

Haysden Country Park Market Survey 2007

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.