

**TONBRIDGE & MALLING BOROUGH COUNCIL**

**LEISURE and ARTS ADVISORY BOARD**

**17 March 2008**

**Report of the Chief Leisure Officer and the  
Cabinet Member for Leisure, Youth and Arts**

**Part 1- Public**

**Matters for Recommendation to Cabinet - Non-Key Decision (Decision may be taken  
by the Cabinet Member)**

**1 HAYSDEN COUNTRY PARK – MARKET SURVEY RESULTS**

**Summary**

**This report informs Members of the results of the 2007 market survey carried out at Haysden Country Park (HCP), and brings forward proposals to address identified customer needs for Member consideration.**

**1.1 Introduction**

1.1.1 A user survey was carried out at HCP during the summer of 2007, as part of Leisure Services ongoing market research programme, and in accordance with the Outdoor Leisure Performance Plan. The survey was undertaken and analysed on the Council's behalf by an external consultant (Dr Joy Standeven), and consisted of 407 face to face interviews, conducted at various locations within the Park. This type of survey was last undertaken at HCP in 2001.

1.1.2 The survey was carried out over a four week period at the end of July/August 2007, and so reflects usage both within and outside of the school summer holidays.

1.1.3 In general terms, the survey covers three main areas:

- Characteristics of market and patterns of use
- Customer assessment of the existing services
- Meeting customer needs in the future

**1.2 Survey results**

1.2.1 A copy of the Executive Summary of the Market Survey Report can be found at **[Annex 1]** and a full copy of the survey report can be made available to Members on request.

- 1.2.2 The survey indicates an exceptionally high level of overall user satisfaction rating at 99%. This is the highest market survey score ever recorded for one of this Council's public open spaces showing an increase of 18% compared to the 2001 HCP survey (81%) and 7% higher than the satisfaction percentage for the Leybourne Lakes Country Park survey undertaken in 2005 (92%).
- 1.2.3 The most important features of the Park were identified as:
- Attractiveness of the Park
  - Condition of the paths
  - Cleanliness of the Park
  - Cleanliness in terms of dogs mess
  - Car parking
  - Balance of recreation and conservation
- 1.2.4 As well as being considered important by users, all of these features attracted satisfaction ratings above 90%, and it will be important to consider this when future management decisions are made.
- 1.2.5 Although extremely high satisfaction ratings were achieved for HCP, a number of potential improvements were requested. The most requested changes to the Park were:
- Improve cleanliness of the toilets
  - Enhance the existing Ranger service
  - More catering and refreshments facilities
  - More/enhanced children's play area
  - Enhanced picnic area
- 1.2.6 These issues will need to be considered within the five year Management Plan for the Park, which is due to be reviewed in 2008/09 and will be reported to this Board for approval.
- 1.3 Conclusion**
- 1.3.1 The market survey results have highlighted that HCP is appreciated and highly valued by the visiting public, although some minor improvements could be made.
- 1.3.2 Results from this user survey will be fed back to the Haysden Country Park User Panel in April 2008, and will be displayed on the on-site noticeboard.

## **1.4 Legal Implications**

1.4.1 None.

## **1.5 Financial and Value for Money Considerations**

1.5.1 Where possible, any actions to meet customer needs will be delivered through existing revenue budgets. Where additional funding is required this may be achievable through developer contributions or external funding.

## **1.6 Risk Assessment**

1.6.1 None.

## **1.7 Policy Considerations**

1.7.1 Customer Contact, Healthy Lifestyles, Community.

## **1.8 Recommendations**

1.8.1 It is, therefore, **RECOMMENDED** that Members:

- 1) note the 2007 market survey results for Haysden Country Park, and
- 2) agree that the customer improvements identified within the report be considered within the forthcoming review of the Haysden Country Park Management Plan.

The Chief Leisure Officer confirms that the proposals contained in the recommendation(s), if approved, will fall within the Council's Budget and Policy Framework.

Background papers:

contact: Chris Fox

Haysden Country Park Market Survey 2007

Robert Styles  
Chief Leisure Officer

Sue Murray  
Cabinet Member for Leisure, Youth & Arts