

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

24 February 2015

Report of the Director of Street Scene and Leisure 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 TONBRIDGE FARM SPORTSGROUND – USER SURVEY

Summary

This report informs Members of the results of the 2014 user survey carried out at Tonbridge Farm Sportsground, and brings forward potential improvements for consideration.

1.1 Introduction

1.1.1 A user survey was undertaken at Tonbridge Farm Sportsground during the summer of 2014, as part of Leisure Services' ongoing market research programme. The survey consisted of 400 face to face interviews conducted at various locations within the sportsground, with interviews conducted between July to end of August. The previous survey was undertaken in the summer of 2011.

1.1.2 The 2014 survey covers three main areas:

- Visitor characteristics and patterns of use;
- Levels of visitor satisfaction;
- Potential improvements.

1.1.3 Prior to the last survey in 2011 significant capital improvements were undertaken at the Sportsground with over £200,000 being spent from local developer contributions. The works resulted in notable improvements to satisfaction levels with an overall satisfaction level of 99% recorded. The Council has continued to invest in the site including the renewal of play equipment and the survey undertaken in 2014 provides the opportunity to assess whether these high levels of satisfaction have been maintained.

1.2 Survey Results

1.2.1 A copy of the report's Executive Summary 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 main reasons respondents gave for using the sportsground were: to use the play facilities (33%); sit and relax (18%); use the sports pitches (18%); use the skate park (17%); to hang out (15%); to exercise the dog (12%). Most users were local to the site, living within two miles of the Park (64%).
- 1.2.3 I am sure Members will be pleased to note the survey indicated that 98% of visitors were satisfied with their overall visit to the sportsground, which suggests that high standards at the site are being maintained. It should also be noted that no-one was dissatisfied with their visit overall.
- 1.2.4 Visitors were asked to comment on satisfaction levels regarding specific features at the site. The table below shows the percentage of those that expressed satisfaction or dissatisfaction (the remainder commented that they were neither satisfied nor dissatisfied).

FEATURES	% Fairly/ Very satisfied users	% Fairly /very dissatisfied
The skate park	99	0
Balance of recreation/conservation	99	0
Attractiveness of the sportsground	99	0
The car parking arrangements	98	0
Condition of the path surfaces	97	0
The children's play area	97	0
Ball court	96	0
The all-weather pitch	96	0
Safety and security on site	94	0
Presence of wildlife	94	0
Signage on site	91	0
Number of seats provided.	73	7
Picnic tables	71	6
Number of litter bins	69	1
Cleanliness in terms of dog mess	68	4
Cleanliness of the sportsground	66	9

- 1.2.5 As highlighted above satisfaction levels remain high with 11 out of the 16 features scoring above 90%. Whilst dissatisfaction levels were either at zero or very low (with no single feature scoring higher than 9%) the results do indicate areas that warrant consideration for improvement in the future. This will include a review of seating and investigating opportunities to improve site cleanliness through education, enforcement and potential additional bins.
- 1.2.6 Users were also asked if they thought the Park should be improved in any way with 61% saying 'no' and 39% saying 'Yes'. Those that replied yes were then asked what improvements they would like to see. The most frequently requested were toilet and refreshment facilities. The Council is aware that Tonbridge Angels Football Club is currently reviewing options at their site for further development. The Council is currently in liaison with the Club and it is hoped that any new

facilities could include both toilet and catering facilities that would be available to all visitors to Tonbridge Farm Sportsground.

1.3 Proposed Way Forward

1.3.1 A new site Management Plan for Tonbridge Farm Sportsground will be developed this summer with the current Plan expiring at the end of 2015. It is, therefore, proposed that the comments for the 2014 User Survey be fully reviewed and reflected in the new Plan. The new Plan will be subject to public consultation and Member approval later this year.

1.4 Summary

1.4.1 The market survey results have highlighted that Tonbridge Farm Sportsground continues to be well appreciated and highly valued by the local community. Overall satisfaction levels are extremely high and reflect the Council's continued investment in the site. A large number of positive comments were received and a selection are highlighted below:

- "just love the place"
- "I feel safe here"
- "a great place for me and my dog"
- "a lovely place to visit"
- "it's a brilliant children's park"
- "a wonderful facility thank you"

1.5 Legal Implications

1.5.1 None

1.6 Financial and Value for Money Considerations

1.6.1 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 other external funding.

1.7 Risk Assessment

1.7.1 None

1.8 Equality Impact Assessment

1.8.1 The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

1.9 Policy Considerations

1.9.1 Asset Management; Biodiversity & Sustainability; Community; Crime & Disorder Reduction; Equalities/Diversity; Healthy Lifestyles; and Young People

1.10 Recommendations

1.10.1 It is **RECOMMENDED TO CABINET** that:

- 1) the 2014 market survey results for Tonbridge Farm Sportground User Survey be noted and;
- 2) improvements be considered and brought forward within the consultation draft of the new Tonbridge Farm Sportsground Management Plan 2016-2020.

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

Background papers:

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Market Survey 2014 Tonbridge Farm Sportsground

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