

TONBRIDGE RACECOURSE SURVEY REPORT 2012**EXECUTIVE SUMMARY**

- This document contains the findings of the 2012 Market Survey of Tonbridge Racecourse Sportsground.
- This study was undertaken to profile the casual 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; the majority lived within 5 miles of the Sportsground (73%), almost half within 2 miles. A little over a quarter (27%) lived 5 miles or more away, of which almost one out of ten visitors (8%) lived 20 miles or more from the grounds.
- Almost half the users (48%) came on foot or by bicycle. More respondents came alone (45%) than came in a group with anyone else.
- The majority of the users (58%) visited once a week or more often. This group mostly walk to the grounds, live within 2 miles and do not want to see the site improved with additional facilities.
- The main reasons given for coming to the Sportsground were to use the skate park and the play facilities. Since the survey coincided with the start of the school holidays this is hardly surprising. Other popular things to do were to sit and relax and to hang out. The area is also chosen as a popular venue by dog walkers who were the most frequent group of users.
- Taking everything into account, overall satisfaction with their visit to the Sportsground users scored at a high 4.82 out of a possible 5 points compared to a score of 4.08 in 2009. A minimal 0.6% (2 users) said that taking everything into account they were dissatisfied with their visit; 99% therefore were satisfied.

- Levels of satisfaction were expressed with all eighteen specific aspects of the grounds identified in the questionnaire and the cumulative mean score achieved was 4.63. In terms of features used by the majority, safety and security, the balance of recreation and conservation, the condition of the path surfaces, attractiveness of the Sportsground, and cleanliness scored highest for satisfaction. (In 2009 the features identified were different rendering direct comparison of all scores invalid).
- Although used by fewer of the respondents the children's play area was seen as very satisfactory, as well as the ball court, the skate park and the outdoor gym.
- In total only a very small minority (3%) recorded any dissatisfaction with one or more of the specifically identified features they were asked about. Three users scored the car parking arrangements as 2 out of 5 (partly dissatisfied) and for one or two there were not enough seats or picnic tables, two were dissatisfied with the crazy golf and one each with the tennis courts and the skate park. Inevitably there are days when the facilities are busy and this may account for the dissatisfaction expressed by these few respondents.
- Features that the majority of users would most like to see improved were the toilets and refreshment provision.
- Other suggested improvements included making more use of the river and extending or making more challenging some of the sports facilities.
- Improvements made to safety and security since the last survey have been noted and well received.
- The Racecourse Sportsground enjoys a high level of repeat visits (96%) and is valued and highly praised by its users.

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' increasingly high level of satisfaction with their visit overall and with the all identified facilities they rated.
- 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 time and spend on site.