

EXECUTIVE SUMMARY

- This document contains the findings of the 2014 Market Survey of Tonbridge Farm 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:

- A high percentage of users (98%) were satisfied with their visit overall, seven out of ten (71%) very satisfied. Not quite as many of this year's users were very satisfied as there were in 2011 (82%) but no-one expressed any dissatisfaction overall with their visit.
- Three groups of users were represented; people coming alone were in the majority, and comprised almost half of the respondents (45%), groups of two or more with children almost one third (29%), and as a group of two or more adults without children one in four (26%).
- 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 (36%) with young people (16-24 year olds) comprising almost one in five of those surveyed (18%). In total therefore during the survey period one in every two users was a young person under the age of 25 years. With increasing age there were less users of the facility, those over 45 years comprising one in five (20%). As the survey largely coincided with the school summer holidays the preponderance of children and young people could be expected and, when accompanied, it was most often by mothers or other female relatives.
- The sportsground catchment area is mainly north of Tonbridge town centre (TN10). It is predominantly a local facility with 94% coming from TN 10 and TN11 and three out of five of the users less than 2 miles from their home. Just over half the users (54%) walked or cycled to the ground.
- Three quarters of the users (77%) said they visited once a week or more often, 11% daily; most users therefore 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. One in three of those surveyed (33%) were there to use the children's play facilities, with the other popular activities to use the sports pitches informally (18%) and to use the skate park (17%). In addition, more than one in ten (15%) was there to walk, one in ten to run or cycle (9%) and one in ten of

respondents were engaged in an organised sporting activity (11%). Usage for non-activity purposes comprised a smaller percentage of the respondents (18% to sit and relax and 15% to hang out). As multiple responses were allowed some users were there for more than one reason, but physical activity of some type clearly predominates.

- Most of the visits during the survey period were short with users staying less than 2 hours (82%), one in five users (18%) stayed 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 the all weather pitch rated well with the users. The balance of conservation with recreation, the general attractiveness of the sportsground, and the condition of the path surfaces ratings for satisfaction all improved since the 2011 survey.
- A small percentage of users were less satisfied with the cleanliness of the sportsground (9%), including in terms of dog mess (4%), the number of seats (7%) and litter bins provided (1%) and the number of picnic tables (6%).
- Two out of five of the users (39%) would like to see the Sportsground improved with additional facilities, three out of five (61%) 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 improvements to the skate park and the children's play facilities widening their appeal by segregating ability or age groups, other changes included adding running or cycle tracks.

THE MOST IMPORTANT ISSUES COMING OUT OF THIS SURVEY ARE:

- With 98% of those surveyed satisfied with their visit overall, this level of satisfaction is high although there is room for improvement.
- In the summer the sportsground principally provides an activity space for young residents of Tonbridge who use it frequently.
- Many local adults value the facility and use it on a regular basis for active recreation.

- Consideration needs to be given to raising the cleanliness of the sportsground, and maintaining its attractiveness as these features are important to 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.