

TONBRIDGE RACECOURSE SPORTSGROUND MARKET SURVEY 2009

EXECUTIVE SUMMARY

- This document contains the findings of the 2009 Market Survey of Tonbridge Racecourse Sportsground
- This study was undertaken to profile the users and meet the need to consult them on issues related to the sportsground; to ascertain users' satisfaction with aspects of the service and reasons for dissatisfaction and to identify desirable improvements

THE RESULTS OF THIS SURVEY SHOW THAT:

- Users were both male and female though more likely to be female, with ages ranging from toddlers to the elderly (over 75 years of age). The single most numerous age group was Under 16, but as the survey coincided with the school summer holidays this could be expected.
- Respondents were drawn from a wide catchment area with just under half (43%) from within 5 miles of the Sportsground, and a little over half (55%) living 5 miles or more away, of which almost two out of ten visitors (17%) lived 20 miles or more.
- One in five users made a return journey of at least 40 miles to the Racecourse Sportsground.
- One in three (33%) of the users visited once a week or more often, this appears to have decreased from two in three (65%) in an equivalent survey in 2003.
- The main reasons given for coming to the Sportsground were to use the play area and to sit and relax. Other popular things to do were to walk by the river and to have a picnic. The area is also chosen as a popular venue by dog walkers.
- Overall, users scored satisfaction with the Sportsground giving it 4.08 out of a possible 5 points compared to a score of 3.82 in 2003. The nineteen features of the area, when their satisfaction scores were accumulated, scored 3.92 out of a possible 5.
- Levels of satisfaction were expressed with all aspects of the grounds, but some features were rated more satisfactory than others. In terms of features used by the majority, the paths for walking, the seats and the maintenance of the grounds scored highest for satisfaction. The sports pitches used for casual informal play were also rated well.

- Features that users would most like to see improved were the toilets and refreshment provision, together with an increased Ranger presence.
- Users would like to see play equipment provided in the sand pit for younger children and an improved range of equipment to appeal to older children.

THE MOST IMPORTANT ISSUES COMING OUT OF THIS SURVEY ARE:

- Continued use and valuing of the Sportsground by a wide range of local users and visitors.
- Users' high level of satisfaction with their visit overall and their sense of safety when on site.
- Although the local community and other users value and appreciate the maintenance of the Sportsground overall, the opportunity is there to attain an even higher standard and to introduce improvements that would make visits more enjoyable.
- Improved toilet provision and maintenance, increased Ranger presence and improvements to the play area equipment would meet requests identified by many users.
- Enhanced refreshment provision on site remains the most frequently requested addition that would add to the enjoyment of the visit for many of the users with the potential to increase spend on site.