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EXECUTIVE SUMMARY

- This document contains the findings of the 2007 market survey of Haysden Country Park.
- This study was undertaken to profile the users and meet the need to consult them on issues related to the park, to ascertain users' satisfaction with aspects of the park, to identify improvements that users would like to see, to contribute to the retention of the Green Flag Award for the site and inform the revision of the park's Management Plan.

THE RESULTS OF THIS SURVEY SHOW THAT:

- Three groups of users were represented; groups of two or more with children were in the majority, and comprised almost half of the visitors, those who came alone comprised more than a third and groups of two or more without children were the smallest group.
- Users were both male and female though more likely to be female, with ages ranging from the under 16s to the over 75s, the former were the most numerous and the latter the more rare. As part of the survey coincided with the school summer holidays the preponderance of children could be expected.
- Respondents were drawn from a wide catchment area with 37% resident within 5 miles of the park, and 63% living 5 miles or more away, of which 19% lived 20 miles or more. Just on 80% travelled by car.
- With almost one third of the users making a return journey of at least 20 miles, including 19% travelling 40 miles or more, Haysden Country Park can be seen to have a large catchment area.
- Close to half (47%) of the users visited once a week or more often.
- The four main reasons given for visiting the park were to use the play area, to feed the birds, to exercise the dog, and for a family day out. One third of the respondents used the park for exercise (cycling, running or for a long walk – over 30 minutes).
- The majority were aware of the Country Park because they lived close by; word of mouth was the most popular 'advertising' medium, and just less than one in ten had seen a leaflet.
- Very few of the respondents (2%) said they had an illness, disability or infirmity that had troubled them over a period of time. One person noted that they could not walk right round the park and one could not read the leaflet.
- A high percentage of users (99%) were satisfied with their visit overall, 91% were very satisfied.
- The four most important features from the users point of view were the attractiveness of the park, the balance of recreation and conservation, cleanliness and the bins for dog mess. Nine out of ten users were satisfied with all these important features of the park.

- Almost half of the users would like to see the Park improved with additional facilities, just over half like the park as it is. There was no significant difference between the two groups, therefore there is no clear mandate from the users to either add or not add facilities.
- Where dissatisfaction was expressed, the three features that were identified most, were the cleanliness of the toilets, the existing Ranger service and safety and security on site.
- The one change with the greatest potential to raise visitor satisfaction levels would be an improvement to the catering/refreshment facilities.
- Three other improvements that would be welcomed by half the users include a greater provision of toilets and improved cleanliness of the existing toilets; more/enhanced children's play area and an enhanced picnic area.

THE MOST IMPORTANT ISSUES COMING OUT OF THIS SURVEY ARE:

- A high 99% were satisfied with their visit overall.
- High priority needs to be given to maintaining the attractiveness and cleanliness of the park. This suggests that any changes/improvements should be made as unobtrusive as possible.
- Key improvements that need attention include cleanliness of the toilets and the existing Ranger service.
- A popular addition that would add to the enjoyment of their visit for many of the users would be to provide refreshment facilities on site as well as enhancing the picnic area and providing more seats.
- Some users perceived the need to provide more/enhanced children's play facilities.
- The park is large and some users, especially those who want to stay a while, would like the provision of toilets increased.
- Although most users value and appreciate the Country Park as it is, the opportunity is there to satisfy the needs of many and to introduce additions that could make visits more enjoyable.

INTRODUCTION

2.1 Aims and background of the survey

Aims of the survey

The aims of the survey were:

- (i) To profile users of Haysden Country Park and frequency of use;
- (ii) To identify users reasons for visiting the park;
- (iii) To provide data on customer satisfaction with aspects of the park and suggested improvements;
- (iv) To meet the need to consult users on a regular basis as identified in the Management Plan;
- (v) To provide data to assist the development of the Country Park and confirm its continuing Green Flag status.

Background of the survey

The survey was designed to meet the needs for information about usage and ascertain users' views of the Park. The research was designed to assess the public's perception of the quality of the facility and service, to measure their satisfaction, to identify users' wishes in terms of improvements, to assist the development of the park, to contribute to the retention of the Green Flag Award and inform the revision of the park's Management Plan

2.2 Method

A face-to-face interview was chosen as the method of data collection administered by qualified market researchers in the park. Interviewers spoke to the public in the four-week period from the end of July and through August 2007 to cover usage both in school term-time and during the school holidays. Survey completion took place in the morning, at lunchtime, in the afternoon and early evening of two weekdays and four weekends to ensure coverage of all types of users. The weather was generally poor at the time of the survey.

A custom-specific questionnaire was designed in collaboration with the Authority's officers and produced and printed in-house. Interviewees responded on a bank of almost 60 items, some pre-coded to obtain quantitative measures and some open-ended to provide more detailed comments, in addition to demographic information.

Data capture, analysis and the report were contracted externally.

2.3 Sample

407 interviews were conducted in Haysden Country Park with the users.

2.4 Level of confidence in the survey

All surveys are subject to some degree of statistical error. The size of this error will vary with the sample size and the degree of cross tabulations being undertaken. On the whole, the sample size for almost every question in this survey is 400; i.e. confidence levels are generally speaking in the $\pm 3\%$ to $\pm 5\%$ ranges and can therefore be seen as adequately representative of the user market. This sample size was also sufficiently robust to permit some sub-sample analysis, for example by frequency of use and demographic characteristics. Some analytical tests were run on the data to distinguish any differences of characteristic that were significant; none were found.

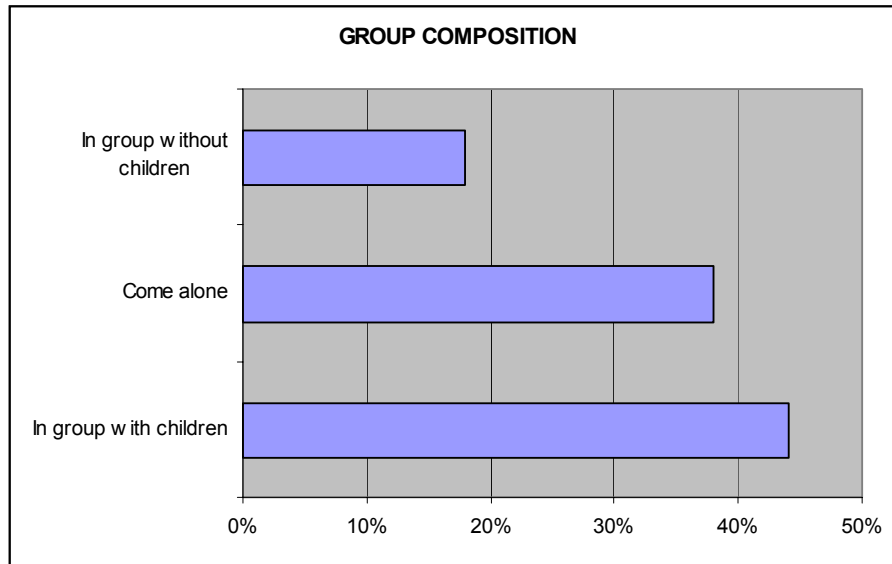
2.5 Structure of the Report

Section 3 identifies a profile of users whilst Section 4 reports usage of the Country Park. Section 5 deals with users' perceptions and satisfaction and Section 6 specifically with improvements, Section 7 provides the conclusion.

3. VISITORS TO HAYSDEN COUNTRY PARK

3.1 Group Composition

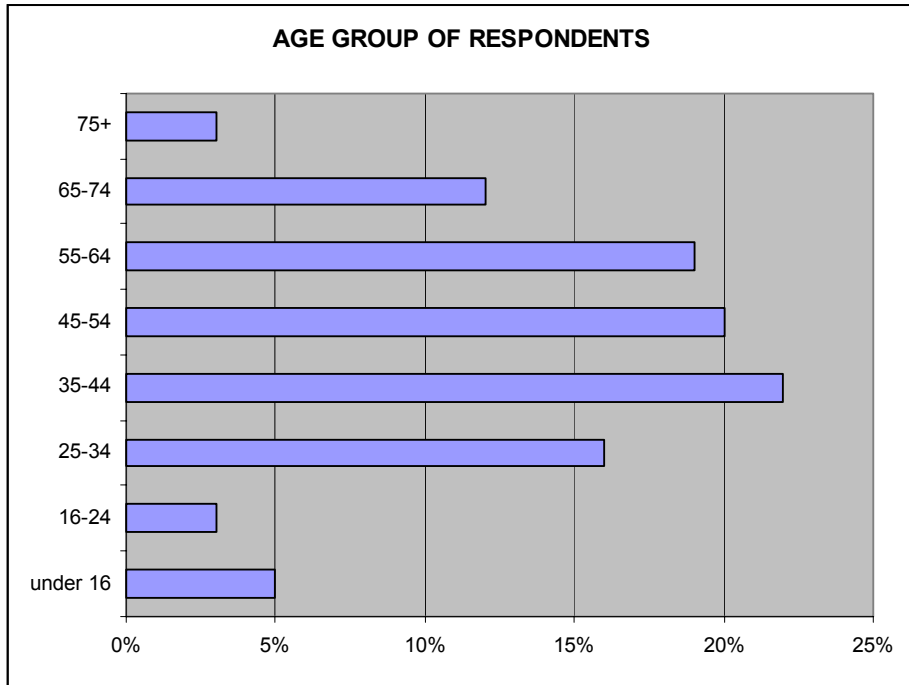
Graph illustrating Group Composition



The majority of respondents came in groups of two or more with children (44%). Just above a third (38%) came alone, the groups of two or more without children comprised 18%. Since the face-to-face interviews were conducted mainly in the school holidays this finding may be typical only of holiday periods and weekends; single users may be more characteristic of the every day users, particularly on weekdays.

3.2 Age profile

The 407 respondents interviewed covered a total of at least 770 adult users and at least approximately 200 young people under 16 years of age who accompanied the adults. Under 16s are rarely interviewed and only with parental permission; it is more common to interview the adult member of the group. The graph below represents the **respondents'** age profile not the user profile.

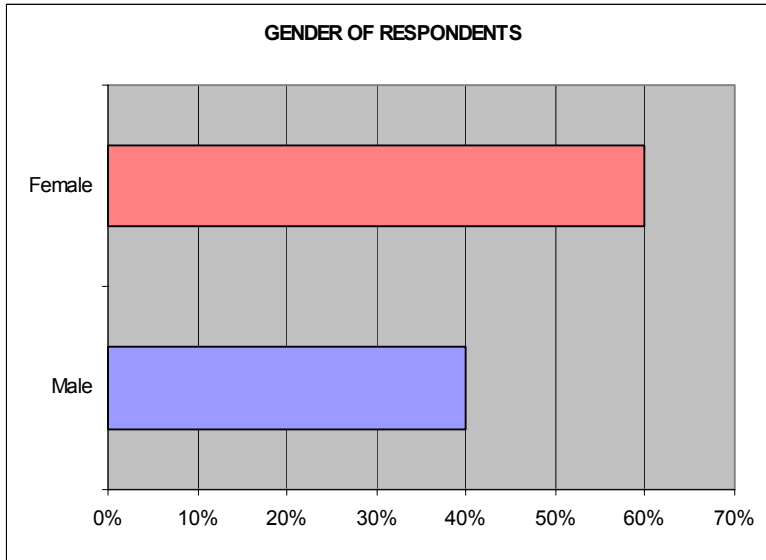


From the age profile of all 970 or so users comprised in the survey, it is evident that the bulk of the respondents were in the 35-64 age bracket, most likely parents and grandparents accompanying the children. Those under 16 comprised at least a quarter of the users who are not represented in the graph above. The most noticeable gap is young people aged 16-24, the same number/ proportion of the respondents as those aged 75 or over. A proportion of young people would undoubtedly be working, especially at weekends; nevertheless the reduced number suggests the park holds limited appeal to this age group. Whilst a smaller proportion of the respondents than that found at Leybourne Lakes Country Park (LLCP) during a similar survey in 2005, the finding is similar, (16-24 comprised 9% at LLCP against the 3% at Haysden).

3.3 Gender profile

Female respondents (60%) exceeded male respondents (40%).

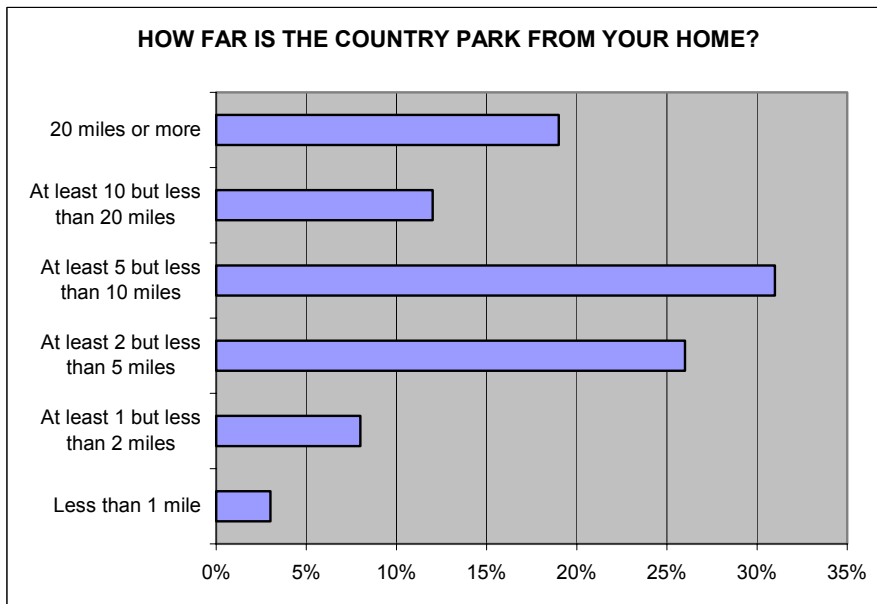
Graph showing gender profile of respondents to the survey



3.4 Catchment area

Just over a third (37%) of the respondents lived less than 5 miles away, and over a third (62%) lived 5 miles or more from the Park.

Graph showing distances users of the Park were from home.



More than half (57%) of the total interviewed came from between 2 and 10 miles from the country park, with close to a third (31%) travelling 10 miles or more, including 19% who made a 40 mile or more round trip. Local users living less than 2 miles from the park comprised only 11%. This suggests that the park is more than a local facility and on summer weekends is acting as a tourist attraction.

3.5 Respondent with a long-standing illness, disability or infirmity

In this survey 2% said they had an illness, disability or infirmity that had troubled them over a period of time or was likely to affect them over a period of time. Equal numbers of men and women over 64 were affected, but the only limitation identified was that the respondents could not walk all the way round the park. One respondent noted that they could not read the print on the map/ guide leaflet.

3.6 Ethnic origin

All respondents classed themselves as White, and all but two said they were British. One small group were visitors from France and another from Poland. Ethnic populations form a small minority in this area of Kent.

3.7 How users travelled

Eight out of ten came by car, either as driver or passenger, in part this is likely to be related to the distance many users travelled to get to the park. Just less than one in five (17%) came by non-motorised transport (by bicycle 10%, on foot 7%). A low 3% used public transport and from the comments received this may not be surprising. As one respondent said:

“A perfect place to relax but not a perfect bus service by any means”.

Two users came by motorbike, two by mobility scooters and one on a horse.

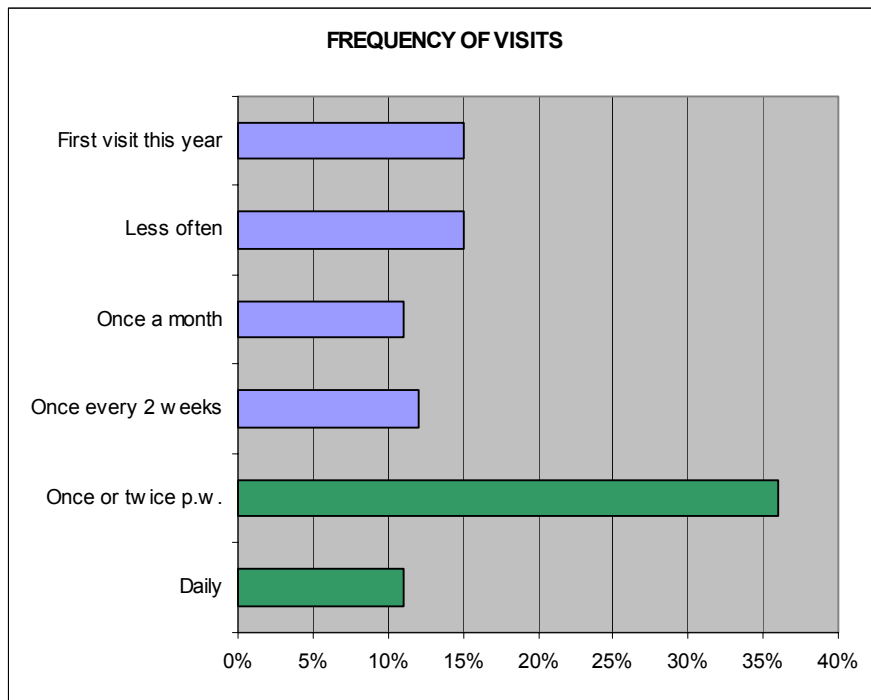
4. FREQUENCY OF VISITS, REASONS FOR VISITING AND HOW RESPONDENTS KNEW ABOUT THE COUNTRY PARK

4.1 Frequency of visits

Almost half (47%) of the respondents said they visited the Country Park more than once a week, of which 11% came daily. Users who visit the park at least once a week can be classified as 'frequent' users.

- Daily 11%
 - > once a week 36%
- 47% = frequent users (shown green in the graph below)
- Once every two weeks 12%
 - Once a month 11%
 - Less often 15%
 - First visit this year 15%
- 53% = infrequent users

Graph illustrating frequency of use



Users of the park fall approximately into two almost equal groups, one in every two (47%) is a frequent user, just over one in two (53%) can be characterised more as a visitor than a user.

4.2 Characteristics of frequent users

Users who came on their own were more likely to be frequent users, male and female, unsurprisingly most of them lived less than 5 miles from the park. Frequent users (those visiting once a week or more than once a week) were significantly more likely to come alone and to use the park for exercise (cycling/running/ a long walk) for fishing and to use the play area. Frequent users were disproportionately represented amongst those who expressed concern about development of the park with additional facilities, although a good number indicated that refreshments (more than ice cream) would be popular.

4.3 Reasons for visiting the Park

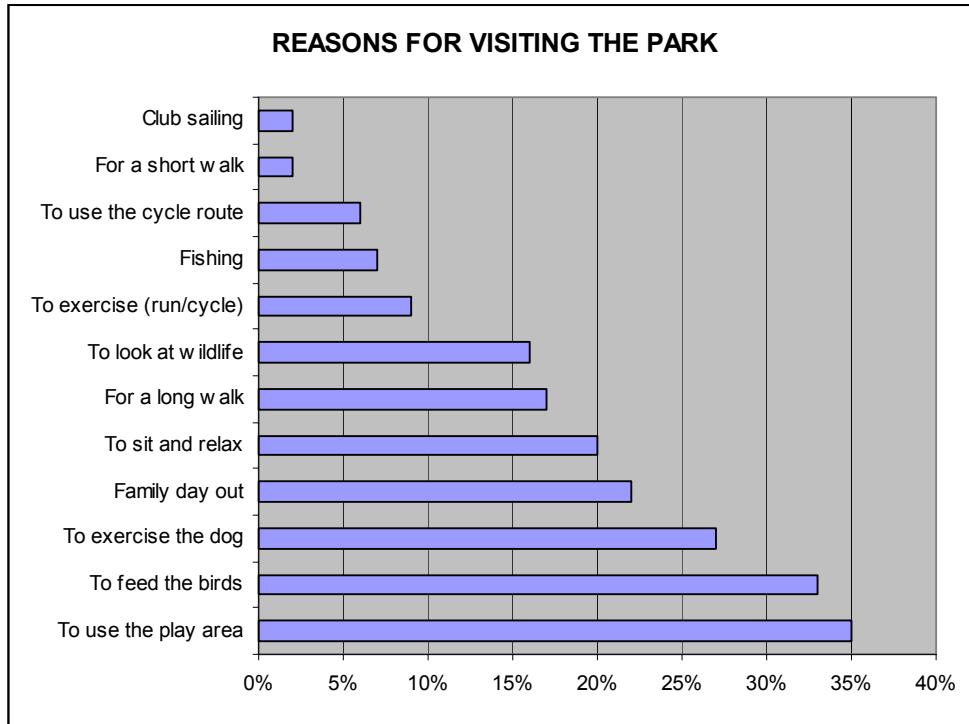
Respondents were given fifteen possible reasons for visiting the park and asked to give as many reasons as applied to them, consequently total percentages add up to more than 100. Five leisure-related reasons were most popular: -

- | | |
|------------------------|-----|
| ▪ To use the play area | 35% |
| ▪ To feed the birds | 33% |
| ▪ To exercise the dog | 27% |
| ▪ Family day out | 22% |
| ▪ To sit and relax | 20% |

Other reasons included: -

- | | |
|----------------------------|----------|
| ▪ For a long walk | 17% |
| ▪ To look at wildlife | 16% |
| ▪ To exercise (cycle/run) | 9% |
| ▪ Fishing | 7% |
| ▪ To use the cycle route | 6% |
| ▪ For a short walk | 2% |
| ▪ Club sailing | 2% |
| ▪ Volunteer work | 2 people |
| ▪ Because it's a short cut | 1 person |

Graph – reasons for visiting the park



Too few responses were recorded for volunteer work (2 respondents), because the park is a short cut (1 respondent), and for club swimming there were no respondents at the time of the survey.

4.4 How the respondent knew about the Park

Just over half (51%) either lived in the area or had always known about the park.

- 34% had been told by someone else
- 9% saw a leaflet
- 3% saw it as they were walking/driving past

- 1% read about it on the Council's website
- 1% read about it being a Green Flag Award park
- 0.5% saw it advertised in the Leisure Guide

Word of mouth is an important advertising medium.

No respondents said they had heard about it through a sports club.

5. PERCEPTIONS OF IMPORTANCE AND SATISFACTION WITH VISIT

5.1 Importance of specific features

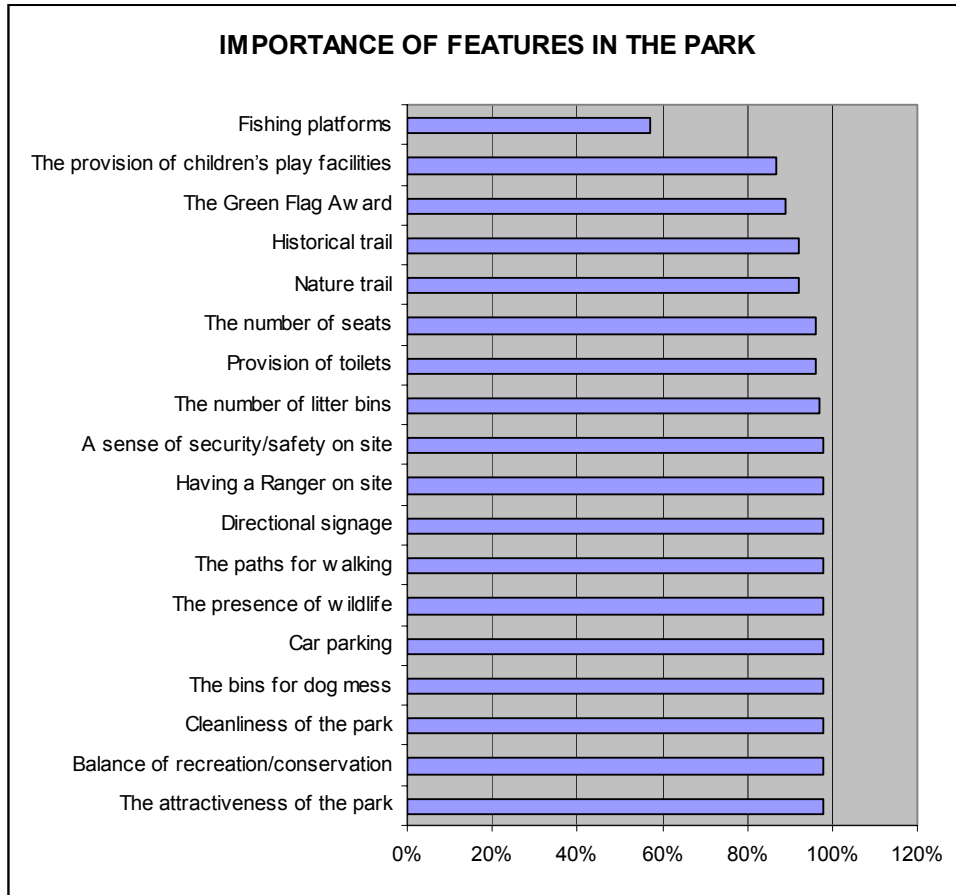
Users were asked to rate the importance to them of eighteen different features of the country park and its facilities. Rating from 1 = Very Unimportant to 5= Very Important, respondents were asked to score each feature.

	% rating it important	% Not sure/not used
The attractiveness of the park	98%	0
Balance of recreation/conservation	98%	0
Cleanliness of the park	98%	0.5%
The bins for dog mess	98%	0.5%
Car parking	98%	1%
The presence of wildlife	98%	1%
The paths for walking	98%	1%
Directional signage	98%	1%
Having a Ranger on site	98%	2%
A sense of security/safety on site	98%	2%
The number of litter bins	97%	1%
Provision of toilets	96%	1.5%
The number of seats	96%	2%
Nature trail	92%	5%
Historical trail	92%	5%
The Green Flag Award	89%	10%
The provision of children's play facilities	87%	7%
Fishing platforms	57%	26%

Ranked from the highest (at the top of the Table) to the lowest priority (at the bottom of the Table), the four most important features of the park were:

1. Its attractiveness
2. The balance of recreation and conservation
3. Cleanliness of the park
4. The bins for dog mess

However, it must be noted that almost every feature is important to nine out of ten users, the only exception being the fishing platforms. The scale on the graph below shows the differential between features, but the cluster of all but one of the features between 87%-98% makes ranking importance difficult.



5.2 User rating for satisfaction

Against a similar bank of items, users were asked how satisfied they were. Ranked from the features where the highest percentage were satisfied to those where lower percentages were satisfied, the scores were as shown in the table below.

FEATURES	% Fairly/very satisfied	% Not sure/not used	% Fairly/very dissatisfied
1. The attractiveness of the park	93%	2%	0
2. Condition of the path surfaces	92%	2%	0
3. Cleanliness of the park	92%	0	2%
4. Cleanliness in terms of dog mess	91%	0	2%
5. Car parking	90%	10%	0
6. Balance of recreation/conservation	90%	6%	2%
7. Directional signage on site	88%	7%	2%
8. Winning the Green Flag Award	84%	10%	0
9. Availability of litter bins	84%	11%	3%
10. Information on wildlife	82%	13%	0
11. The number of seats	80%	3%	5%
12. Safety and security on site	78%	3%	8%
13. Nature trail	76%	20%	0
14. Historical trail	76%	20%	0
15. The provision of children's play area	74%	20%	2%
16. The existing Ranger service	71%	6%	16%
17. Fishing platforms	55%	35%	0
18. Cleanliness of the toilets	51%	6%	28%

Six features all achieved 90% or more of the users satisfied:

- The attractiveness of the park
- Condition of the path surfaces
- Cleanliness of the park
- Cleanliness in terms of dog mess
- Car parking
- Balance of recreation and conservation

Three of the most important features (see Section 5.1):

- The attractiveness of the park
- Overall cleanliness
- The balance of recreation and conservation and

were all amongst those that 90% or above of the users were fairly/very satisfied with. The fourth feature, the bins for dog mess appear to be used given that cleanliness in terms of dog mess is amongst the most satisfactory features of the park.

Two features stand out from the table above as having the highest percentages of users who were dissatisfied compared with those who were fairly/very satisfied:

- The cleanliness of the toilets (51% were satisfied 28% were dissatisfied)
- The existing Ranger service (71% were satisfied 16% were dissatisfied)

5.3 Satisfaction rated against importance

The five features that show the greatest satisfaction pro rata to their importance are:

- The attractiveness of the park (98% saw it as important, 93% were satisfied) (no.1)
- Cleanliness of the park (98% saw it as important, 92% were satisfied)(no.3)
- Condition of the path surfaces (98% saw this as important, 92% were satisfied) (no.7)
- Winning the Green Flag Award (89% saw this as important, 84% were satisfied) (no 16)
- The fishing platforms (57% saw this as important, 55% were satisfied) (no 18) although this feature declined substantially in importance below all the other features due to limited number of people interested in fishing.



FEATURES	% Fairly/very important	% Fairly/very satisfied
1. The attractiveness of the park	98%	93%
2. Balance of recreation/conservation	98%	90%
3. Cleanliness of the park	98%	92%
4. Cleanliness in terms of dog mess	98%	91%
5. Car parking	98%	90%
6. Information on wildlife	98%	82%
7. Condition of the path surfaces	98%	92%
8. Directional signage on site	98%	88%
9. The existing Ranger service	98%	71%
10. Safety and security on site	98%	78%
11. Availability of litter bins	97%	84%
12. Cleanliness of the toilets	96%	51%
13. The number of seats	96%	80%
14. Nature trail	92%	76%
15. Historical trail	92%	76%
16. Winning the Green Flag Award	89%	84%
17. The provision of children's play area	87%	74%
18. Fishing platforms	57%	55%

The two features that most need attention in terms of satisfaction pro rata to their importance are clearly identified – the toilets (12), and the existing Ranger service (no 9).



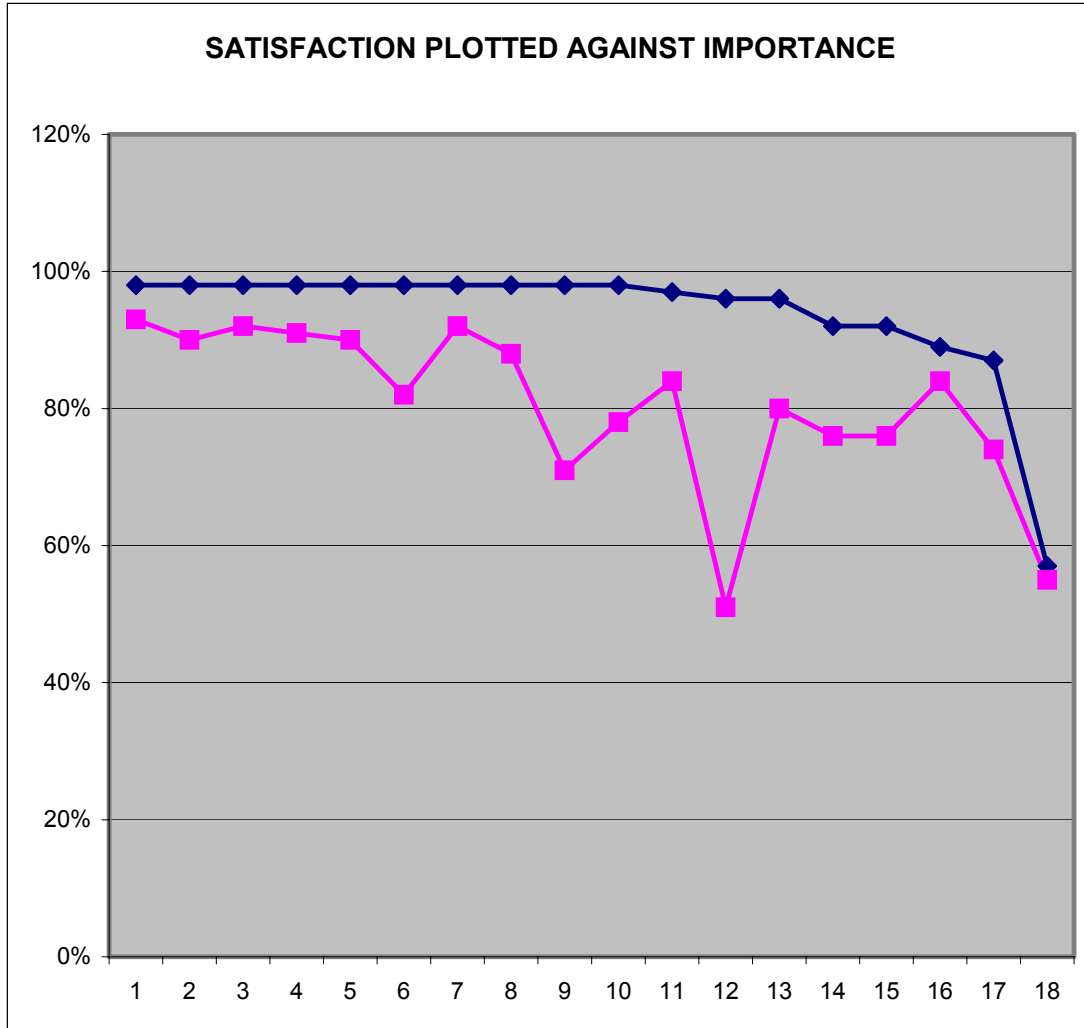
Other features that could be reviewed in terms of their satisfaction pro rata to their importance are:



- Safety and security on site (no. 10)
- Information on wildlife (no. 6)
- Number of seats (no.13)
- Nature trail (no.14)
- Historical trail (no.15)
- The children's play area (no.17)

The graph below illustrates the importance attached to almost every feature of the park and the relative satisfaction with each feature.

Graph Comparing Satisfaction with Importance
Satisfaction ——— Importance ———



Where the line markers are close (e.g. features 1, 3, 7 and 18) the two scores are closest; these are the attractiveness of the park (1), its cleanliness (3), the condition of the path surfaces (7) and the fishing platforms (18). This demonstrates that almost all of the users who rate those features as important are satisfied with them in Haysden Country Park. In the ideal park, all features would display close markers illustrating that those users who find the feature important are satisfied with it. The graph above clearly identifies users lower level of satisfaction with features 9 and 12 – the existing Ranger service (9) and cleanliness of the toilets (12).

(For identification of features see the Table above at 5.3).

5.4 Satisfaction with their visit overall

Four people (1%) said they were 'not sure' how satisfied they were.

- 91% said they were 'very satisfied'
 - 8% 'fairly satisfied'
- Together this indicates **99% were satisfied** with their visit.
- One respondent was partly satisfied and partly dissatisfied

Typical responses, were comments such as:

"I come almost every day and never get bored. Always something to see".

"The freedom here is just wonderful".

"A nice place to visit, I wish it was nearer my home".

"A wonderful facility the sort we must protect and not overdevelop".

"I have watched here improve greatly, well done, keep it up".

Whilst no respondent was dissatisfied overall with their visit there were many suggestions for improvements, see Section 6.

5.5 Dogs in the park

Respondents were asked if, in their experience, there had been a problem with dogs in the park during the past year.

Eight respondents recorded a problem:

- Four people noted that dogs chased the ducks (near the lakes)
- Three people noted that some owners did not keep their dogs under control
- One person felt they should be kept on the lead on busy days

Dog walking in the park is clearly very popular (27% of the respondents – i.e. more than 100 of those surveyed) and given the comparatively small number who responded to this question it suggests that few park users have experienced a problem. No specific areas, other than around the lakes, were identified; two comments illustrate responses:

"Regulars are fine, it's the weekenders who don't control their dogs properly"

"I feel dogs should be kept on the lead at all times".

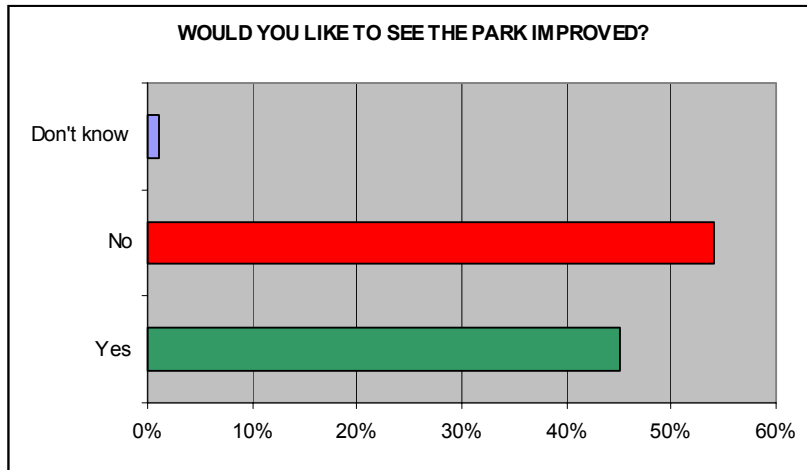
In connection with dogs in the park it is appropriate to note that 91% of respondents were satisfied with cleanliness in terms of dog mess.

6. IMPROVEMENTS AND ADDITIONS

6.1 Would you like to see the Park improved with additional facilities?

Asked if they thought the Park should be improved in any way, just over half the respondents (54%) said there was no need to improve anything, they liked it “as it is”; 45% felt the park should be improved and 1% didn’t know.

Graph comparing those who want the Park improved with those who like it as it is



Comments such as:

“The park is a unique facility we don’t need to commercialise it in any way”.

“Don’t change anything its wonderful”.

“It is brilliant as it is”.

“This is just such a fabulous facility I wouldn’t dare to change it”.

But in contrast, typical comments from the other group said:

“I think the play area is super but of course it would be lovely if it was enlarged”.

“I love that its unspoilt but I think a refreshment kiosk would not be detrimental”.

“If they want to encourage visitors then they’ve got to make them welcome and a place to snack is vital”.

“Too few toilets and sited a long way from some parts of the park, more toilets are needed and they should be much cleaner”.

Although the 45% who wanted improvements comprised all age groups, both male and female, they were more likely to include older people and to have brought under 16s with them.

Allowing for the margin of error in respect to the sample size ($\pm 5\%$), the two groups, those who like the park as it is and those who want improvements, are not sufficiently different in size to make it possible to be fully confident in the finding as there is only a 9% difference in the survey.

6.2 Improvements

Respondents, who said they wanted improvements, were offered 9 possibilities, and an opportunity to add a tenth of their own choice, and were asked to identify up to three facilities that they thought most needed improving. Note - the toilets were not identified in the given list of possible improvements.

Three identified improvements ranked highest in terms of their scores:

▪ More catering/refreshment facilities	164	total responses
▪ More/enhanced children's play facilities	79	“ “
▪ Enhanced picnic area	68	“ “

A second group of improvements, scoring lower were:

▪ Run more countryside events	41
▪ More seats	36
▪ Enhanced Ranger service	24
▪ More information about wildlife/flora	22
▪ More on site information	15
▪ More guided walks	15

Ideas suggested by the respondents included:

▪ More cycle tracks	6
▪ A bike shed	4
▪ A better bus service	4
▪ Longer running circuit	3
▪ More bridle ways	3
▪ Parking for anglers near Haysden Water	3
▪ Larger fishing platforms	2
▪ Guided walks for children	1
▪ A bird watcher's hide	1
▪ A manned 1 st Aid post	1
▪ A public phone	1

6.3 Changes and additions

6.3.1 What would make your visit better?

Respondents were given an **open** opportunity to choose just **one change** that would make their visit to the park better. Given that many had responded to the prompted question reported at 6.2 above, and all the respondents who did not want to see any changes made to the park (54%) were directed to skip to the following question, there were fewer responses to this question. By far the most popular, and more than twice as popular as any other change, was an improvement to refreshment facilities.

- 92 respondents identified refreshment facilities
- 35 wanted more toilets
- 17 wanted cleaner toilets

Other identified changes were:

- 15 wanted more for children
 - 5 wanted more for younger children
 - 8 wanted more/challenging equipment for older children
 - 2 wanted a pool (paddling type)

6.3.2 The changes with the greatest potential to raise satisfaction levels

Taking into account features that respondents were least satisfied with (Section 5.2) and those they identified as the most desired improvements (Section 6.2),

- Cleaner toilets
- Catering facilities/refreshments

are the two features that would raise satisfaction levels the most.

As noted in previous surveys, the general tendency in society for more people to want out-of-home refreshments was clearly reflected in the large number of unsolicited suggestions made by people who said their visit would be made more enjoyable if refreshments were offered on site. As three users put it:

“The park itself is very good and what is provided, but you don’t feel like staying long if you can’t get food and drinks” (respondents 20 miles or more from home)

“Very concerned we don’t overdevelop but refreshments would be good and toilet blocks in other areas especially for the young and the elderly”.

“Picnics are fine but you can’t beat a nice cup of tea, needs a café or similar”.

6.4 Other changes to consider

Four items with potential to raise satisfaction

1. The Ranger service - 16% saw the existing service as unsatisfactory.
2. Safety and security – 8% were not satisfied
3. Number of seats – 5% were not satisfied
4. More for children

A link between the desire for a changed/improved Ranger service and safety and security seems likely, since an improved Ranger service is likely to improve the sense of safety and security. An increase in the number of seats has the potential to make a visit to the park better for older visitors, whilst children and their parents and carers would find benefit in an extension to the play area. Such improvements have the potential to improve the park from the point of view of all the different groups of users.

6.5 Any other comments.

At the end of the interview, respondents were asked if there were any other comments they wanted to make. In some surveys respondents pass over this opportunity, but in this survey 107 respondents (26%) chose to comment – see Annex 2 for verbatim responses.

7. CONCLUSIONS

The survey of 407 users aimed to assist the management of the 165-acre park. It demonstrated that all age groups, men and women, visit the park, the majority live less than 10 miles away and almost half (47%) use it at least once a week. To use the play area was the most popular reason for a visit, although feeding the birds, exercising the dog, and sitting and relaxing were other key reasons. From the users point of view, the four most important features of the park were its attractiveness, the balance of recreation and conservation, cleanliness of the park and related to cleanliness the bins for dog mess. 90% or more of the respondents were satisfied with each of these four features, and 99% were satisfied overall with their visit, 91% very satisfied.

As with many country parks, one of the difficulties of management is achieving the appropriate balance between recreation and conservation; Haysden is no different. The survey showed the users divided into two almost equal groups, those who like the park as it is and do not want to see any changes, and those who would like to see improvements with additional facilities. Once the margin of error was taken into account, the research found no significant difference between the two groups. It would seem therefore, to please half the users, the management would make few changes, concentrating on maintaining the parks' attractiveness and cleanliness; these should remain top priorities.

However, a number of suggestions were made for future improvements that would be most acceptable to the other half of the users. Two changes with the greatest potential to raise visitor satisfaction levels were improvement to the refreshment facilities and cleanliness and provision of the toilets.

Other additions suggested that would add to the enjoyment of many users, include the provision of more facilities for children/young people, enhancement to the existing Ranger service, improvement to the sense of safety and security and the provision of more seats.

Overall Haysden Country Park is highly appreciated and valued.

ANNEX 1 SUMMARY OF RESULTS

Red = % Green = Raw number

N.B. Not every respondent answered every question and some questions involved multiple response.

Q1. Why are you visiting Hayden Country Park today?

To use the play area	35%	To exercise the dog	27%	For a short walk (up to 30m)	2 %
To exercise (cycle/run	9%	To feed the birds	33%	For a long walk	17%
To look at wildlife	16%	To sit and relax	20%	Because it's a short cut	1 person
Club sailing	2%	Fishing	7%	Family day out	22%
Volunteer work	0.5%	To use the cycle route	6%	Club swimming	0

Q2. On average how often do you visit the Country Park?

Daily	11%	Once or twice a week	36%	Once every 2 weeks	12%
Once a month	11%	Less often	15%	First visit this year	15%

Q3. How did you travel here today?

By car – driver	49%	By car – passenger	30%	By Mini/Bus/bus	3%
By bicycle	10%	On foot	7%	By motorbike	0.5%
Mobility scooter	0.5%	On horse back	1 person		

Q4. I am going to ask you some questions about the country park and the facilities provided . We want to know how IMPORTANT these different features are to you. Please rate them on a scale of 1 (Very unimportant) to 5 (Very important), or if you haven't used them please tell me. [Percentages rounded]

FEATURE	(Of no importance)				(Very important)	Not sure/ Not used
	1	2	3	4	5	
Fishing platforms	14	4	6	3	57	16
The paths for walking	1		1		98	
The attractiveness of the park	1		1		98	
Provision of children's play facilities	6		1		87	7
Car parking	1		1		98	
The presence of wildlife	1		1		98	
A sense of security/safety on site	0		2		98	
Directional signage on site	0		1		98	1
Provision of toilets	1		2		96	1
The number of seats	1		1		96	2
Nature trail	0		6		92	2
Historical trail	0		6		92	2
Number of litter bins	1		1		97	1
Cleanliness of the park	0				98	1
The bins for dog mess	1				98	2
Having a Ranger on site					98	
Balance of recreation/conservation			2		98	0
The Green Flag Award			1		89	10

Q5. How SATISFIED are you with these things here in Haysden Country Park today ? Please rate them on a scale of 1 (Very dissatisfied) to 5 (Very satisfied). [Percentages rounded]

FEATURE	(Very dissatisfied)				(Very satisfied)	Not sure/ Not used
	1	2	3	4	5	
Condition of the fishing platforms	1		3	5	55	35
Condition of the path surfaces	3	2	6	20	92	2
The attractiveness of the park			5		93	2
The children's play area	2		4		74	20
The car parking arrangements					90	10
Information on wildlife			5		82	13
Safety and security on site	5	3	11		78	3
Directional signage	2		3		88	7
Cleanliness of the toilets	22	6	15		51	6
Number of seats provided	5		12		80	3
Nature trail			4		76	20
Historical trail			4		76	20
Availability of litter bins	2	1	2	24	60	11
Cleanliness of the park	2		4	28	64	4
Cleanliness in terms of dog mess	2		5	41	50	2
The existing Ranger service	16		7	33	38	6
Balance of recreation/conservation	2		2	25	65	6
The park winning the GFA			6	28	56	10

Q6. In your experience, have dogs been a problem in Haysden Country park during the past year?
 Yes No

Q7. Would you like to see Haysden Country Park improved with additional facilities?

Yes 45% No 54% Don't know 1%

Q8. If YES, which of the facilities do you think most need improving? Please tick up to three boxes [straight scores]

More information on wildlife/flora	22	More catering/refreshment facilities	164
Enhanced picnic area	68	More on site information	15
More guided walks	15	Enhanced Ranger service	24
Run more countryside events	41	More/enhanced children's play facilities	79
More seats	36		
Other	20	Don't know	69

Q9. If we could make ONE change to make your visits to this country park better would it be?

See Annex 2

Q10. How did you know about Haysden Country Park before your visit today?

Live here/always known about it	51%	Saw it as I was walking/driving past	3%
Someone told me about it	34%	Saw it advertised in the Leisure Guide	0.5%
Read about it on the Council's website	1%	Read about it being a Green Flag Award park	1%
Saw a leaflet	9%		

Q11. Taking everything into account OVERALL how satisfied are you with your visit today?

Very Dissatisfied	Fairly dissatisfied	Partly dissatis/satis	Fairly satisfied	Very satisfied	Not sure/ Not used
			8%	91%	

Q12. In your visit today have you:

Come alone?	38%	Come as a group of two or more (with children)?	44%
Come as a group of two or more (without children)?			18%

Q13. Roughly how far is Haysden Country Park from your home?

Less than a mile	3%	At least 5 but less than 10 miles	31%
At least 1 but less than 2 miles	8%	At least 10 but less than 20 miles	12%
At least 2 but less than 5 miles	26%	20 miles or more	19%

Q14. Which age group are you?

Under 16	17-19	20-29	30-39	40-49	50-50	60-74	75+
5%	3%	16%	22%	20%	19%	12%	3%

Q15. (INTERVIEWER OBSERVE SEX OF RESPONDENT) Male 40% Female 60%

Q16. Do you have any long-standing illness, disability or infirmity? (long-standing means anything that has troubled you over a period of time or that is likely to affect you over a period of time)

Yes 2% No 98%

Q16b. If yes, does this illness or disability limit your use of Haysden Country Park in any way?

Couldn't read the leaflet

Q16c. If yes, please tell me how?

Q17. To which of these groups do you consider you belong to? PLEASE TICK (✓) ONE BOX

White British	95%	Mixed white & Black Caribbean/African
White Irish/Other white	2%	White & Asian
Any other white	2%	Indian
		Other ethnic group

Q18. AND FINALLY ... If there are any other comments you would like to make about Haysden Country Park, please tell me:

See Annex 2

ANNEX 2 A sample of comments received

GENERAL POSITIVE COMMENTS 20

- "A lovely place to sit and relax".
- "Nice place to bring the grandchildren".
- "I love it. We are privileged those of us who live here lets not make it too commercialised".
- "A lovely place to visit with lots for the wheelchair bound to see".
- "Having access to a place like this when you have children is priceless".
- "I just come here for peace. A wonderful place to get away from it all".
- "Ideal place to bring handicapped children".
- "Great place too good to spoil".
- "Come here when I want to think things over".
- "A wonderful place to relax I just enjoy sitting and watching the birds".
- "Really super place to come to get away from it all".
- "Will definitely come again".
- "Something for all. I walk my dog, my daughter uses the playground with my granddaughter. My husband fishes and my son sails. What more do we need?!"
- "It's a very good balance".
- "Arrived a short time ago, it looks very beautiful and we will do the walks".
- "It is a thousand times better now than when I was young it is great – well done!"
- "This gives us a great taste of the English countryside".
- "The trails are a great idea"
- "Not that the weather helped but I've really enjoyed the sailing – a great facility".
- "Sitting among the flocks of birds is just amazing. I never get used to it".

CHILDREN AND YOUNG PEOPLE 8

- "Children's sheet for the nature and historical trails would educate them more".
- "More educational sheets for children to do".
- "In school holidays more tours for the kids to participate in more hands on stuff when going around the nature and historical trails".
- "Emergency post for first aid and for lost children".
- "A bit more for older kids".
- "More toilets please we had a party of 20 kids!!"
- "I think the play area is super but of course it would be lovely if it was enlarged".
- "Can there be more for toddlers; like a paddling pool or some more equipment"

SAFE AND SECURE 3

- "Lovely here, I feel safe and my dog can run around and I have no fear of him running out anywhere".
- "Wonderful facility, safe and peaceful we must not spoil it".
- "I think it's quite safe here but I would like to see more Rangers".

REFRESHMENTS 16

- "I could manage some refreshments – something a bit more substantial than ice cream".
- "We have travelled a long way and are disappointed not to be able to get refreshments".
- "We've had a lovely day but need refreshments badly"
- "So lovely to have this park don't want it spoiled but refreshments area would be nice"
- "I'm very concerned that the park doesn't become too commercialised but I do think refreshments would be good and an encouragement for people to stay longer".
- "If you want to encourage longer visits you have got to provide refreshments".
- "The ice cream's pretty good but Dad wanted a cup of tea".
- "Rural England but a drink would be good".
- "Definitely a fair weather facility we've had a lovely time, but a café would be nice especially if the weather turns out to be not so good"
- "Very concerned we don't overdevelop but refreshments would be good and toilet blocks in other areas especially for the young and the elderly".

“Picnics are fine but you can’t beat a nice cup of tea, needs a café or similar”.
“I love that its unspoilt but I think a refreshment kiosk would not be detrimental”.
“If they want to encourage visitors then they’ve got to make them welcome and a place to snack is vital”.
“A decent café not an ice cream van”
“You could have a really nice café here and I’m sure it would do well if it was within reach of the car park; be nice for the disabled too”.
“It’s a great place but proper refreshments are really needed, it’s so disappointing at the moment”

DON'T CHANGE ANYTHING 9

“It is very nice as it is leave it well alone”
“Don’t change a thing please”.
“I come here to chill. Don’t want anything more than there is. Enjoy the peace and quiet and don’t want it threatened”.
“I would be very afraid that further development would damage a fine facility”
“I don’t know whether additional facilities would improve the park”. Refreshments would be good and more toilets but I’m also inclined to say leave it as it is because once you start developing and trying to provide everything for everyone it’s a death knell for a place like this”.
“The park is a unique facility we don’t need to commercialise it in any way”.
“Don’t change anything its wonderful”.
“It is brilliant as it is”.
“This is just such a fabulous facility I wouldn’t dare to change it”.

THOUGHTS AND SUGGESTIONS 12

“I’ve done the historical trail and I’ve been waiting to do the Nature trail I hopes its good”
“I wanted to do the trails. I shall come back to do the nature one”.
“A more demanding cycle route”.
“A boating area for hiring”.
“Improve the bus service”.
“A perfect place to relax but not a perfect bus service by any means”.
“I don’t drive so I have to get lifts. A better bus service would be appreciated”.
“Special cycle tracks, bridle ways, running tracks so no-one gets in the way of the walkers and dogs its wonderful”
“A concealed tent to watch birds”.
“4st Aid”
“There are lots of litter bins but they are overflowing when the park is busy, empty them more often”.
“Too few toilets and sited a long way from some parts of the park, more toilets are needed and they should be much cleaner”.

FISHING 3

We could do with some facilities like the sailing club has over on Haysden Water. It’s a long way to walk from the car park”.
“We need parking and toilets at Haysden Water”
“It’s a long way to walk with your gear from the car park; we need to be able to park our cars closer”.

DOGS IN THE PARK 10

“Perfect place for dogs, they can run about at will and as a result are really well behaved”.
“Lovely to have this place so convenient for dog walking. Not having to have them constantly on a lead is wonderful. I hope the few owners who don’t keep their dogs under control wont spoil it for the rest of us, No real trouble but some of the dogs get excited”.
“To be able to let your dog free is wonderful”.
“I think dogs should be kept on the lead around the lakes”.
“I cannot believe how lucky we are to have this park where dogs are allowed to run around and enjoy themselves”.
“A few irresponsible dog owners can spoil it for the rest”.
“My dog really appreciates this place”.
“We bring our dog but he cant come into the playground”.
“Regulars are fine, it’s the weekenders who don’t control their dogs properly”
“I feel dogs should be kept on the lead at all times”.

