

## TONBRIDGE FARM SPORTSGROUND USER SURVEY RESULTS

### EXECUTIVE SUMMARY

- This document contains the findings of the October 2011 user survey of Tonbridge Farm Sportsground.
- This study was undertaken to profile the **general** users and meet the need to consult them on issues related to the Sportsground, to ascertain their satisfaction with aspects of the facility, contribute to the continuing management of the site and provide data to compare with the 2006 survey.

### THE RESULTS OF THIS SURVEY SHOW THAT:

- Three groups of users were represented; people coming alone were in the majority, and comprised just over half of the respondents (53%), groups of two or more with children almost one third (29%), and as a group of two or more adults without children just less than one in five (18%).
- Users were both male and female though rather more likely to be female (57%), with ages ranging from the under 16s to the over 65s. Children (under 16) were the most numerous (31%) with young people (16-24 year olds) comprising a quarter of those surveyed (25%). With increasing age there were less users of the facility, those over 45 years of age comprising just less than one in five (18%). As the survey largely coincided with the school summer holidays the preponderance of children and young people could be expected.
- The Sportsground catchment area is mainly north of Tonbridge town centre (TN10). It is predominantly a local facility with 84% coming from TN9 and TN10 and half the users less than 2 miles from their home. Just over half the users walk or cycle to the ground.
- More than half of the users (61%) said they visited once a week or more often, 15% daily. Four out of five users were visiting the Sportsground frequently. Usage in the winter months and outside of the school holiday period is likely to be less frequent.
- The main reasons respondents gave for using the Sportsground involved engaging in activity. Two out of five were there to exercise the dog (22%), and almost as many to use the play facilities (18%), to use the sports pitches informally (17%) and to use the skate park (16%). In addition, more than one in ten (12%) was there to walk, one in ten (9%) to run or cycle and a small number of respondents were engaged in an organised sporting activity (6%). Usage for non-activity purposes comprised a

small percentage of the respondents (12% to sit and relax and 9% to hang out). As multiple responses were allowed some users were there for more than one reason.

- Most visits are short with close to a third staying less than an hour, two in five stay 2 hours or more.
- Very few of the respondents said they had an illness, disability or infirmity that had troubled them over a period of time and not one of them referred to any difficulty in access.
- Satisfaction with the various identified features of the facility was generally high. The skate park, the children's play area, the ball court and safety and security on site rated particularly well with the users, also the all weather pitch and the condition of the path surfaces. A larger, more challenging skate park would be welcomed by some users.
- Features that were satisfactory but that did not achieve such high ratings include the balance of recreation and conservation, the attractiveness of the Sportsground, and the presence of wildlife.
- The number of seats and litter bins, signage on site and cleanliness were seen as satisfactory and have improved since 2006.
- Only a third of the users (33%) would like to see the Sportsground improved with additional facilities, two thirds like it as it is.
- The two changes with the greatest potential to raise visitor satisfaction levels would be the provision of toilet facilities and refreshments.
- Other suggestions included dedicated jogging and cycle tracks, athletic facilities and more provision for girls and women's activities.
- A high percentage of users (99%) were satisfied with their visit overall, four out of five (82%) very satisfied. This demonstrates a significant improvement in user satisfaction since 2006.

#### **THE MOST IMPORTANT ISSUES COMING OUT OF THIS SURVEY ARE:**

- A high 99% were satisfied with their visit overall, this level of satisfaction has been significantly raised since the previous survey at the ground in 2006.
- In the summer the Sportsground principally provides an activity space for young residents of Tonbridge and the surrounding local area who use it frequently.

- Many local adults value the facility and use on a regular basis for active recreation; several speak of being impressed by the turn around in security and now feel safe on site.
- High priority needs to be given to maintaining the cleanliness of the Sportsground, enhancing its attractiveness and encouraging wildlife by balancing recreation with conservation as these features are appreciated by many of the users.
- The addition of accessible public toilets is seen as a necessary improvement to the site. The provision of catering/refreshment facilities should also be given consideration.
- Although the majority of users value and appreciate the Sportsground as it is, the opportunity is there to introduce additions and make changes that would encourage users to stay longer and make their visits more enjoyable.