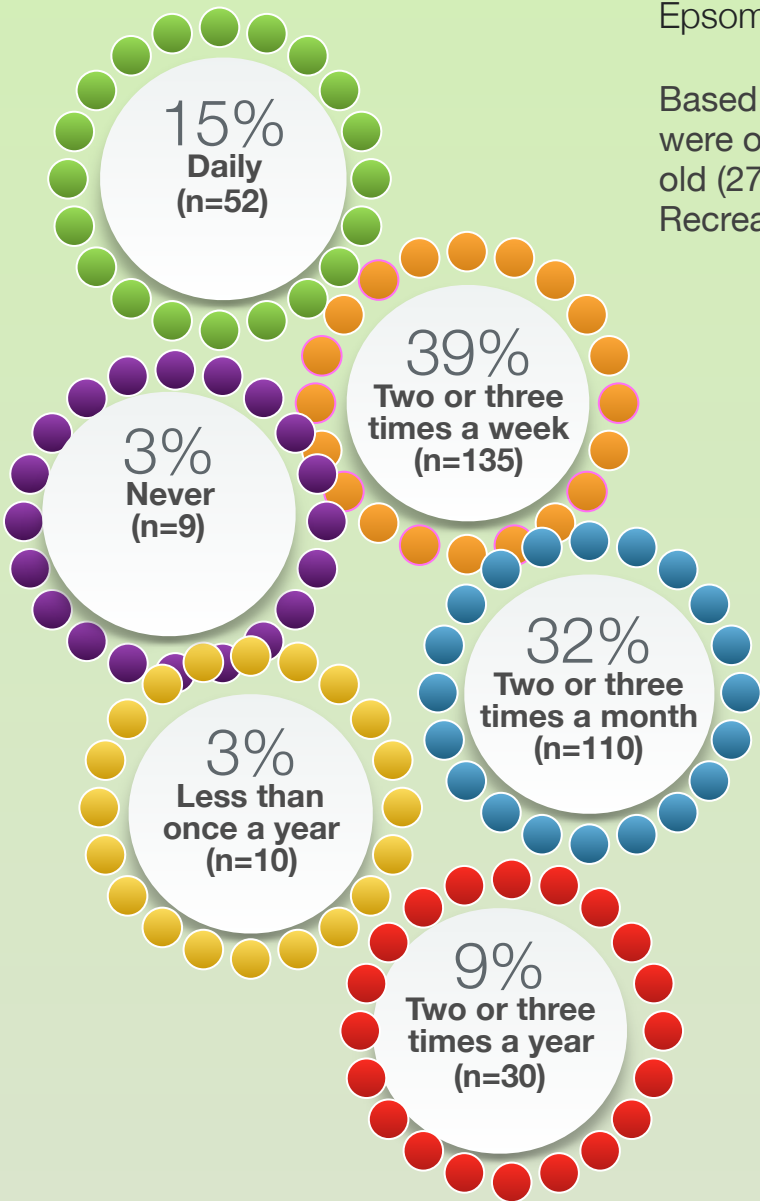


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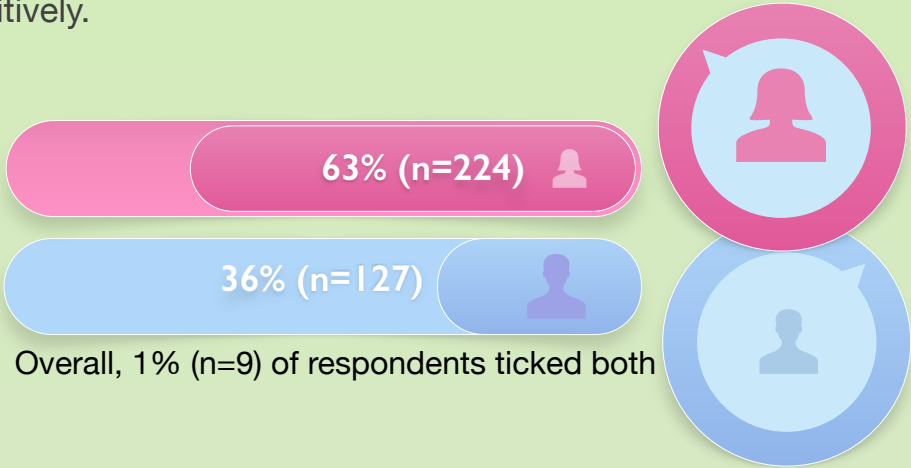
Summary of main findings

How often do you visit Poole Road Recreation Ground?

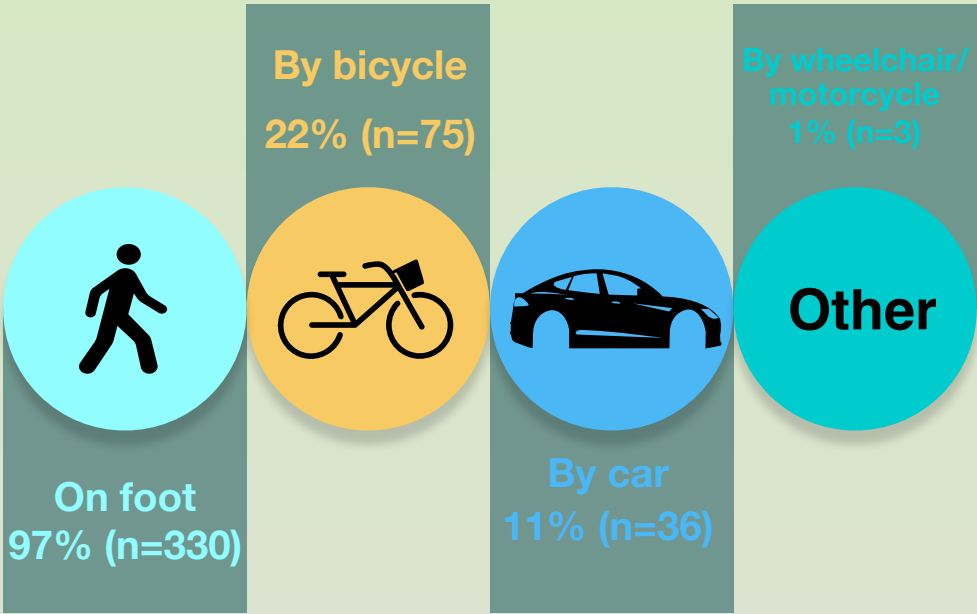


The survey ran from 01 October to 19 October 2018. It was available online and in paper format. In total, 356 responses were received; 89% were paper based (n=316) and 11% were submitted online (n=39). It was sent to properties within the area and postcard-size flyers were distributed to: Bourne Hall; Town Hall; Ebbisham Centre, Danetree School and The Harrier Centre. 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 was circulated to councillors.

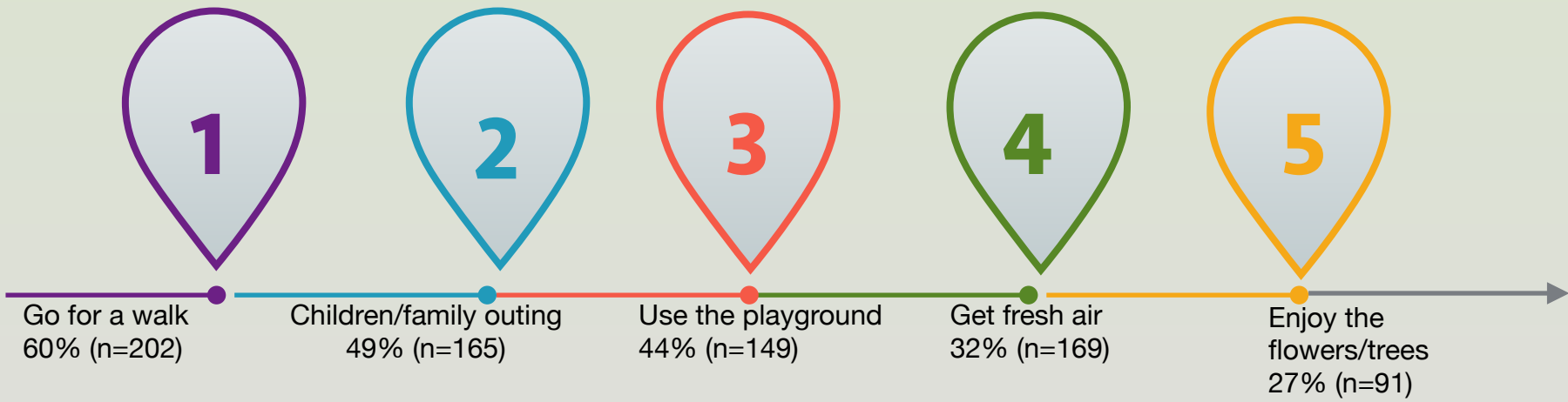
Based on age groupings: 50% (n=170/339) were under 55 years old and 50% (n=169/339) were over 55 years old. The largest portion of respondents were between 35yrs and 44yrs old (27%, n=92/339). Eight in ten respondents (81% n=262) rated the Poole Road Recreation Ground positively.



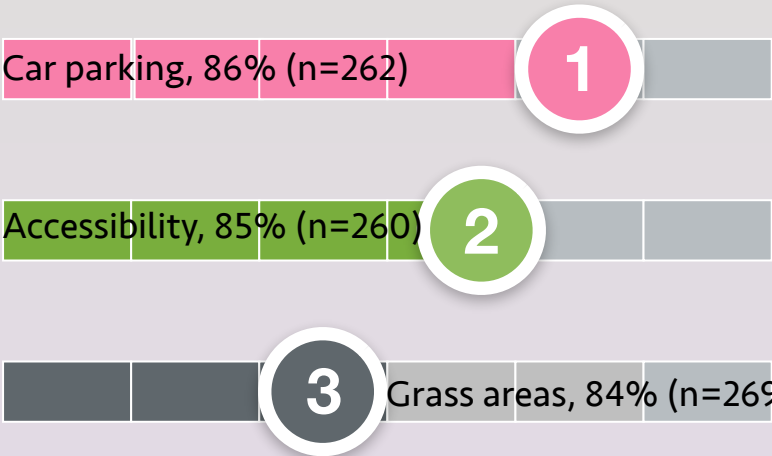
How do you normally travel to the grounds? Respondents ticked all that applied



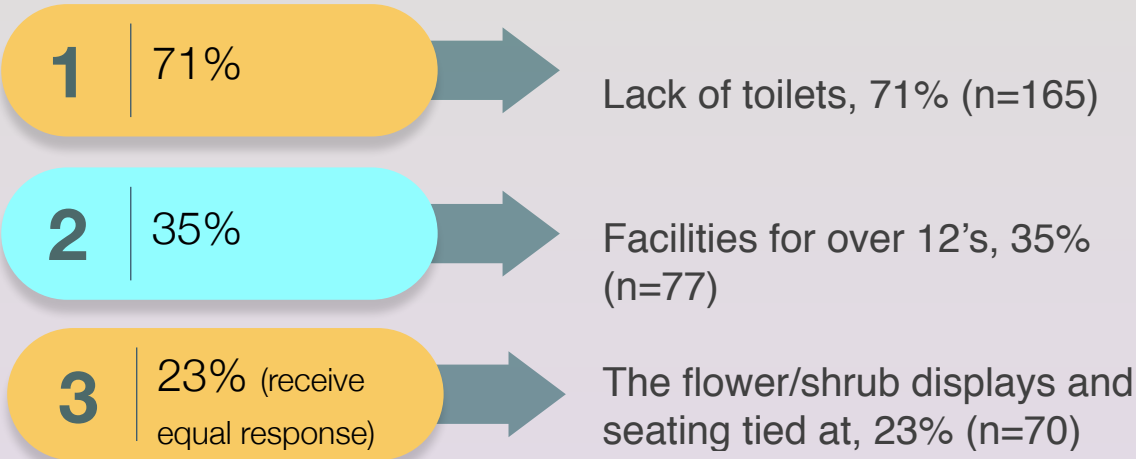
Why do you visit the park? Top five responses provided Respondents ticked all that applied



Top three positively rated aspects of the grounds



Top three negatively rated aspects of the grounds





Objectives & methodology



Poole Road Recreation Ground Survey

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

Epsom & Ewell Borough Council is conducting a survey to ensure Poole Road Recreation Ground 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 made even better by visiting our website via the link below and take part.

www.epsom-ewell.gov.uk

Poole Road Recreation Ground is situated in West Ewell. The grounds with its athletics track, tennis courts, basketball courts, football fields, boxing club and gymnastics club is a popular park for sporting enthusiasts. The park also has a large playground and a pavilion with hall to hire. Poole Road Recreation Ground is a dog-free park.

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

Questionnaire development:

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

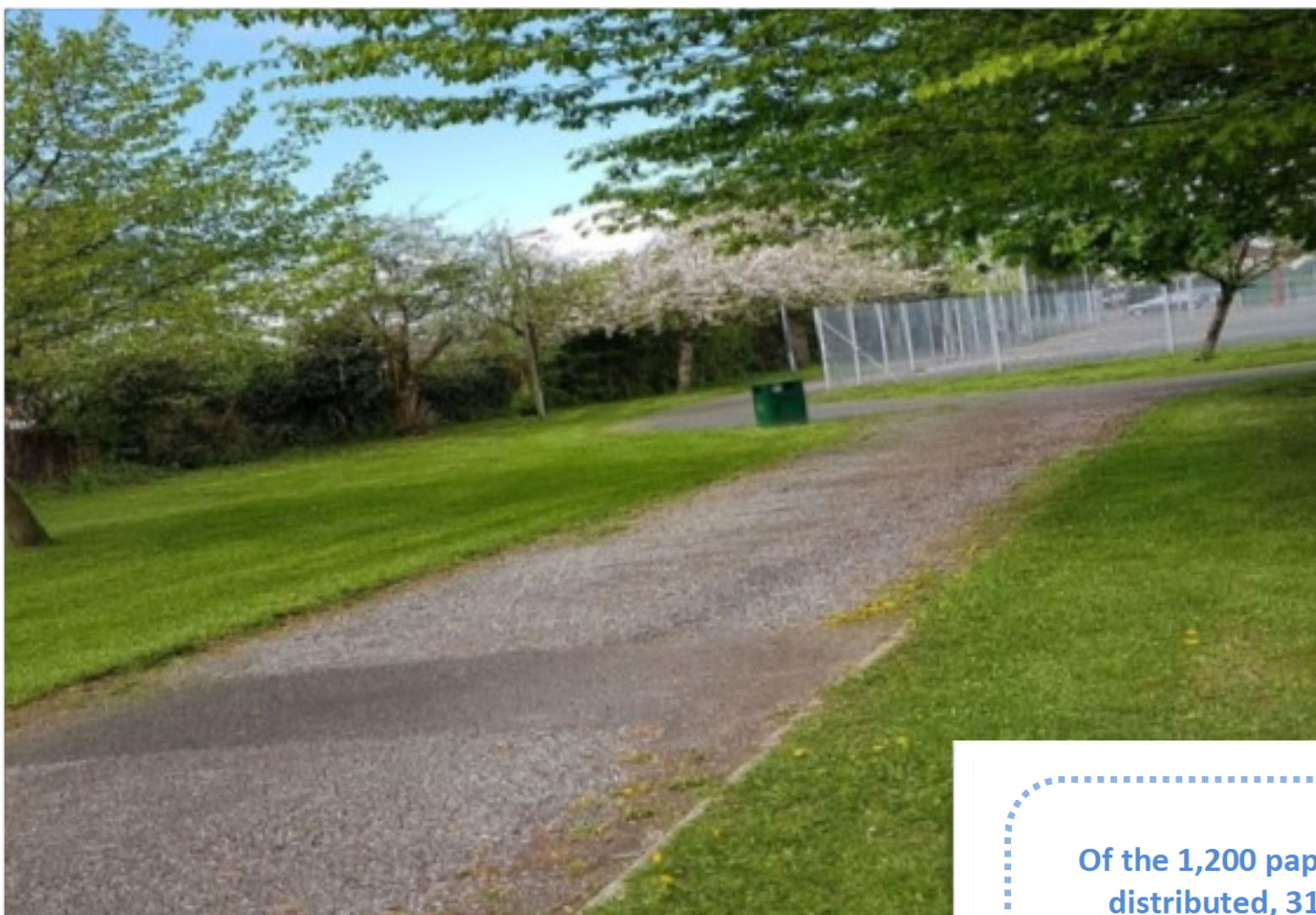
- Frequency of visiting the grounds
- Method of travel to the grounds
- Reasons for visiting the grounds
- Opinions on various aspects of the grounds
- Improving visitor experience and encouraging more use of the park, or staying for longer.



Objectives & methodology

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
 - Danetree School, and
 - The Harrier Centre.
 - 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, 316 were returned - resulting in a paper-copy response rate of 26%

In total, 356 survey responses were received; of which 316 were paper based (89%, n=316/356) and 39 were online submissions (11%, n=39/356). Of the 1,200 paper copies distributed, 316 were returned - resulting in a paper-copy response rate of 26% (n=316/1,200).

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 Poole Road Recreation Ground:

Over half the number of respondents (54%, n=187/346) visit the grounds multiple times a week. This comprises: 15% (n=52/346) visiting daily and 39% (n=135/346) visiting two or three times a week. A further 32% (n=110/346) visit the grounds two or three times a month and 9% (n=30/346) visit the grounds two or three times a year. Only 2.9% (n=10/346) visit less than once a year and 3% (n=9/346) said 'never'.

How often do you visit Poole Road Recreation Ground?

← More often

Less often →

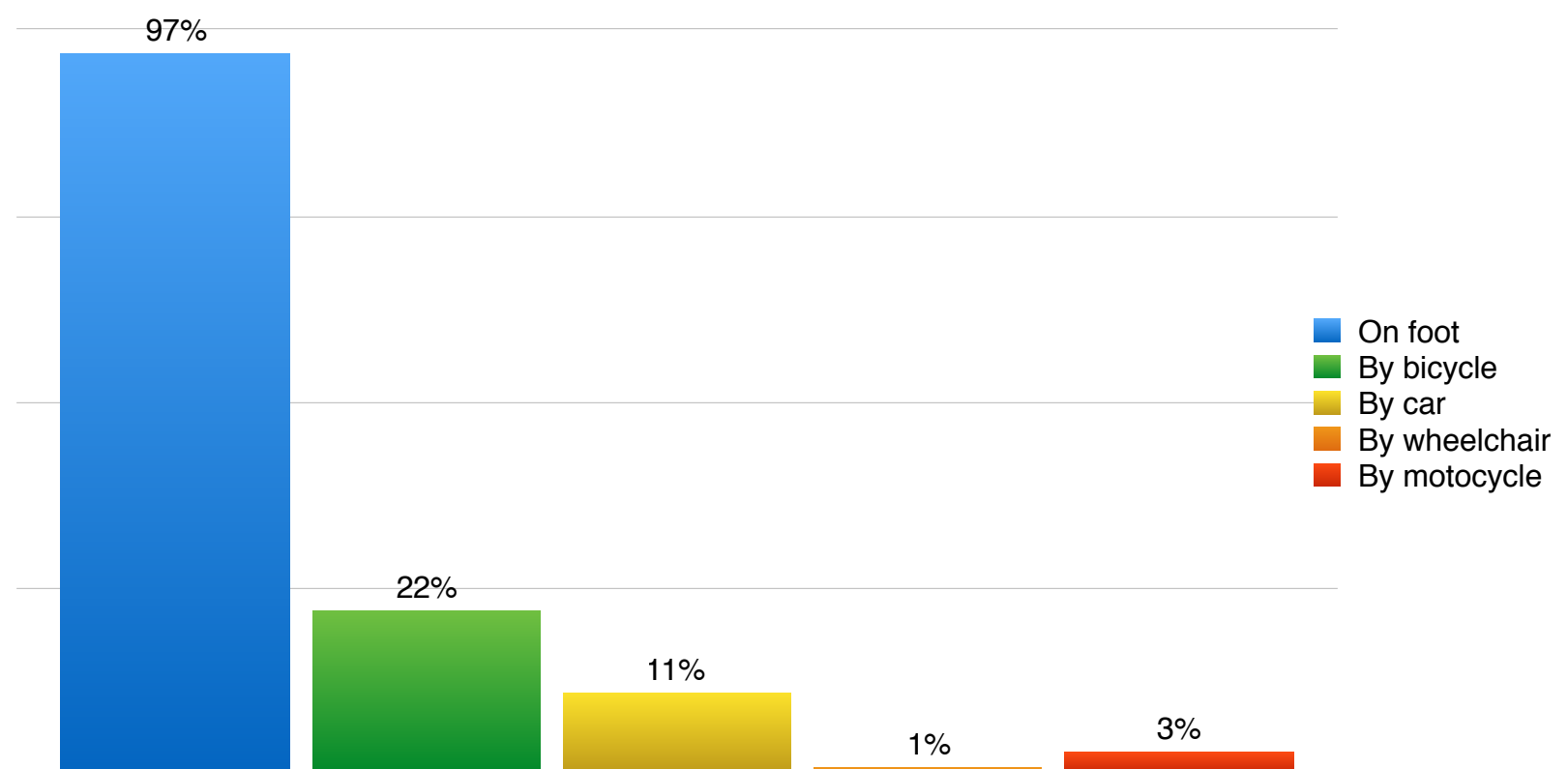


Less than once a year, 2.9%

Never, 3%

Base: Number of respondents=346

How do you normally travel to the grounds?



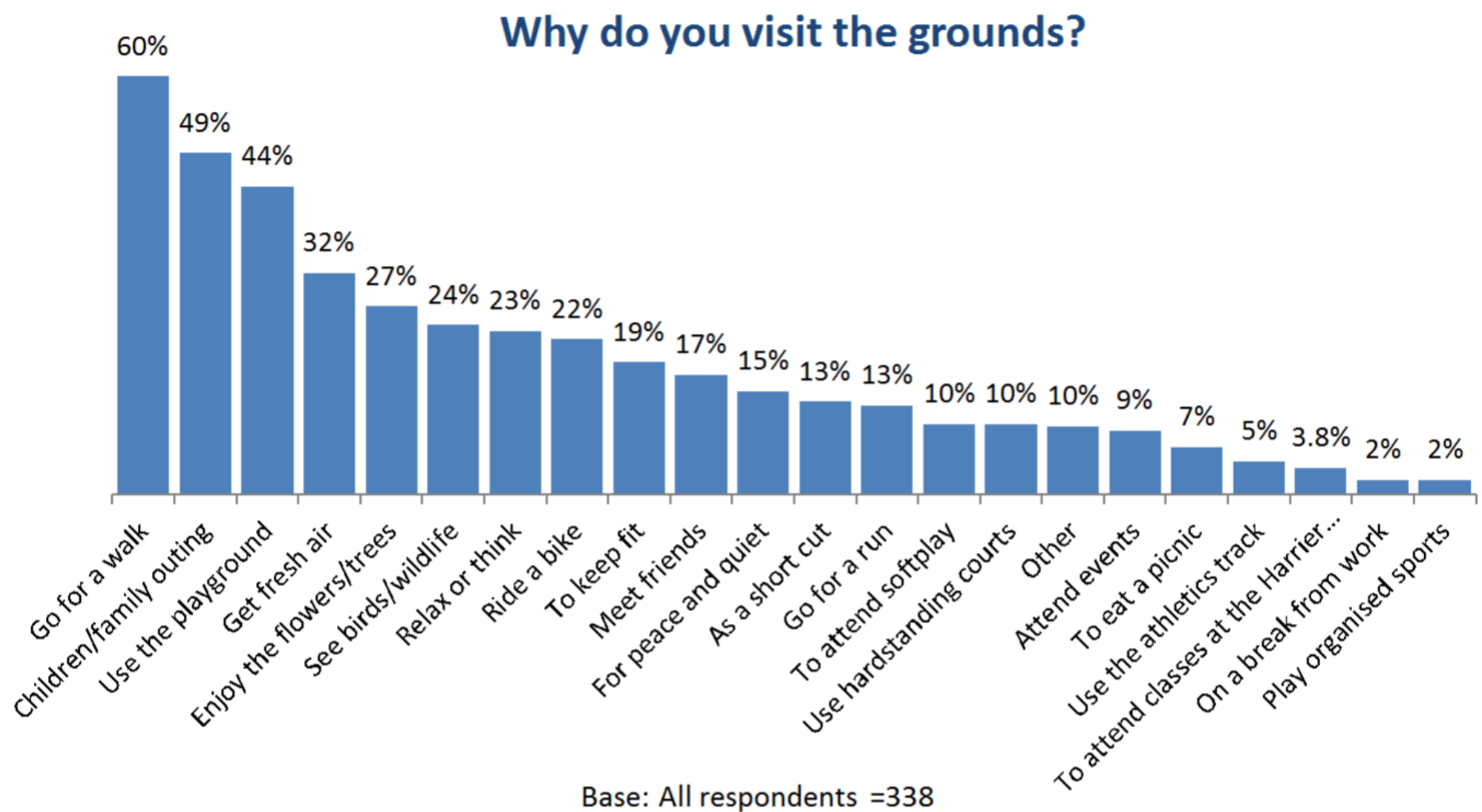
Base: Number of respondents=344



Analysis of results

Reasons for visiting Poole Road 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 to 'go for a walk' (60%, n=202/338). This was followed by 'children/family outing' (49%, n=165/338) and 'use the playground' (44%, n=149/338)



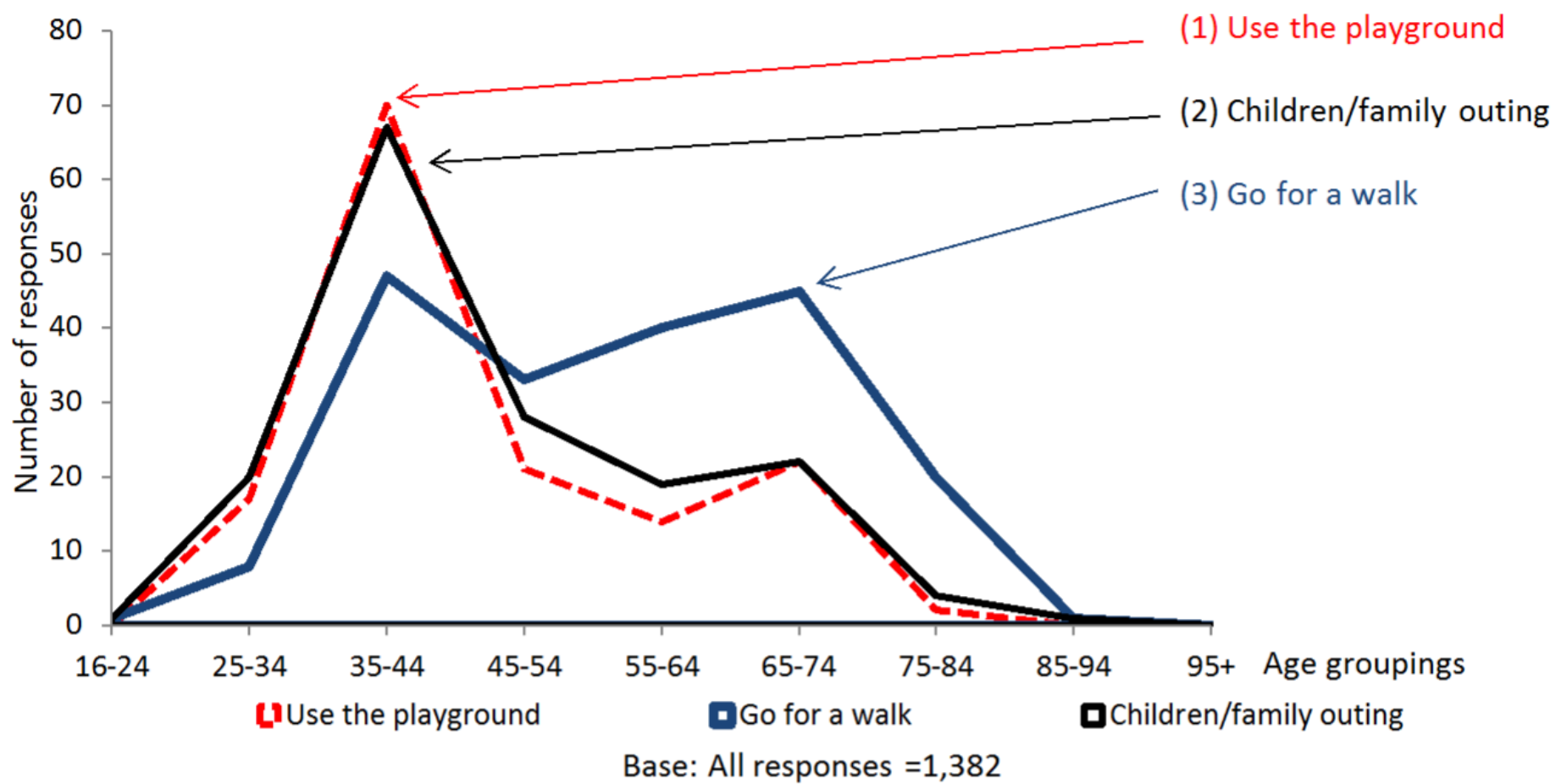
Looking at the age profile, most respondents between:

- 35-44yrs 'use the playground' (48%, n=70/146) and use the grounds for a 'children/family outing' (n=41%, 67/162)
- 45-54yrs use the grounds to 'go for a walk' (17%, n=33/195)
- 55-64yrs use the grounds to 'go for a walk' (21%, n=40/195)
- 65-74yrs use the grounds to 'go for a walk' (23%, n=45/195)
- 75-84yrs use the grounds to 'go for a walk' (10%, n=20/195).



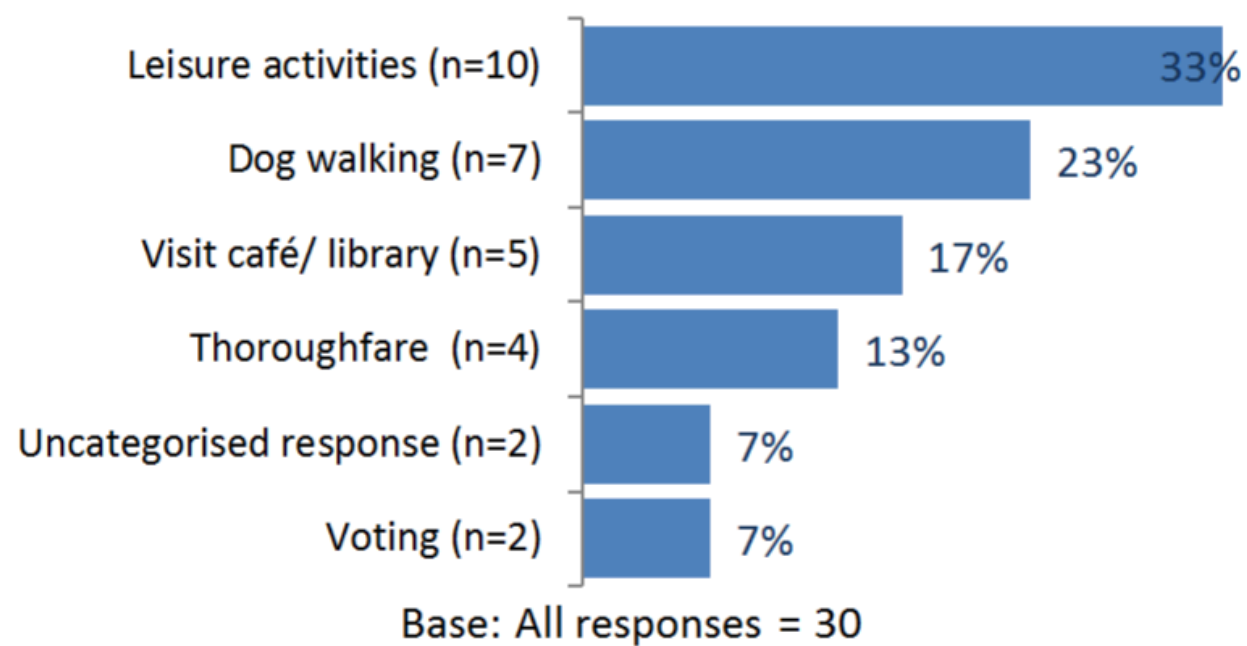
Analysis of results

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 Poole Road Recreation Ground include:

If Other, please specify: (Base: All responses=30)	
Theme:	Examples:
1. Leisure activities	<ul style="list-style-type: none">• Play football with family.• To look at the Hogsmill river.• Playground.
2. Dog walking	<ul style="list-style-type: none">• Walk my dog.• To take the dog for a run.• Walk dogs.
3. Visit café/ library	<ul style="list-style-type: none">• Visit the garden centre's cafe.• To go to Ewell Court's library and cafe.• I use the cafe in the park.
4. Thoroughfare	<ul style="list-style-type: none">• I live [location cited], a pleasant walk to my allotment.• Cut through to Kingston Road area. Nice walk through away from roads.• It's on our walking route to school.
5. Uncategorised response	<ul style="list-style-type: none">• To complain to someone making a noise from a car radio.
6. Voting	<ul style="list-style-type: none">• Voting.

Opinion of aspects of the park:

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

The top three positively rated aspects of the grounds were:

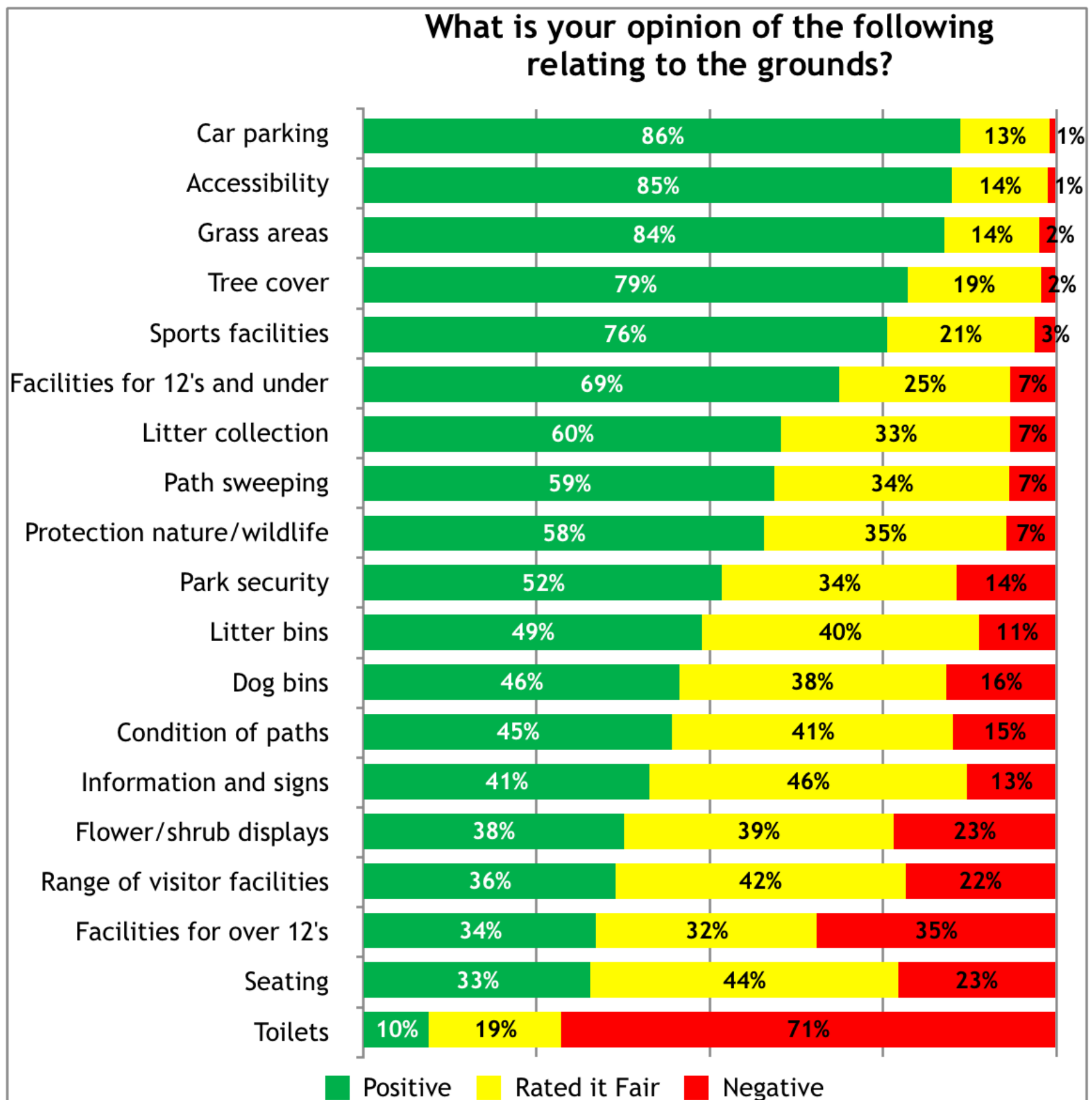
1. 'Car parking' (86%, n=262/304)
2. 'Accessibility' (85%, n=260/306)
3. 'Grass areas' (84%, n=269/321).

The top three negatively rated aspects of the grounds were:

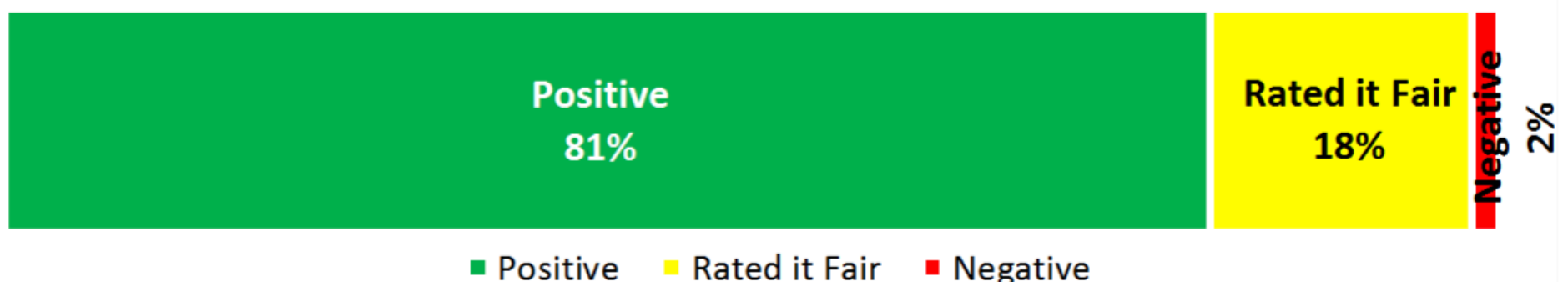
1. 'Toilets' [lack of] (71%, n=165/231)
2. 'Facilities for over 12's' (35%, n=77/223)
3. Tie: 'Flower/shrub displays' (23%; n=70/298) and 'Seating' (23%, 71/311).



Analysis of results



What is your opinion of the park in general?



Base: All respondents = 325



Analysis of results

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

1. 'Toilets needed' (32%, n=115/358)
2. 'Playground, activity & equipment improvements' (13%, n=46/358)
3. 'Benches/seating' (12%, n=42/358).

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=358



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=358)	
Theme:	Examples:
1. Toilets needed	<ul style="list-style-type: none">• There are no toilet facilities at all in the park which makes it difficult when visiting with small children.• Where are the toilets? Most people can't find them. We either have to use Ewell Court's cafe or walk over to Harriers, which may not be open. I hear people regularly looking for a toilet.• Toilet facilities are poor or non-existent. People are not sure if they can use the Harrier Centre.
2. Playground, activity & equipment improvements	<ul style="list-style-type: none">• Playground could benefit from more equipment, a trim trail or outdoor gym equipment perhaps? Or zip line/s? The pole for climbing is v-difficult.• Kids need more variety and better equipment in the playground.• I think the facilities for children over and under 12 could be improved at the playground. Ideas: 1) A climbing wall. 2) A trim trail... 3) Fitness equipment. 4) Trampoline.
3. Benches/ Seating	<ul style="list-style-type: none">• It would benefit from a couple of extra benches. Not enough there for the elderly.• More seating is needed.• Seating - very few places to sit.• More seating and ability to sit at bench/table for a picnic.
4. Flowerbed/ shrubbery improvements	<ul style="list-style-type: none">• Never noticed any flowerbeds!• Little, to no, flower/shrub displays on recreation side of the park.• Limited flower display, shrubs are just by the path, not very impressive.
5. General maintenance/ pathways	<ul style="list-style-type: none">• Path condition, poor and crumbling surface for quite a distance.• A lot of pathways in very poor condition, trip hazards.• Paths in very bad condition.• Paths are often overgrown with nettles/brambles on the sides.
6. Litter/ Bins	<ul style="list-style-type: none">• Bins are often overflowing.• More litter picking/cleaning bins.• Most disappointing is the sheer amount of litter in the park.• There are insufficient bins in the park/recreation area. There are no dog bins at all. There is often litter left behind by visitors.
7. Security/ Anti-social behaviour	<ul style="list-style-type: none">• Never seen any security patrols or measures.• More visible park security.• Security is poor, often mopeds racing around the car park and driving at speed along the path to the children's playground.
8. Café needed	<ul style="list-style-type: none">• No cafe (except in Ewell Court House)• No place to buy coffee/snacks.• There could be a garden area with seats and a coffee shop for general relaxation.• Need some type of refreshments on sale - drinks & ice creams in summer, hot drinks and hot food in winter etc.
9. Information and Signposting	<ul style="list-style-type: none">• No information signs around the area, only at the entrance on Poole Road.• Few direction signs within the park.• Information and signs not adequate.
10. Parking improvements	<ul style="list-style-type: none">• The entrance for cars is too narrow, should be double gates, so entrance is not blocked by cars waiting to exit.• Maybe a car park at that end of the park would be feasible.
11. Lighting improvements	<ul style="list-style-type: none">• Lack of lighting at night, so I would no longer use it to walk through at night.• Lighting does not always work in the surrounding paths.
12. Uncategorised response	<ul style="list-style-type: none">• Balls frequently end up in my garden.• I think that the money spent on this survey and postage would go a long way to making any improvements needed doing at the recreational ground.
13. Happy with the park	<ul style="list-style-type: none">• On the whole the park appears to be well kept.• It is a very good space that if utilised correctly would be widely used by the local community.



Analysis of results

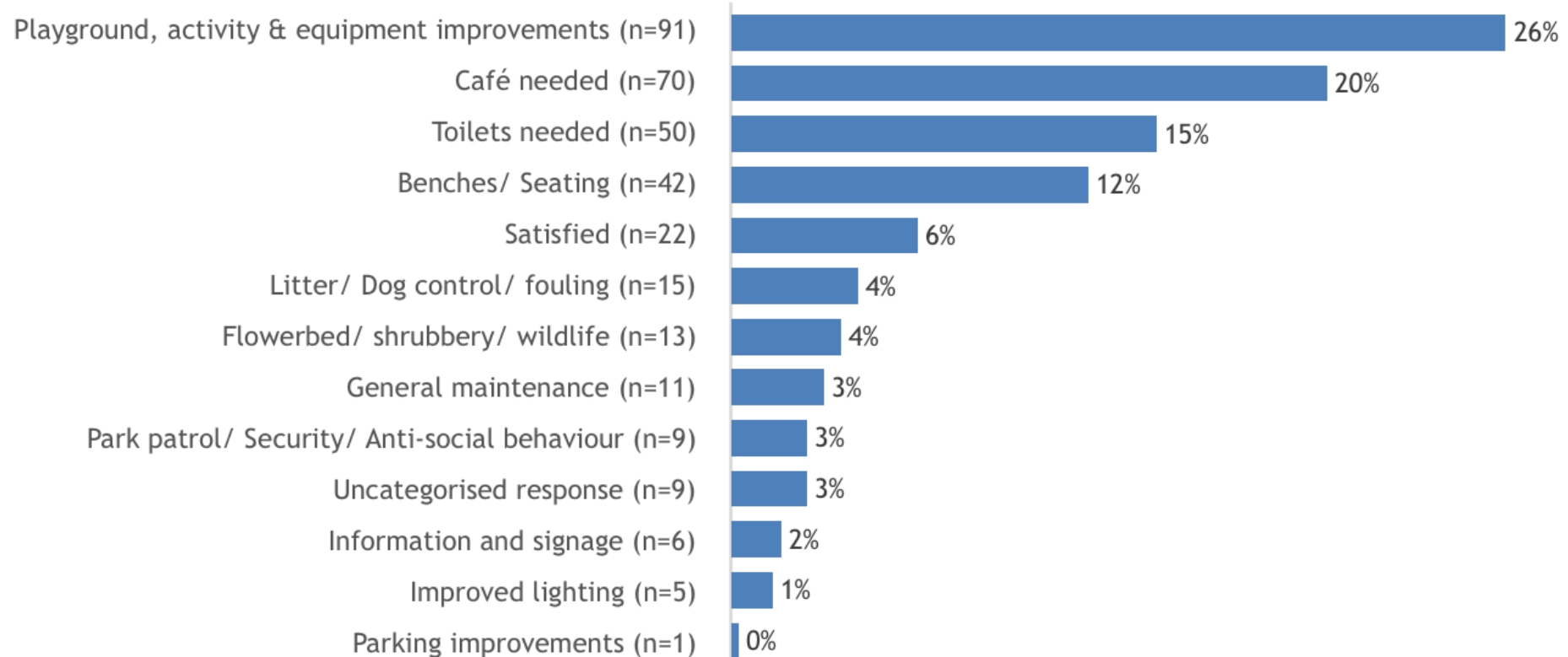
Improving visitor experience and encouraging more use of the grounds or staying for longer:

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

1. 'Playground, activity & equipment improvements' (26%, n=91/344)
2. 'Café needed' (20%, n=70/344)
3. 'Toilets needed' (15%, n=50/344).

The graph below illustrates common suggestions:

Can you think of one thing that would encourage you to use Poole Road Recreation Ground more often or to stay for longer?



Base: All responses=344



Analysis of results

Examples of literal responses include:

Can you think of one thing that would encourage you to use Poole Road Recreation Ground more often or to stay for longer? (Base: All responses=344)	
Theme:	Examples:
1. Playground, activity & equipment improvements	<ul style="list-style-type: none"> • Outdoor gym equipment. • Older children's play area needs to be improved. • More equipment to play on - sometimes it gets very busy. • A more adventurous play/climbing area for kids... or even a splash park! • Better range of play equipment in the playground, e.g. trim trail.
2. Café needed	<ul style="list-style-type: none"> • I think the park is great but some kind of coffee/sandwich shop would be welcomed and would encourage more families. • Refreshment hut. • A park cafe would be nice.
3. Toilets needed	<ul style="list-style-type: none"> • We would stay for longer if there were public toilets available to those using the recreation area. • Toilet facilities would be good when taking children to the play area. • It really needs toilets.
4. Benches/ Seating	<ul style="list-style-type: none"> • Seating area for picnics. • More seats to enable the elderly to enjoy the open spaces and rest during their walks and place for all ages not just the young. • More seating on the main playing field. • More seating for parents whilst watching their children play.
5. Satisfied	<ul style="list-style-type: none"> • I think it is an absolutely fantastic park and I feel very lucky to have it on my doorstep. • We enjoy the park as it is. • A wonderful, well used local facility.
6. Litter/ Dog control/ fouling	<ul style="list-style-type: none"> • No or less dogs. Tighter rules about how they are walked. • Some people can not control their dogs. • More dog owners not letting their dogs foul. • If the grounds were kept in a better condition and free from litter.
7. Flowerbed/ shrubbery/ wildlife	<ul style="list-style-type: none"> • To have more flower displays during the summer. • Better planting, using sustainable plants. • More and very evident floral/shrubs displays! • We were sorry that there were not so many wildlife birds on the pond anymore.
8. General maintenance	<ul style="list-style-type: none"> • The paths are uneven in places, nearly as bad as the pavements. • Better maintenance of the tennis courts. • Clearing the overgrown areas of the stream as the stagnant water smells unpleasant.
9. Park patrol/ Security/ Anti-social behaviour	<ul style="list-style-type: none"> • Maybe see a park warden or similar to help reduce the small amount of anti-social behaviour sometimes seen. • Some visible park security. • Stop kids on motorcycles riding through the park.
10. Uncategorised response	<ul style="list-style-type: none"> • More English summer, better weather. • Sell the site for housing, then there would be no need to build on Epsom & Ewell High School's playing fields. • No doubt you will analyse this data and come up with the result that a housing estate needs building on it.
11. Information and signage	<ul style="list-style-type: none"> • Information on history of the park, a guided walk, or a signposted one. • Better information on what is going on in the park, annual events, etc.
12. Improved lighting	<ul style="list-style-type: none"> • Put the lights back on at night, very unpleasant to walk through without and a high security risk. • Better lighting, very creepy of an evening around the park.
13. Parking improvements	<ul style="list-style-type: none"> • The car park is very useful for parents picking up children from local schools so making an "in and out" gate would be beneficial in preventing the congestion of traffic on Poole Road.



Conclusion

The results of the survey show that people visit the grounds on a regular basis – with over half the number of respondents (54%, n=187/346) visiting the grounds multiple times a week. This comprises 15% (n=52/346) visiting daily and 39% (n=135/346) visiting two or three times a week – suggesting they live nearby or in close proximity to the park. The majority of respondents said they travel to the grounds on foot (97%, n=330/344).

Overall, the most frequent reason for visiting the grounds was to ‘go for a walk’ (60%, n=202/338). This was followed by ‘children/family outing’ (49%, n=165/338) and ‘use the playground’ (44%, n=149/338).

An age breakdown shows the highest number of respondents between 35-44yrs ‘use the playground’ (48%, n=70/146) and use the grounds for a ‘children/family outing’ (41%, n=67/162), whilst the highest number of respondents between 45yrs to 84yrs use the grounds to ‘go for a walk’.

The top three positively rated aspects of the grounds were: ‘Car parking’ (86%, n=262/304), ‘Accessibility’ (85%, n=260/306), and ‘Grass areas’ (84%, n=269/321).

The top three negatively rated aspects of the grounds were: ‘Toilets’ [lack of] (71%, n=165/231), ‘Facilities for over 12’s’ (35%, n=77/223), and a tie between: ‘Flower/shrub displays’ (23%, n=70/298) and ‘Seating’ (23%, 71/311).

When asking respondents to provide reasons for scoring any aspect of the grounds ‘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 (32%, n=115/358).

The most popular suggestion to encourage people to use the grounds more often or to stay for longer was the need for playground, activity & equipment improvements (26%, n=91/344).

Overall, 81% (n=262/325) visitor responses rated ‘the park in general’ positive with a few developmental areas identified.