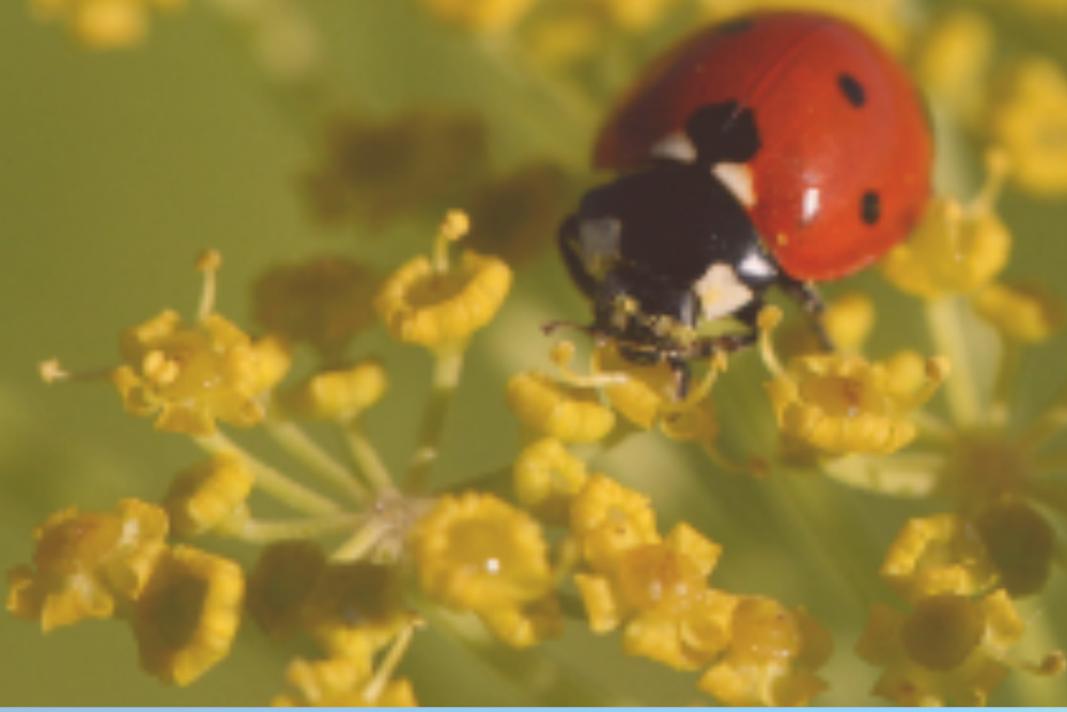


# SHADBOLT PARK

## VISITOR SURVEY 2019



Date

November

2019

**21 OCTOBER**

**08 NOVEMBER**

**338**

Date sent to respondents

Deadline

Responses received

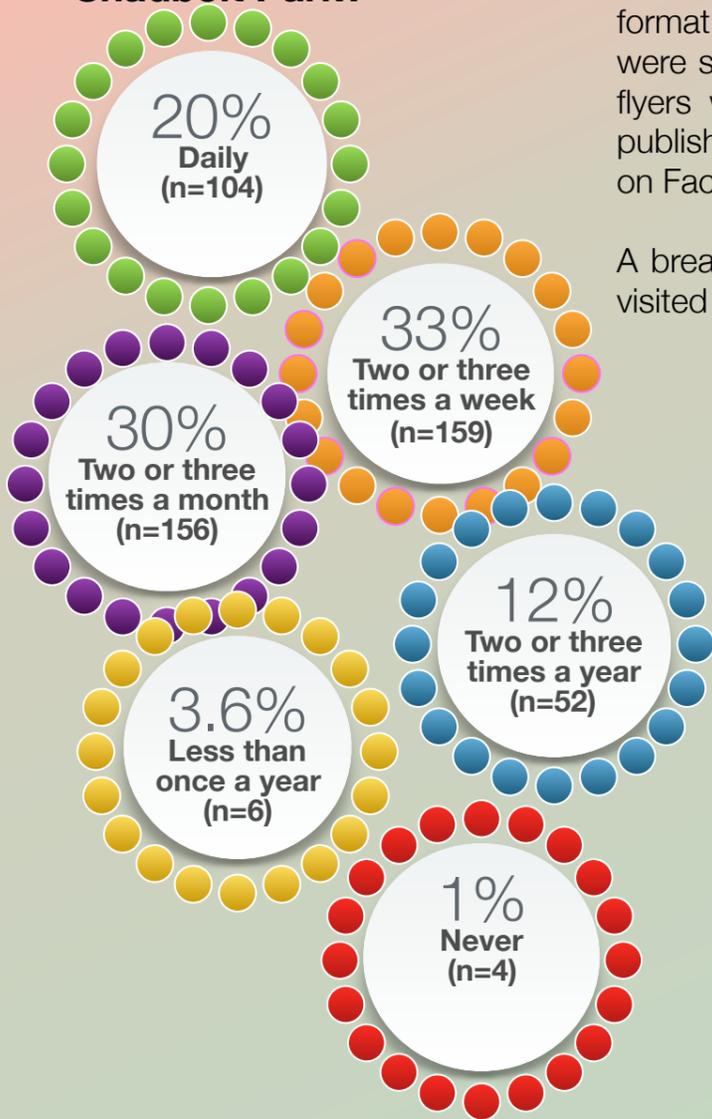


# Table Of Contents

Summary of findings	3
Objective and methodology	4-5
Analysis of results	6-14
Conclusion	15

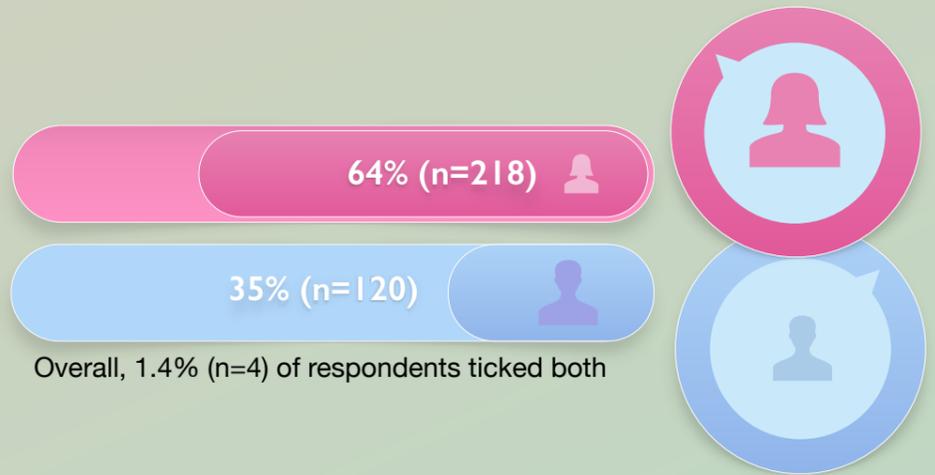
# Summary of main findings

## How often do you visit Shadbolt Park?

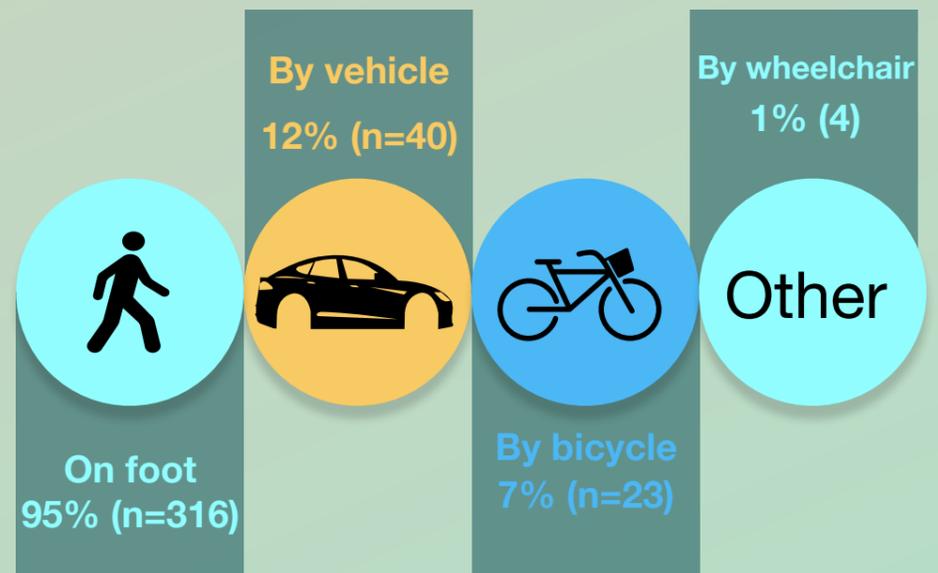


The survey ran from 21 October to 08 November 2019. It was available online and in paper format. In total, 338 responses were received; 83% were paper based (n=282/338) and 17% were submitted online (n=56/338). It was sent to properties within the area and postcard-size flyers were distributed at key 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.

A breakdown of the different age groups showed that of all respondents, the age group that visited the most were the 65-74s (24%, n=81/331), followed by the 55-64s (21%, n=69/331).



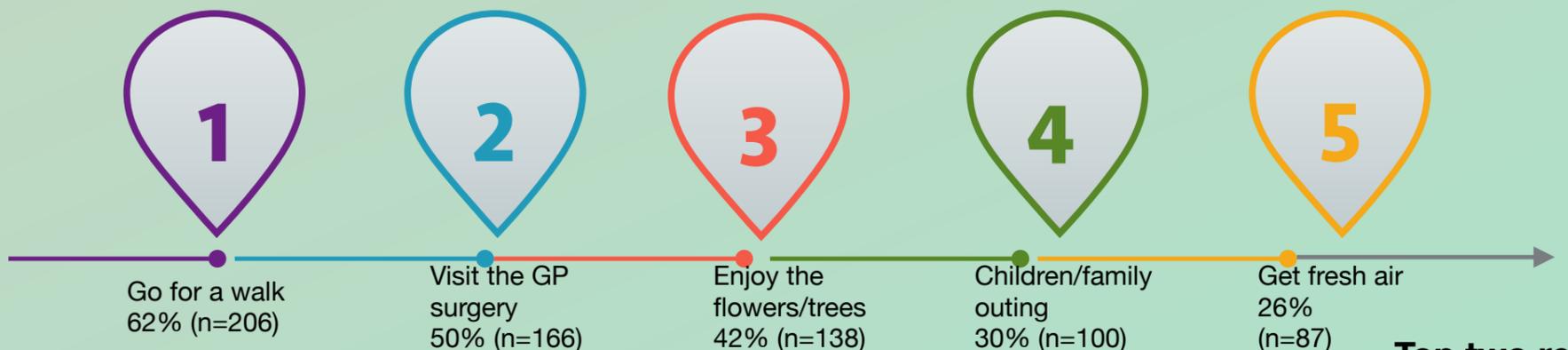
## How do you normally travel to the park?



## Top three negatively rated aspects of the park

1. Lack of toilets, 85% (n=281)
2. Vehicle parking, 45% (n=177)
3. Range of visitor facilities, 33% (n=92)

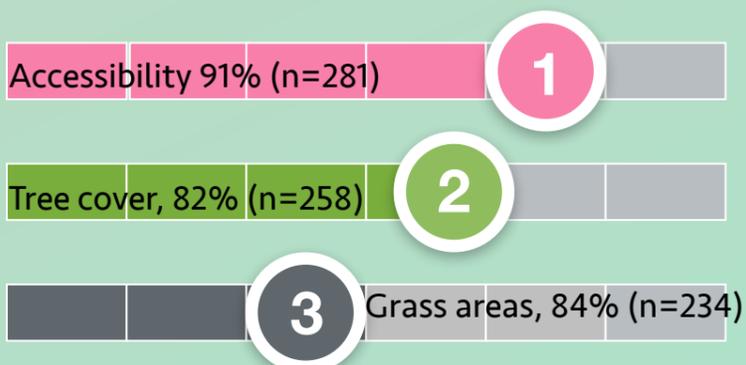
## Why do you visit the park? Top five responses given out of the twenty-two options provided



## Top two reasons for ticking poor



## Top three positively rated aspects of the park



## Other reasons for visiting the park...



## Shadbolt Park Survey

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

We are conducting this survey to ensure Shadbolt Park 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 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)



Shadbolt Park consists of two halves: one being a quiet and tranquil park with mature trees, the other being a playing field with playground and outdoor gym area. The park is also home to Shadbolt Park Doctor's Surgery and the Day Lily Garden, which houses the National Plant Collection of hemerocallis (day lilies).

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.

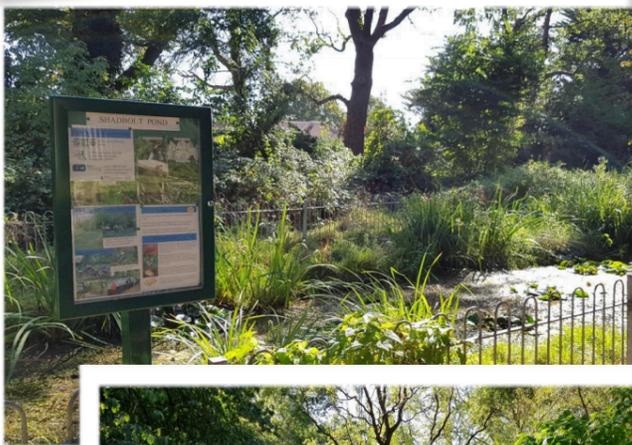
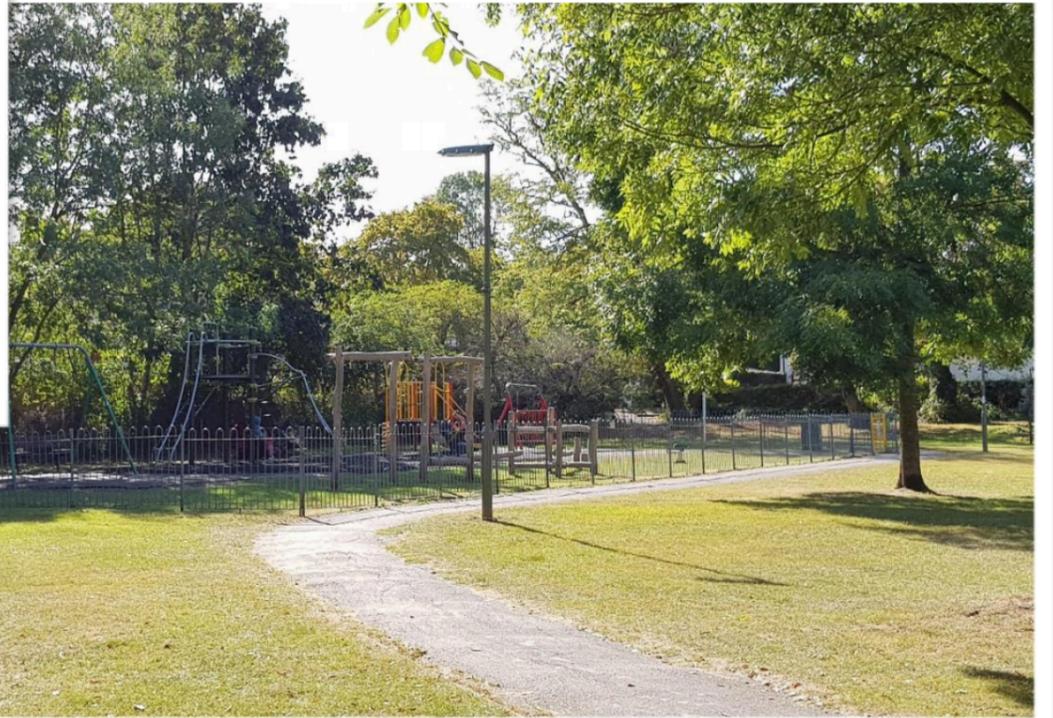


# Objectives & methodology

## **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:

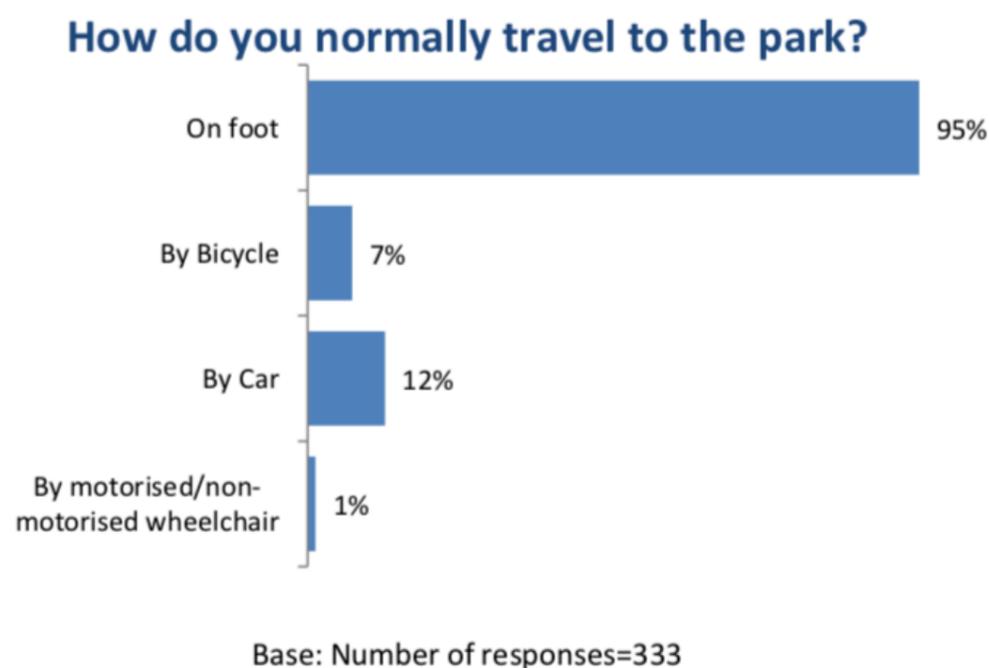
### Frequency of visiting Shadbolt Park:

Over half the number of respondents (53%, n=175/335) visit the park multiple times a week. This comprises: 20% (n=66/335) visiting daily and 33% (n=109/335) visiting two or three times a week. A further 30% (n=102/335) visit the park two or three times a month and 12% (n=41/334) visit the park two or three times a year. Only 3.6% (n=12/335) visit less than once a year and 1% (n=5/335) said 'never'.



### Method of travelling to Shadbolt Park:

Over nine in ten respondents travel to the park on foot (95%, n=316/333), whilst 12% (n=40/333) travel by car, 7% (n=23/333) by bicycle and 1% (n=4/333) by wheelchair. None of the respondents said motorcycle/bus/coach or train.

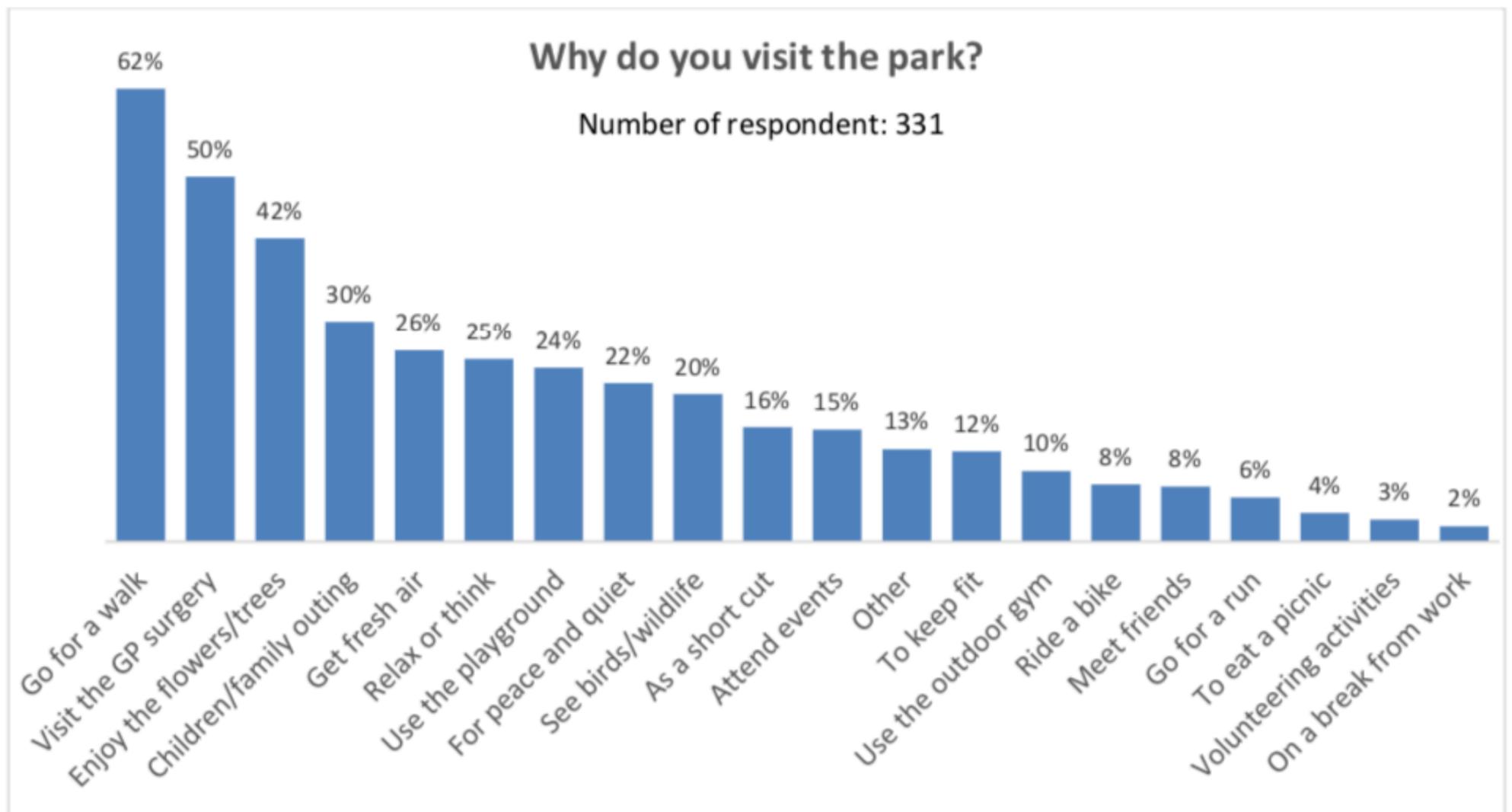




# Analysis of results

## Reasons for visiting Shadbolt Park:

This section looks at the reasons for visiting the park (respondents were asked to choose up to three reasons – hence the high number of responses). Overall, the most frequent reason for visiting the park was to 'go for a walk' (62%, n=206/331). This was followed by 'children/family outing' (50%, n=166/331) and 'use the playground' (42%, n=138/331).



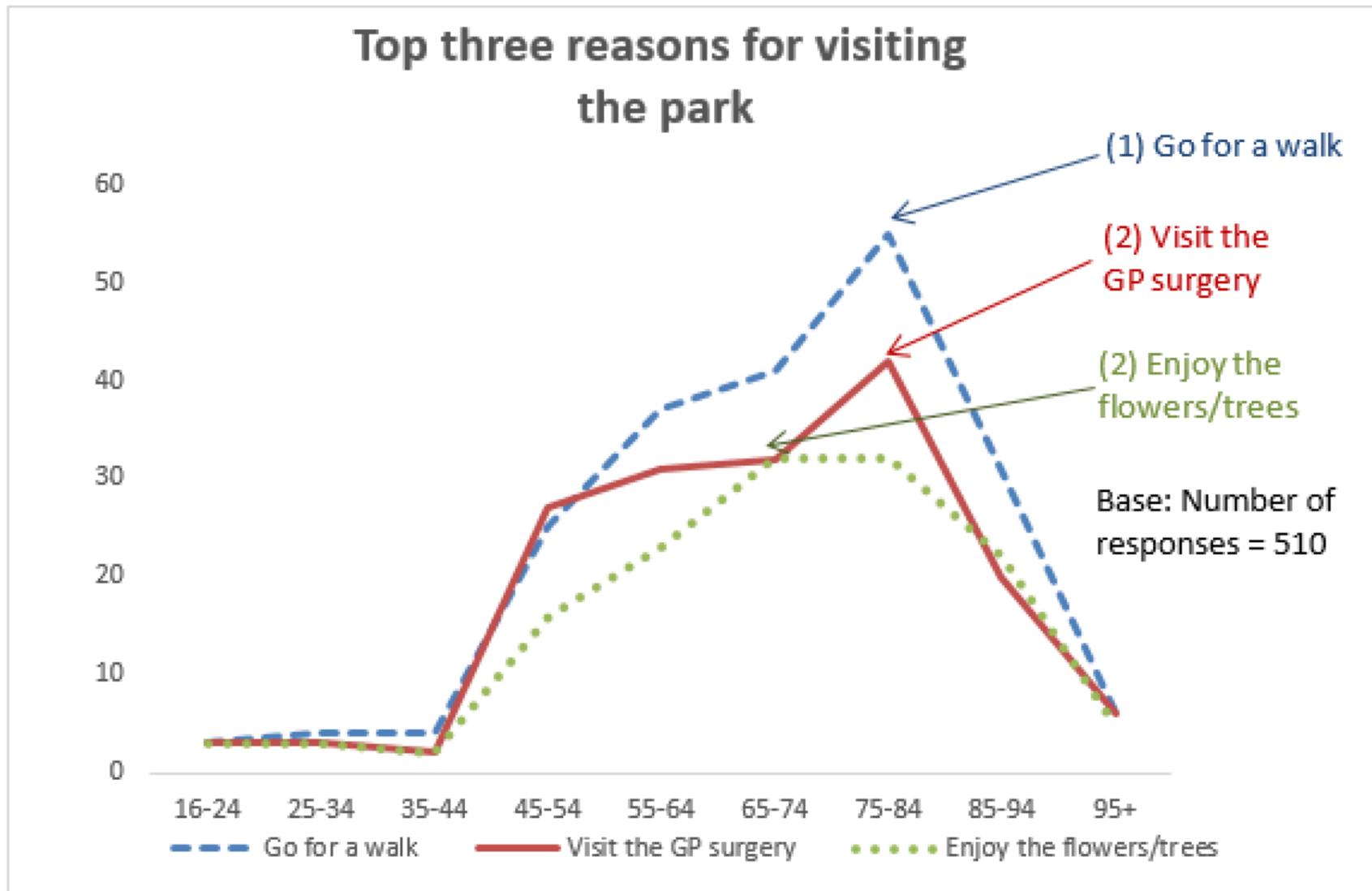
Looking at the age profile, most respondents between:

- 16-24yrs use the park to 'go for a walk' (80%, n=4/5) while three in four ticked 'to visit the GP Surgery', 'use the outdoor gym' or 'get fresh air' (75%, n=3/4)
- 25-34yrs use the park for 'children/family outing' (100%, n=6/6) while (67%, n=4) use the park to 'go for a walk'.
- 35-44yrs use the park for a 'children/family outing' (78%, n=38/49) other reasons cited include 'use the playground' (63%, n=31/49)
- 45-54yrs use the park to 'go for a walk' (63%, n=37/59)
- 55-64yrs use the park to 'go for a walk' (59%, n=41/69)
- 65-74yrs use the park to 'go for a walk' (68%, n=55/81)
- 75-84yrs use the park to 'go for a walk' (65%, n=31/48).

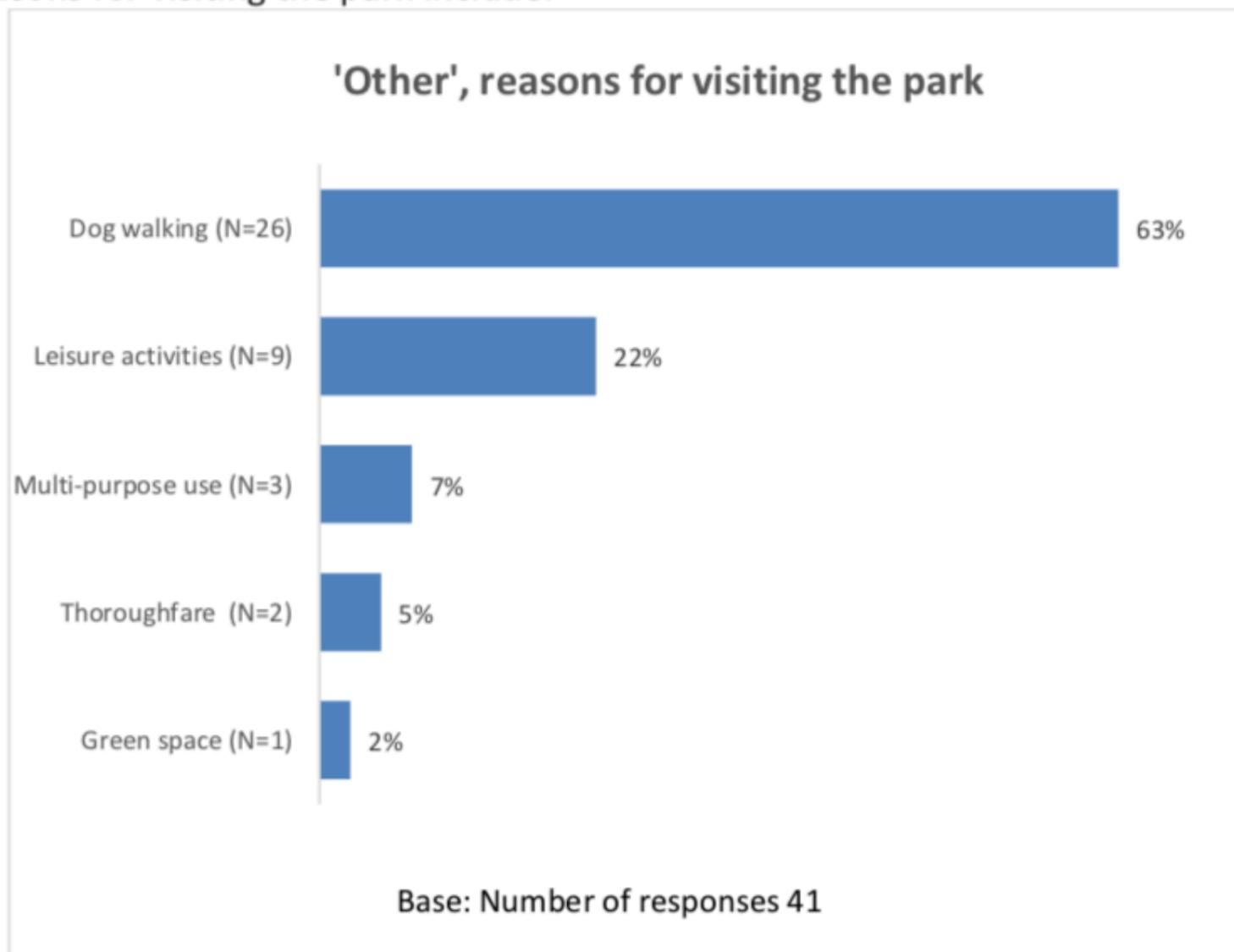


# Analysis of results

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



'Other' reasons for visiting the park include:





# Analysis of results

Examples of 'Other' responses include:

If Other, please specify: (Base: All responses=41)	
Theme:	Examples:
Dog walking	<ul style="list-style-type: none"><li>• Walk the dog</li><li>• Dog walking (probably the most popular reason people use the park).</li><li>• A calm, peaceful, local, easy dog walk after or before work, where dogs can be off the lead.</li></ul>
Leisure activities	<ul style="list-style-type: none"><li>• Often take my elderly mother in a wheelchair for a walk.</li><li>• Children go to run around and practice their rugby skills or kick a football about.</li><li>• Take photos of the change of the months.</li></ul>
Multi-purpose use	<ul style="list-style-type: none"><li>• Support Day Lilly Garden.</li><li>• I live next door to it.</li></ul>
Thoroughfare	<ul style="list-style-type: none"><li>• Way fayres and resident fayres.</li><li>• Go through it.</li></ul>
Green space	<ul style="list-style-type: none"><li>• It's just nice to have a green open space locally.</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. 'Accessibility' (91%, n=281/310)
2. 'Tree cover' (82%, n=258/313)
3. 'Grass areas' (74%, n=234/315).

The top three negatively rated aspects of the park were:

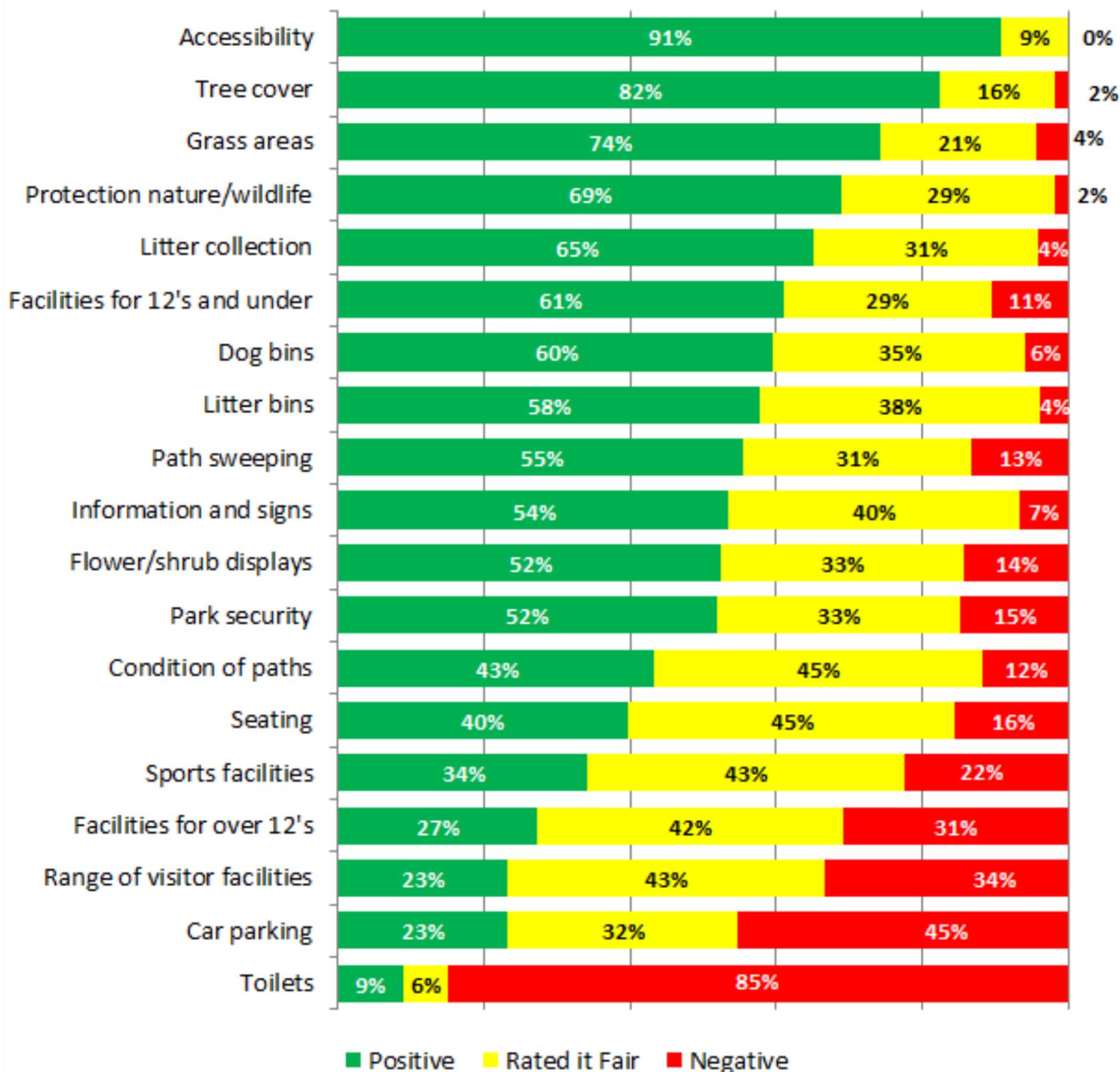
1. 'Toilets' [lack of] (85%, n=140/165)
2. 'Car parking' (45%, n=80/177)
3. 'Range of visitor facilities' (33% n=92/276).

Overall, 81% (n=262/325) of respondents rated 'the park in general' positively, 18% (n=57/325) rated the park fair and 2% (n=6/325) rated the park negatively.



# Analysis of results

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



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



Base: All respondents = 319

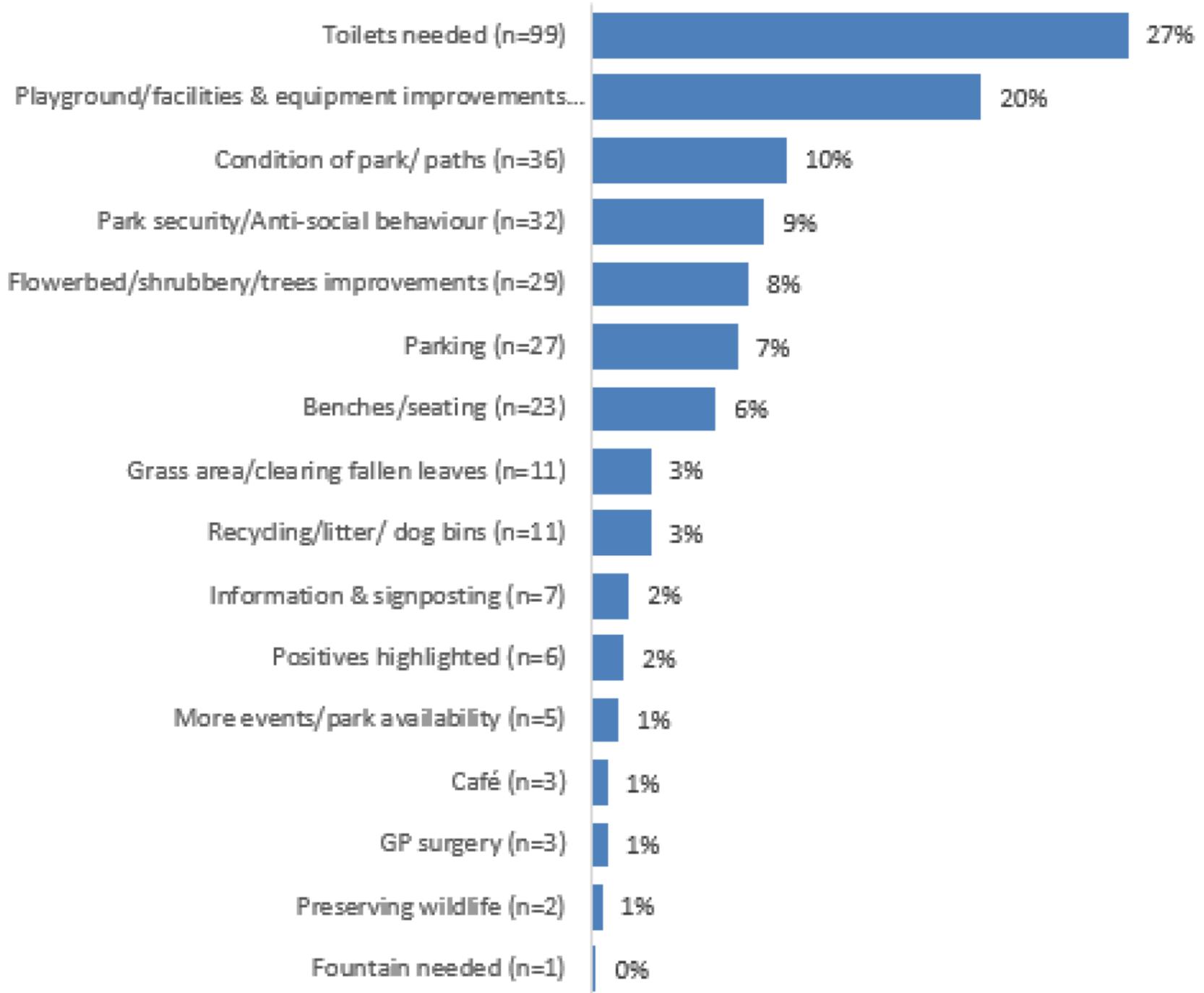


# Analysis of results

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

1. 'Toilets needed' (27%, n=99/367)
2. 'Playground, activity & equipment improvements' (35%, n=20/367)
3. 'Condition of park/paths' (10%, n=36/367).

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



Base: Number of all responses 367



# Analysis of results

If you ticked 'Poor', or 'Very Poor', on any of the above options, please give your reasons below: (Base: All responses 367)

Theme:	Examples:
Toilets needed	<ul style="list-style-type: none"> <li>• There are no toilet facilities</li> <li>• I don't think that only having a toilet in the GP surgery is enough. I don't like to go in there if I don't have an appointment as I am not registered with that practice.</li> <li>• There are no toilets for people to use.</li> </ul>
Playground, activity & equipment improvements	<ul style="list-style-type: none"> <li>• I don't think there is much for the over 12's, only to really ride their bikes, maybe a basketball court or a skate ramp? Kids need more variety and better equipment in the playground.</li> <li>• There are no sports facilities and the play facilities for children are very limited.</li> <li>• The outdoor gym equipment is a welcome addition but the over 12's need something to suit their age group, maybe goalposts, etc.</li> </ul>
Condition of paths	<ul style="list-style-type: none"> <li>• The paths are in a poor condition in places and could do with some attention.</li> <li>• Some of the paths are in a poor condition - very uneven.</li> <li>• Paths - could be kept cleaner.</li> </ul>
Park security/Anti-social behaviour	<ul style="list-style-type: none"> <li>• I have never seen anyone like a park warden around the park. The lighting in surrounding areas is poor.</li> <li>• Security for the main park non-existent as unable to make secure the children's play area, where the older children and adults congregate at night. As a neighbour to this area it causes me great concern.</li> <li>• It is very open, lots of places for dogs/children to run off into the street. The playground's gate doesn't close properly.</li> </ul>
Flowerbed/ shrubbery /tree improvements	<ul style="list-style-type: none"> <li>• Flower displays have been minimal on the few occasions I have visited.</li> <li>• The trees in the park need more maintenance. Some trees are dead.</li> <li>• Some tree or shrub identification would be nice.</li> </ul>
Parking	<ul style="list-style-type: none"> <li>• Parking at any of the entrances is limited, especially due to the Dr's surgery which can see parking all along that road.</li> <li>• Car parking poor, a few spaces for the doctor's surgery, otherwise on street. We're not bothered as we live close by.</li> <li>• I am not aware of any car parking apart from limited spaces by the surgery. Parking on Salisbury Road creates some congestion but wouldn't want to sacrifice any of the park or extra "internal" parking.</li> </ul>



# Analysis of results

Theme:	Examples:
Benches/seating	<ul style="list-style-type: none"> <li>• Not enough benches.</li> <li>• Seating is not always available due to bird droppings, which are never removed, as far as we know. When windy the benches are always covered in leaves, which stick onto the seat when wet.</li> <li>• More benches needed around the park's edges.</li> </ul>
Grass area/ clearing fallen leaves	<ul style="list-style-type: none"> <li>• Grass areas, i.e. in the park area around the GP surgery, are poorly drained and turn into ugly, smelly quad mires after heavy rain in the winter months.</li> <li>• Paths are never swept and this time of year, with wet leaves on the ground, it is slippery in places.</li> <li>• The grass areas is boggy.</li> </ul>
Recycling/Litter/ dog bins	<ul style="list-style-type: none"> <li>• Not enough dog bins.</li> <li>• Improvements to litter collection and more dog bins.</li> <li>• Too many dogs who use the park as a toilet!</li> </ul>
Information & signposting	<ul style="list-style-type: none"> <li>• Not a great deal of signage, although it is a small park.</li> <li>• The ridiculous "wildlife" signs near the pond are an eyesore and should be removed.</li> <li>• Toilets - when the GP surgery's extended toilets are demolished on the understanding the public could use the surgery's facilities. This is not generally known as there is no notice telling the public about this.</li> </ul>
Positives highlighted	<ul style="list-style-type: none"> <li>• Nothing is poor, given the nature of the park.</li> <li>• There was a fantastic tulip display in May.</li> <li>• Peace and quiet and fresh air is already there.</li> </ul>
More events/park availability	<ul style="list-style-type: none"> <li>• I would say the park needs loos so we can have more events to support the volunteers and rangers.</li> <li>• Availability could be improved.</li> <li>• Maybe have "Summer in the Park" or Tai Chi classes for the elderly</li> </ul>
Cafe	<ul style="list-style-type: none"> <li>• A coffee hut/refreshments would also help.</li> <li>• Maybe a cafe with toilets?</li> </ul>



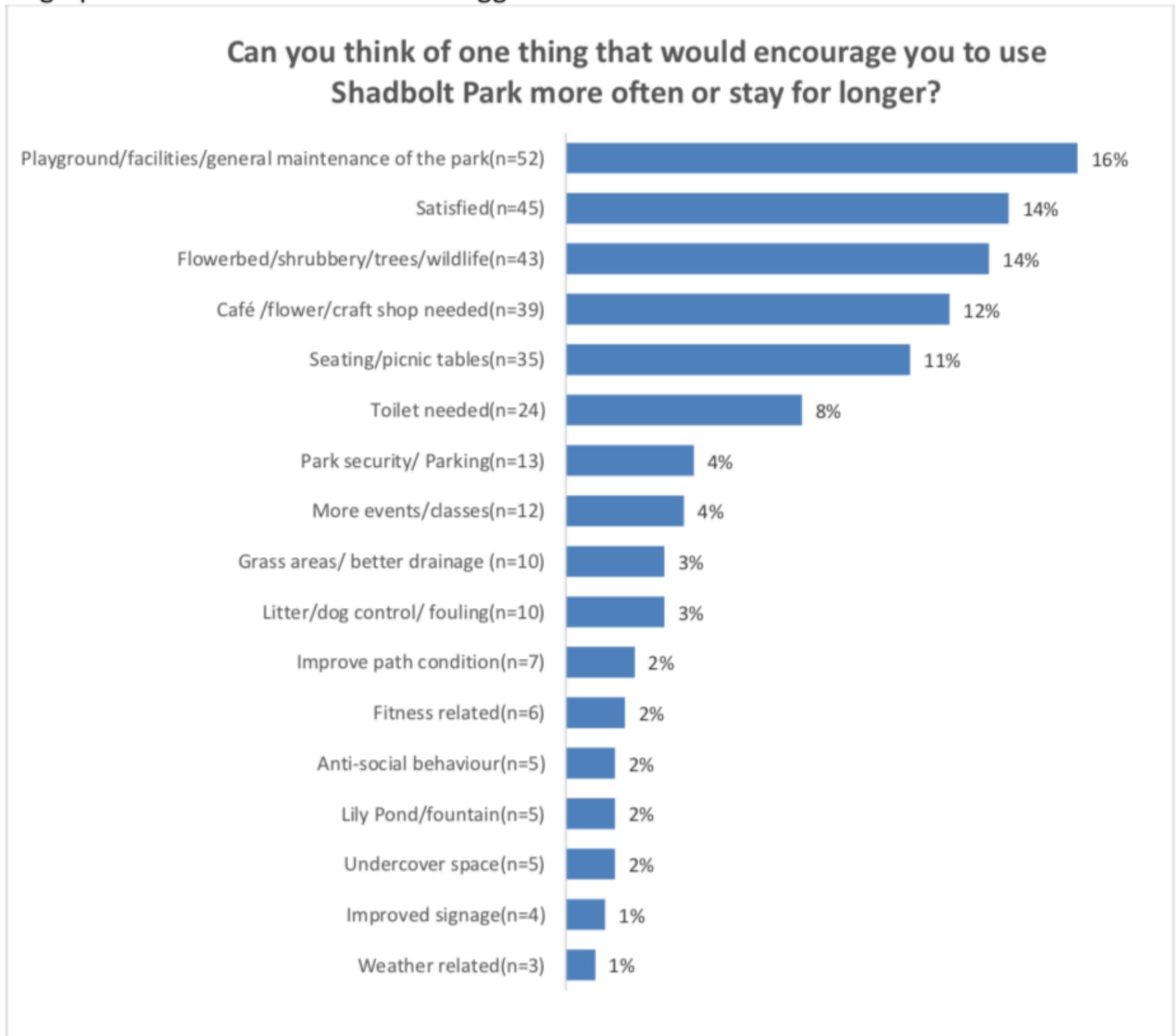
# Analysis of results

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

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

1. 'Playground, activity & equipment improvements' (16%, n=52/318)
2. 'Satisfied' (14%, n=45/318)
3. 'Flowerbed/shrubbery/trees/wildlife' (14%, n=43/318).

The graph below illustrates common suggestions:



Base: Number of all responses 318



## Conclusion:

The results of the survey show that people visit the park on a regular basis – with over half the number of respondents (53%, n=175/335) visiting the park multiple times a week. Over nine in ten respondents said they travel to the park on foot (95%, n=316/333).

Overall, the most frequent reason for visiting the park was to 'go for a walk' (62%, n=202/338). This was followed by 'children/family outing' (49%, n=165/338) and to 'use the playground' (44%, n=149/338).

An age breakdown shows that those respondents aged 16-24 use the park to go for a walk (80%, n=4/5), those aged 25-34 use the park for 'children/family outing' (100%, n=6/6) while (67%, n=4) of them use the park to 'go for a walk'. The 35-44yrs use the park for a 'children/family outing' as well (78%, n=38/49). The remaining age groups 45-54 (63%, n=37/59); 55-64 (59%, n=41/69); 65-74 (68%, n=55/81) and the 75-84 use the park to 'go for a walk' (65%, n=31/48).

The top three positively rated aspects of the park were: 'Accessibility' (91%, n=281/310) 'Tree cover' (82%, n=281/310) and the 'Grass area' (74%, n=234/310).

The top three negatively rated aspects of the park were: "Toilets' [lack of] (85%, n=140/165) 'Car parking' (45%, n=80/177) and the 'Range of visitor facilities' (33% n=92/276).

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 (27%, n=99/367).

The most popular suggestion to encourage people to use the park more often or to stay for longer was the need for playground, facilities, general maintenance of the park (16%, n=52/318).

Overall, 70% (n=224/319) visitor responses rated 'the park in general' positive with a few developmental areas identified.