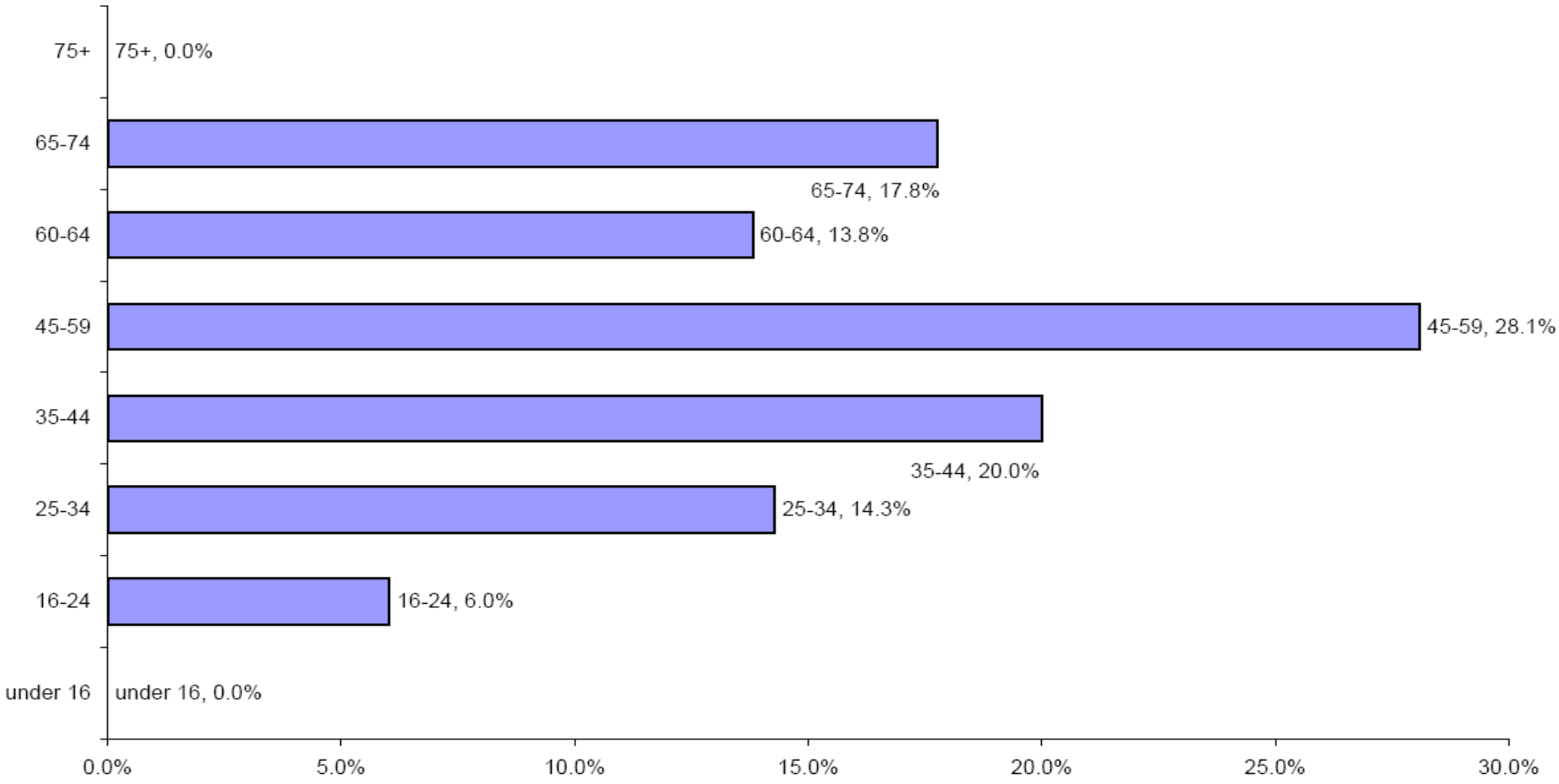
Your Parks Service
Visitor Satisfaction Survey 2010

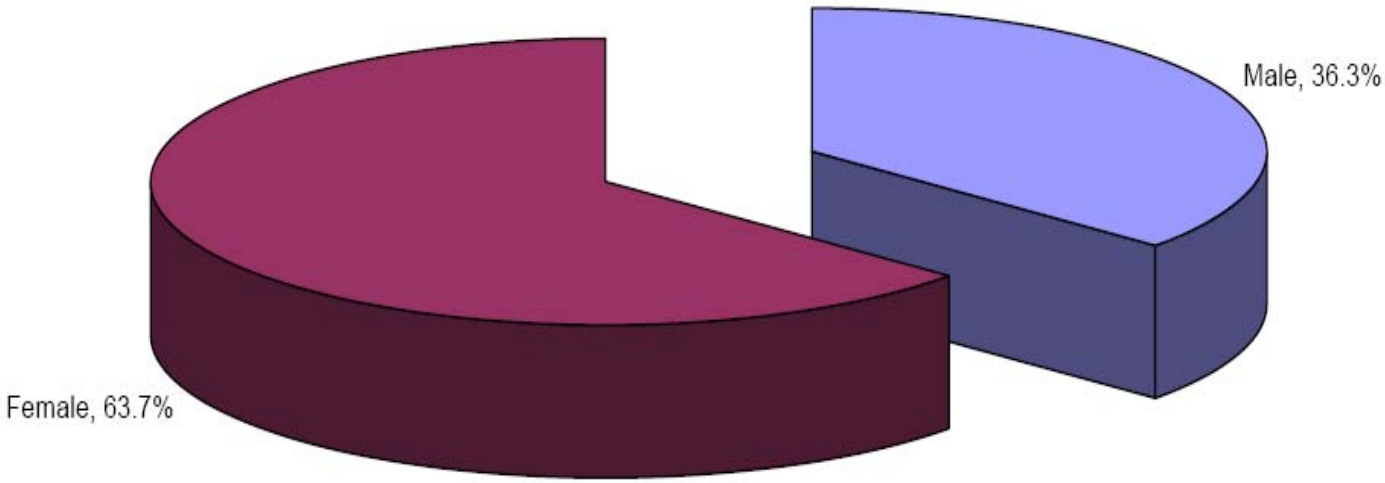
- A self completion questionnaire to parks visitors distributed by Rangers, Park Keepers and the Friends groups.
- Distributed at the Park Ranger Hub sites and main sites where there was a Park Keeper.
- Aims: to collect visitor profiles, frequency of visits, perceptions of Parks, reasons for visiting, satisfaction and improvements that visitors wanted.
- 733 questionnaires returned from 3,000 distribution.

Age profile of the visitor in the survey



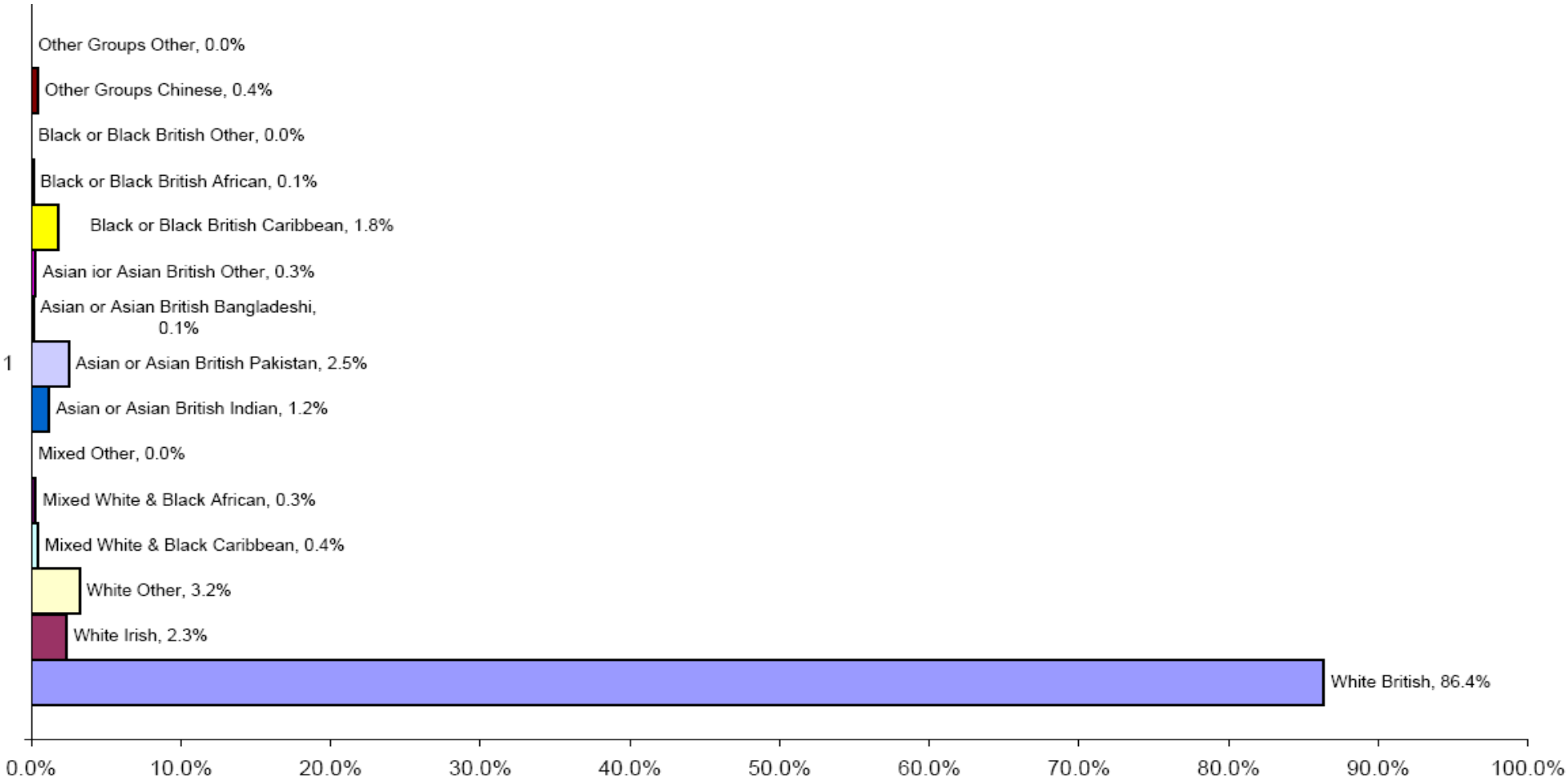
The highest proportion of respondents was amongst the 45-59 years group (28.1%), however there was a fairly even spread over age groups.

Gender profile of the visitor in the survey



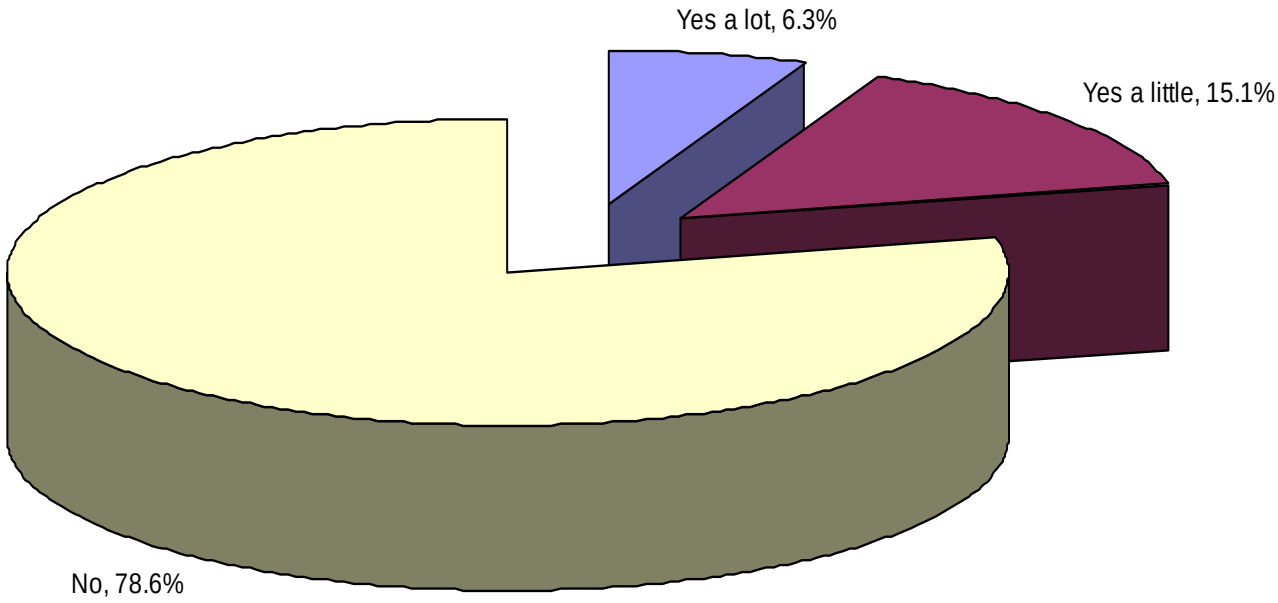
There was a higher proportion of female respondents than male respondents (63.7% female compared to 36.3% male). Previous surveys have shown that women are often more inclined to respond to self-completion surveys and this may account for the higher number of women.

Ethnic profile of the visitor in the survey



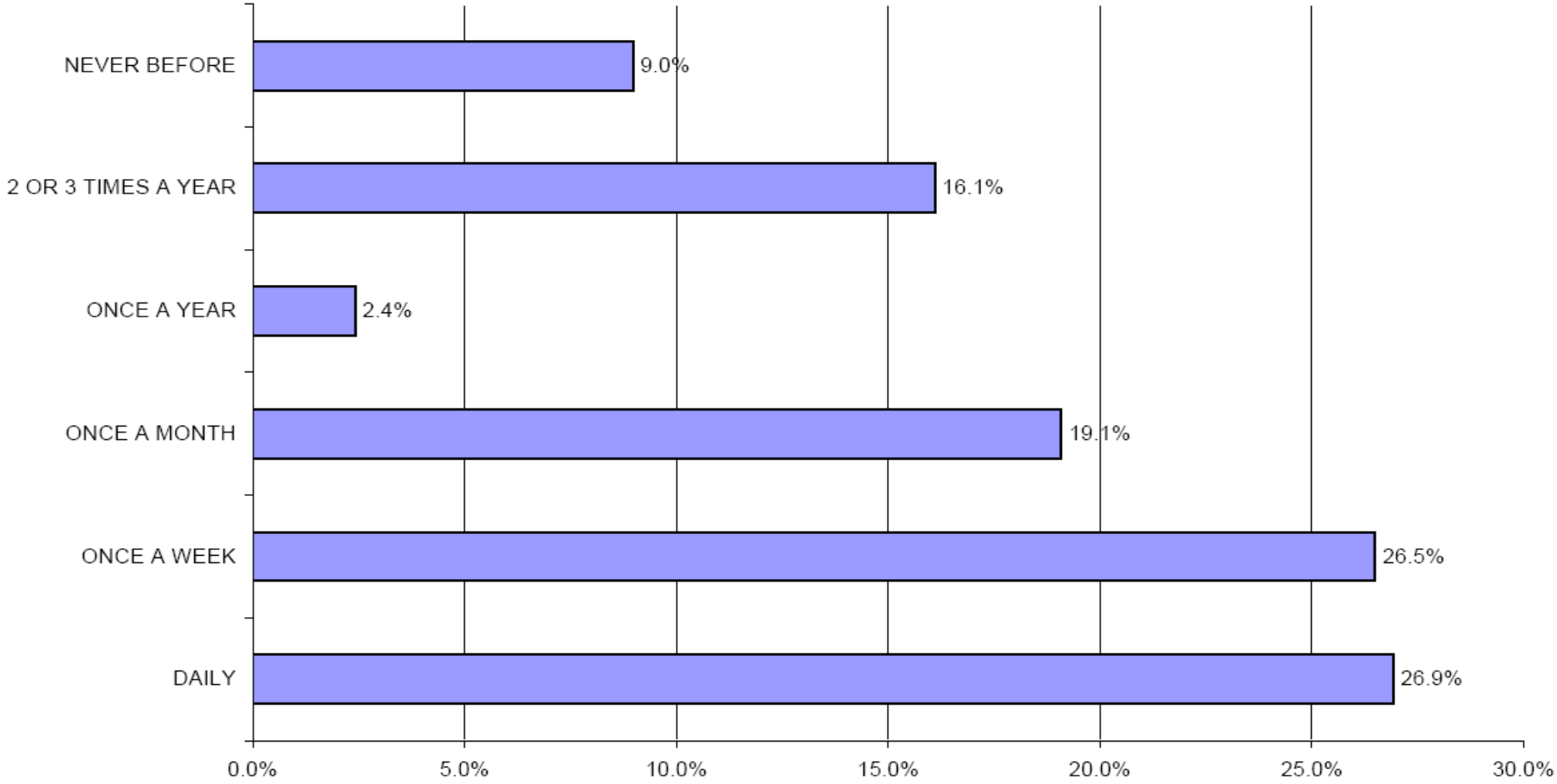
The ethnic profile of park users is dominated by White visitors (86.4%), with relatively limited penetration of Black and Asian groups.

User limited by health problems or a disability



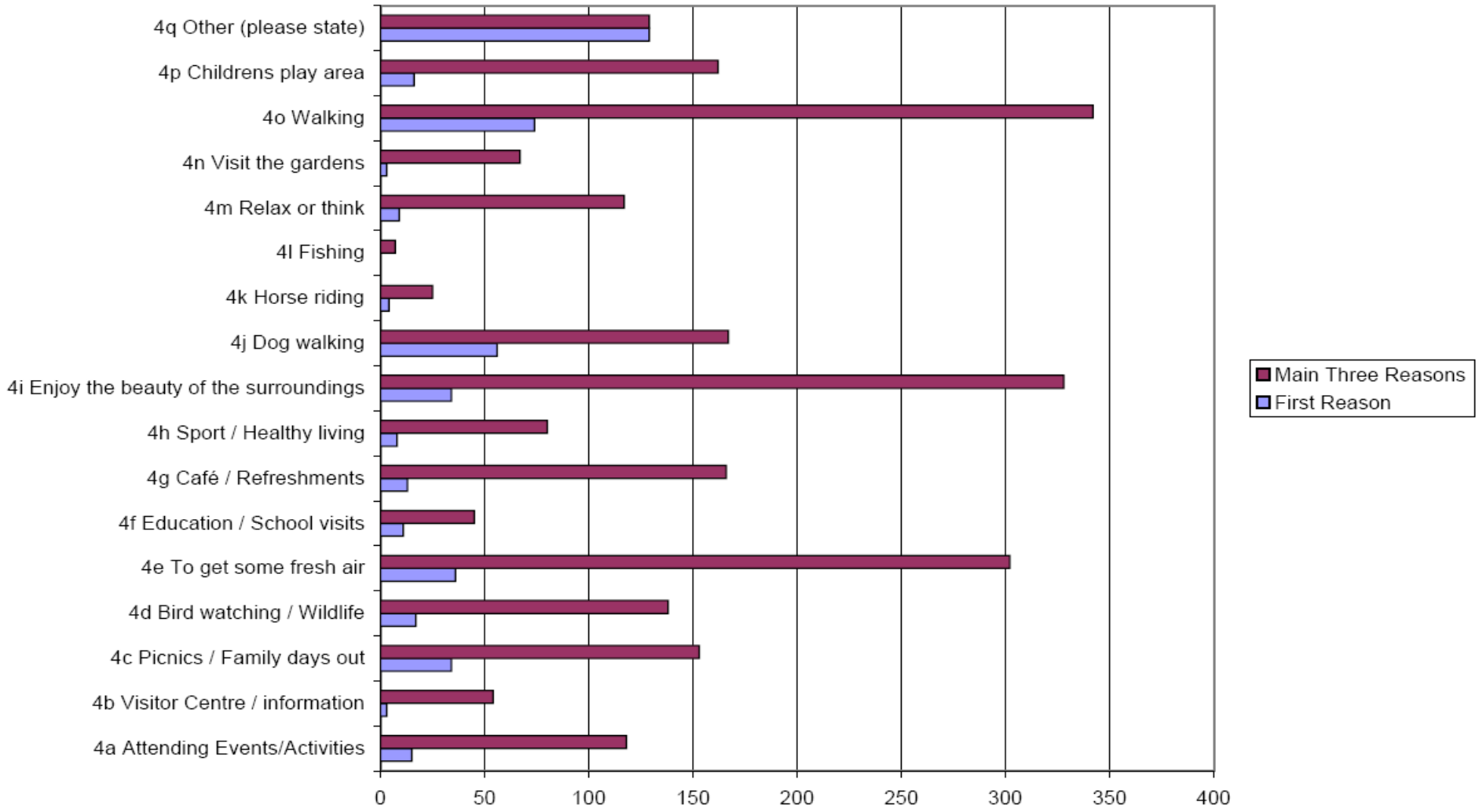
A fifth of respondents indicated their day to day activities were limited by a health problem or disability

Frequency of visit to the site



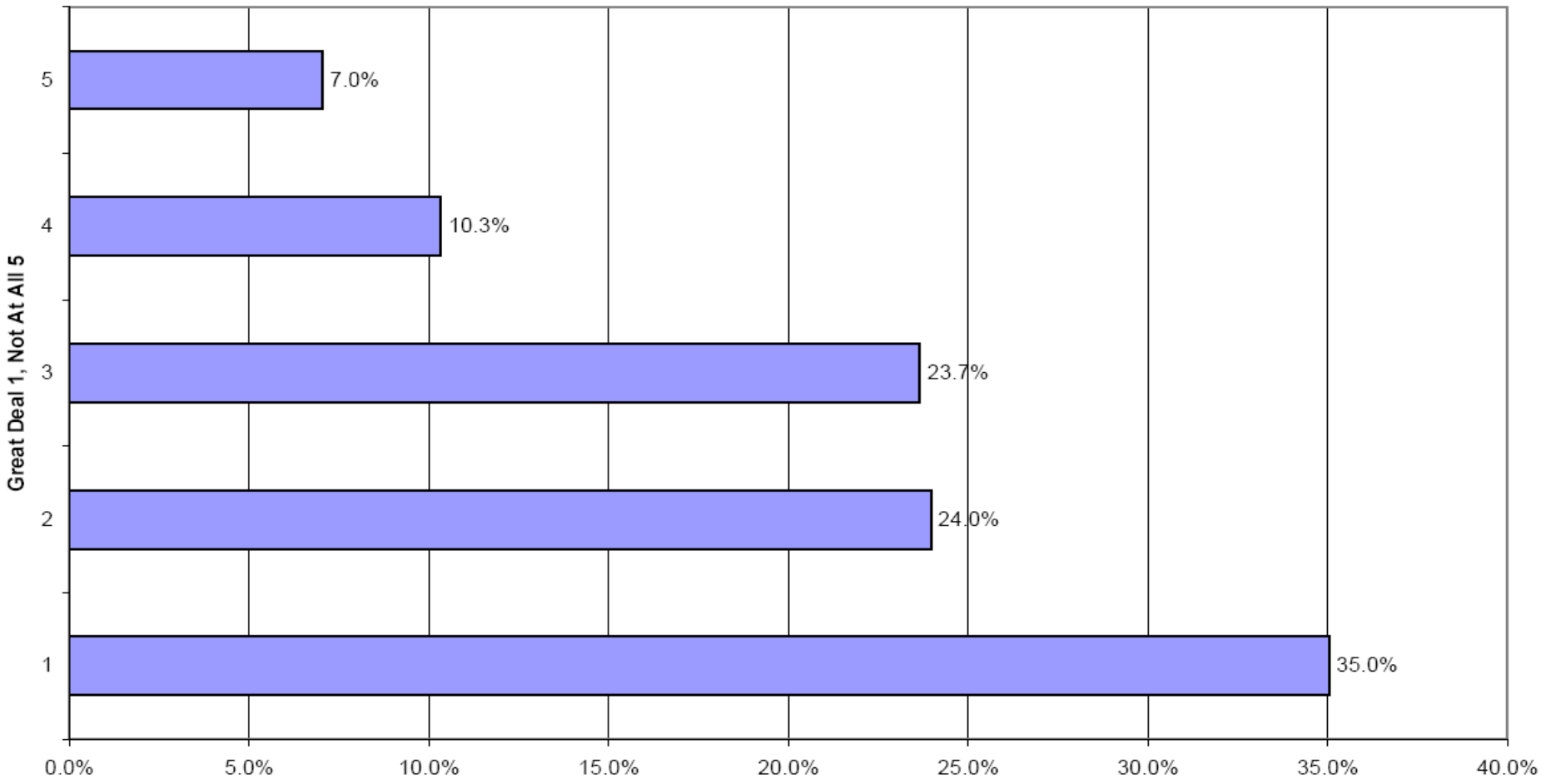
Over half of park users (53.4%) visited a park at least once a week. Less that one in ten (9%) had never visited before.

Motivation For Visits



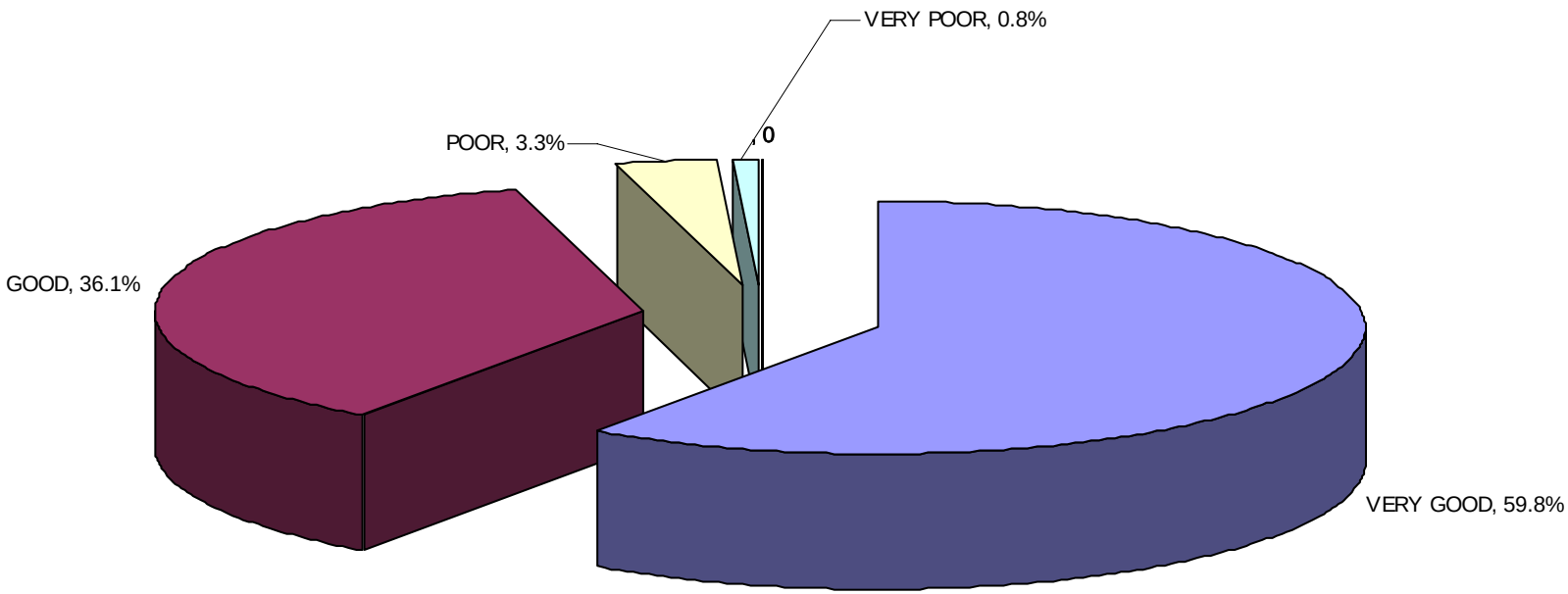
Respondents were asked to identify from a pre-defined list – their three main motivations for visiting the park on the day of the survey. The above shows the proportion that cited each factor as their primary reason, and also the proportion including that factor in their three main reasons for park usage.

The contribution Parks has to physical health



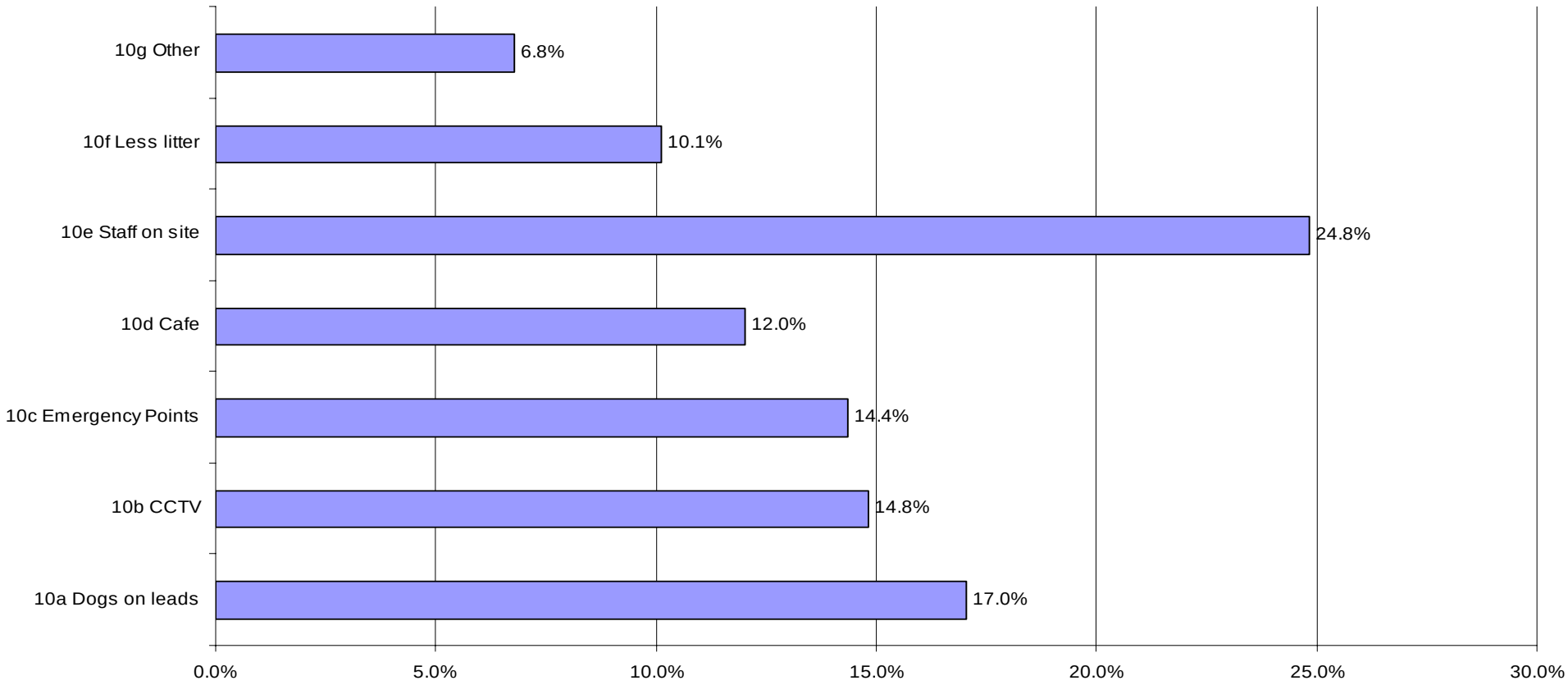
Above shows respondents' ratings on a scale of 1 (a great deal) to 5 (not at all) contribution Parks have toward their physical health and 59% rated it as 1 or 2.

The overall impression of Parks



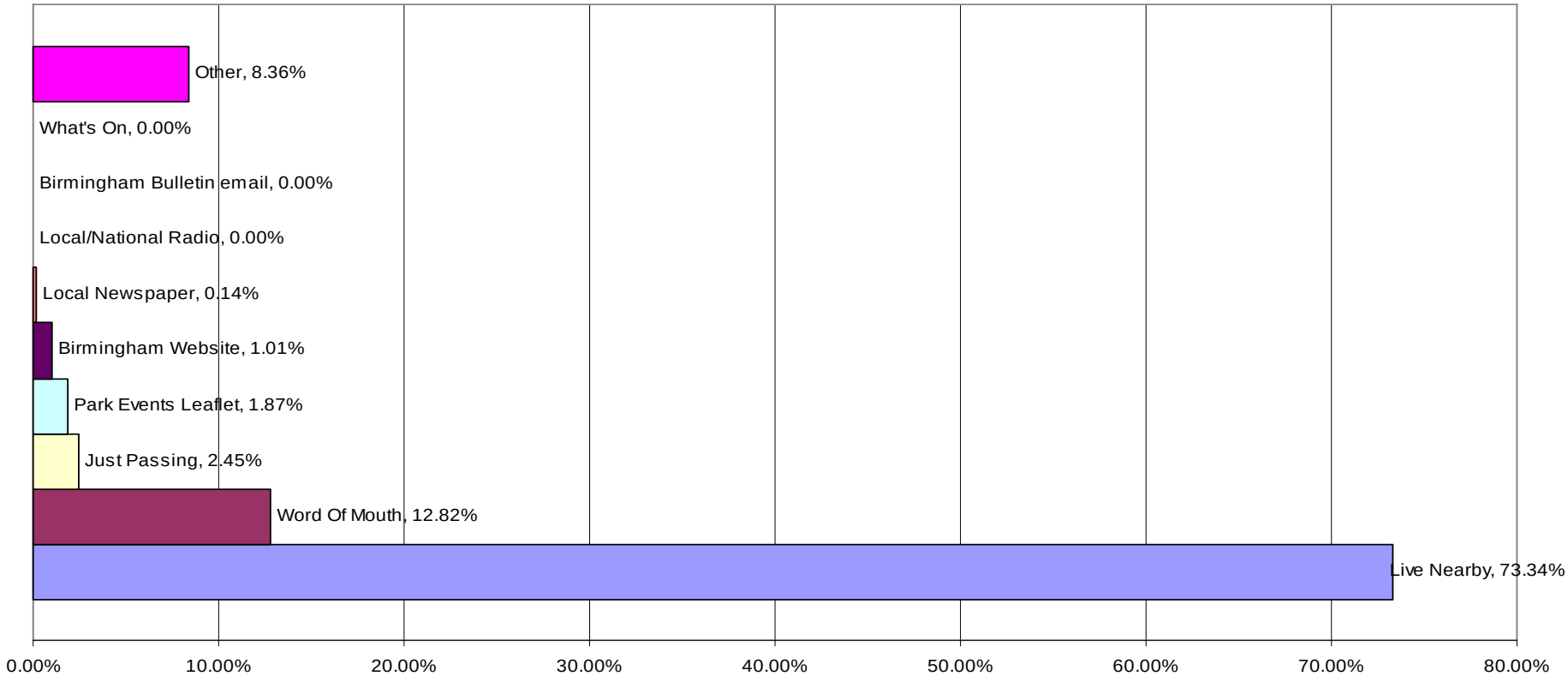
Visitors were asked to rate the overall impression of the park they were visiting and over 95% felt the park was very good or good.

If visitors felt unsafe, the following would make them feel safer



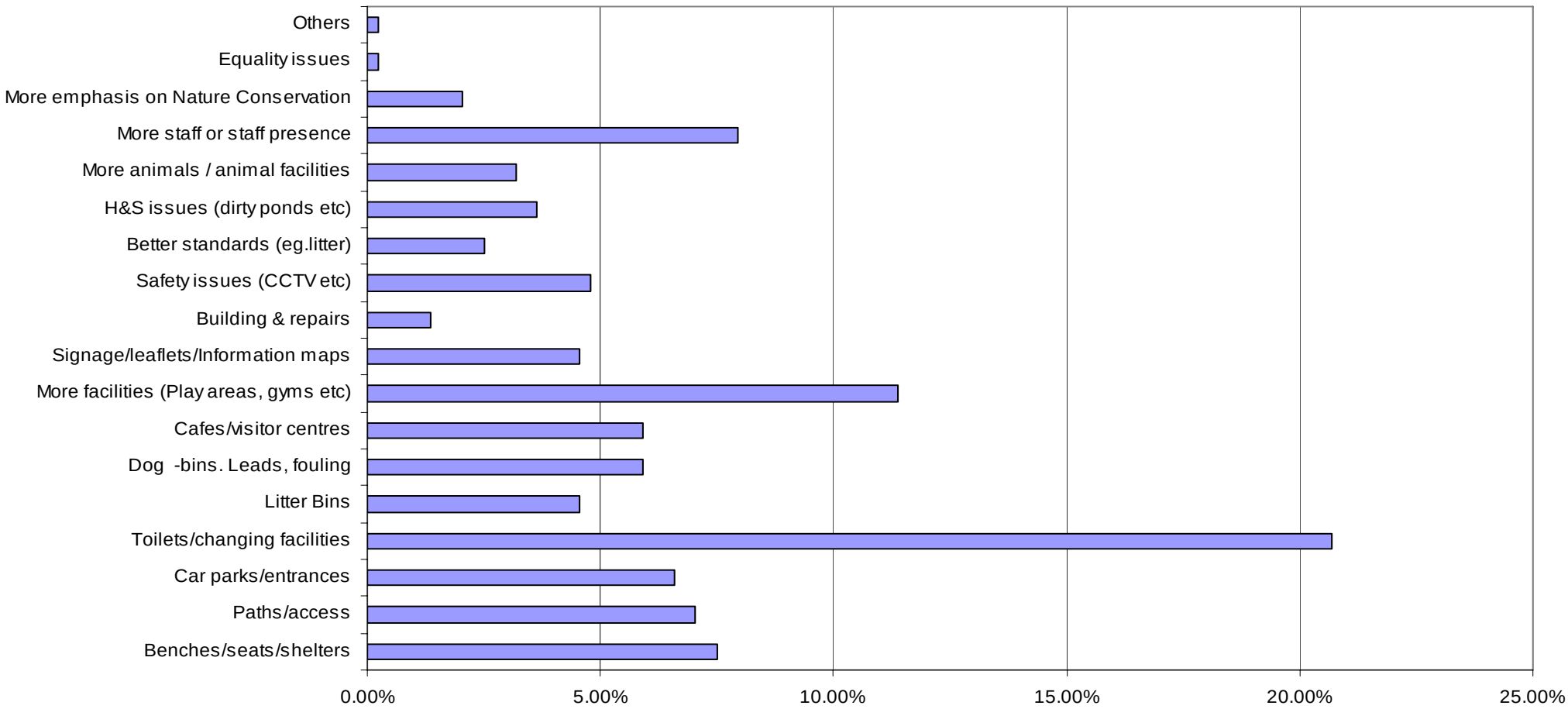
Nearly a quarter of responses wanted to see staff presence on site, followed by dogs on leads (17%), then emergency points, CCTV and cafes (scoring between 12-15%)

How visitors heard about the park they were visiting



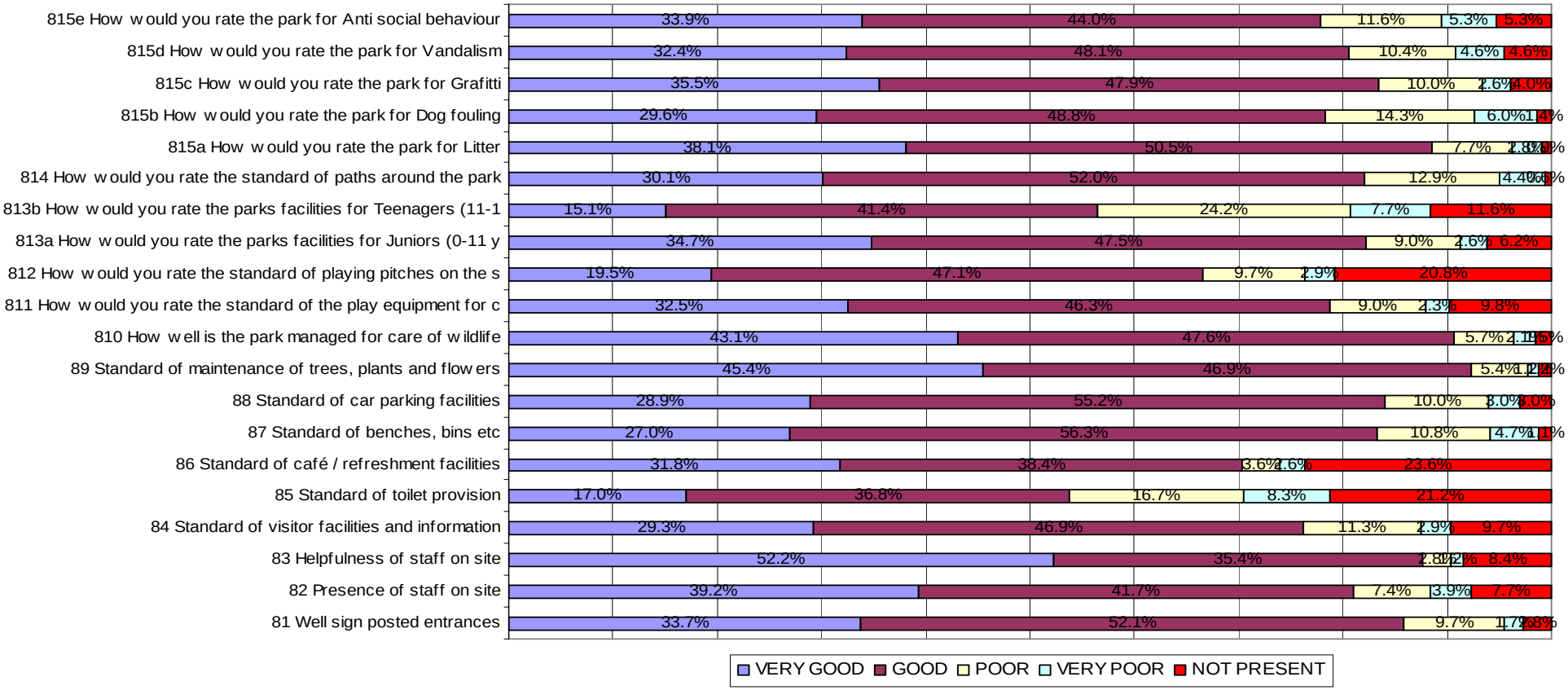
The majority of visitors lived nearby (73%) or knew through word of mouth/friend (13%)

The improvements that visitors would like to see



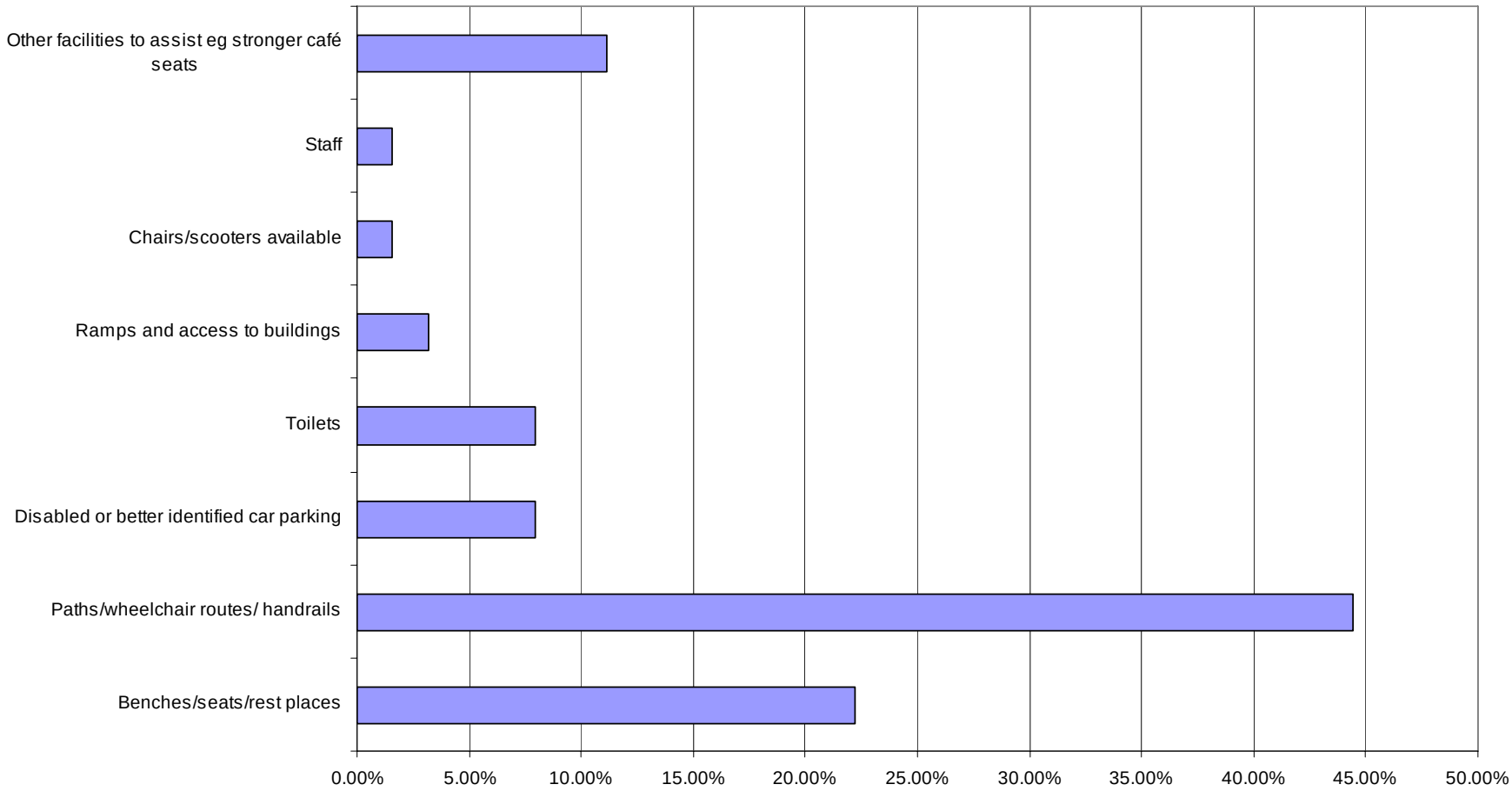
The three most popular improvements that visitors wanted to see were: toilets/changing facilities, more facilities on site including play areas, gyms etc, and a staff presence.

Satisfaction with Parks standards



Most services and facilities scored over 70% for very good and good with the exception of toilets scoring 54% and facilities for teenagers scoring 57%. Those with the largest responses for poor and very poor included; Facilities for Teenagers (31.9%), toilet standards (25%), dog fouling (20.3%), standards of paths (17.3%) and anti social behaviour (17%).

Improvements that could be made to suit a user with limited health or a disability



The most popular improvements that could be made to assist users with limited health or a disability included improvements to paths, wheelchair routes, handrails, benches and rest places.