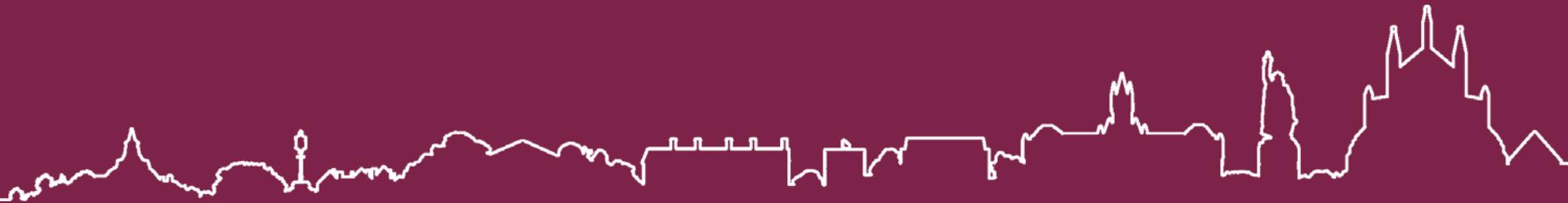


Parks & Open Spaces Survey

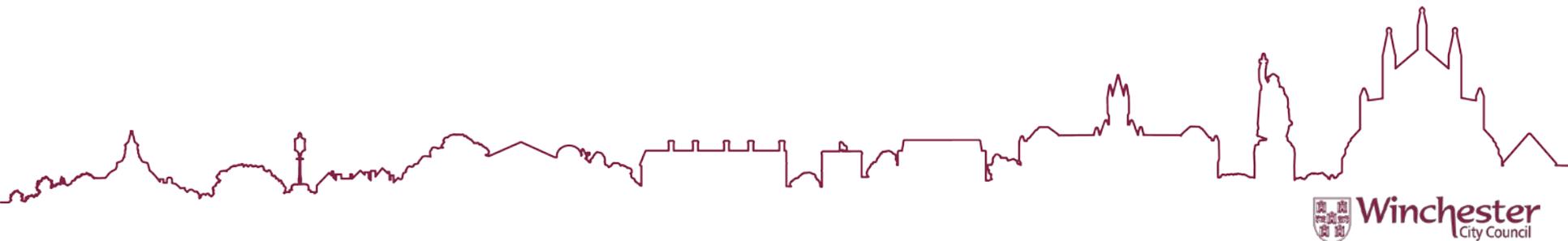
Presentation to Town Forum on
Thursday 19 March 2020

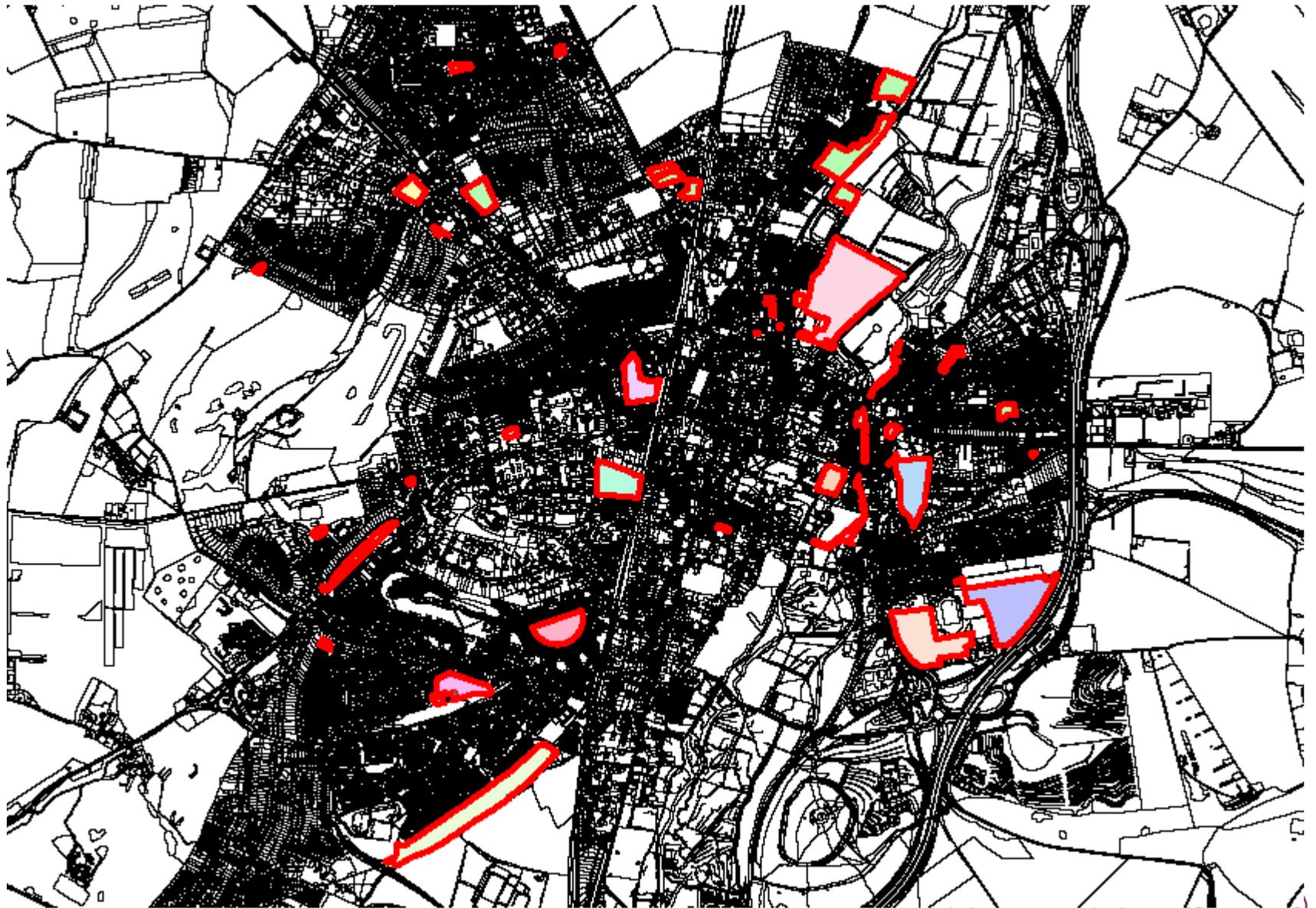


Aims and objectives



- 🏰 To find out how our open spaces are used, who is using them and why.
- 🏰 What are the opportunities to improve usage?
- 🏰 What are the opportunities to improve the quality of our open spaces?
- 🏰 Are our open spaces meeting the needs of Winchester residents?
- 🏰 Help raise the profile of our open spaces.
- 🏰 To improve the health and wellbeing of Winchester's residents.

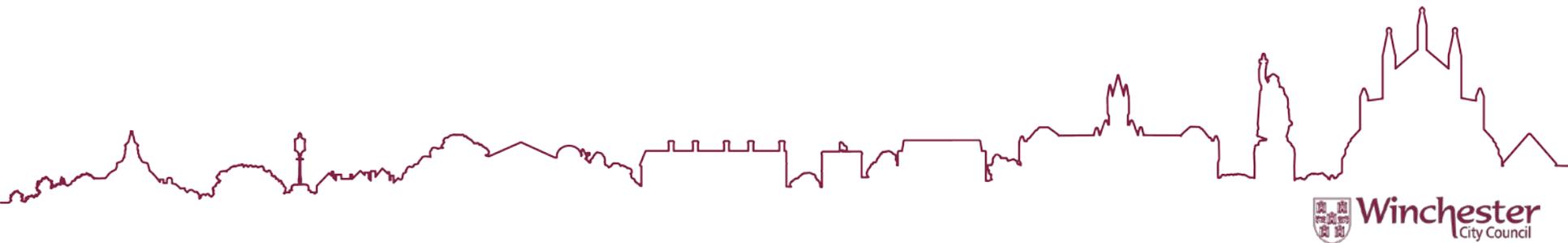




METHODOLOGY (1)



- ❖ Undertook a visual survey of 33 open spaces from 20 December 2017 – 20 December 2018.
- ❖ Each site was visited a number of times across all 4 seasons; across a range of times of day and across all/some days of the week.
- ❖ The survey involved staying on the site for 10 minutes (small sites) or walking the site (large sites) and counting the people on the site and noting their age and the activity in which they were participating.
- ❖ Used casual staff.



METHODOLOGY (2)

- Undertook face to face interviews at 8 sites. *Abbey Gardens; Orams Arbour; Romsey Road; St Giles Hill; The Weirs; KGV; Stanmore Rec and Dean Park.*
- Undertook 15 interviews per visit (summer only).
- In-depth look at how people use and value the sites.
- On line surveys for Whiteshute Ridge and Scott Gardens
- Received 290 completed survey forms.

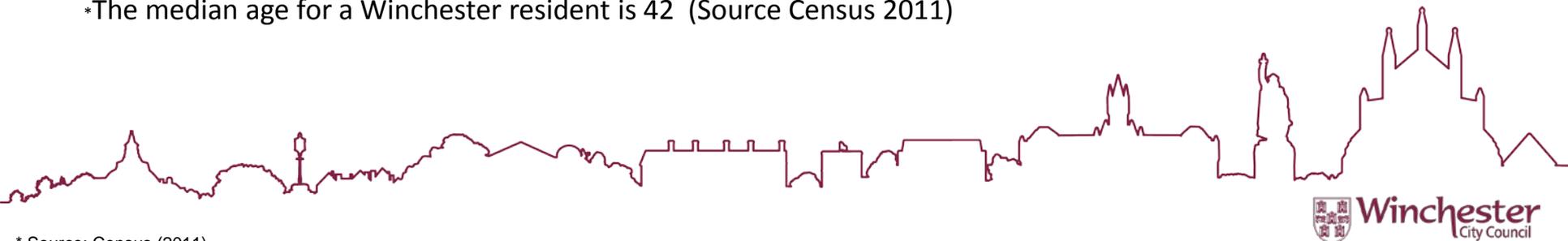


KEY FINDINGS

- 2,676 visits took place at the 33 sites
- 24,531 visitors were observed during this period
- An average of 9.2 visitors were on site during each survey visit
- Visitors to the parks and open spaces tend to be younger in age than the Winchester average - At 32 out of the 33 sites at least two-thirds of visitors were 40 or under.

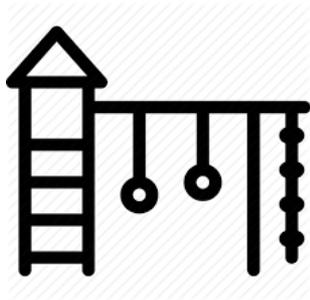


*The median age for a Winchester resident is 42 (Source Census 2011)



TOP ACTIVITY BY SITE

The top activity in 16 of the 33 sites was using the play area. Walking was the main activity undertaken in 14 of the sites. Walking the dog was the top activity in 2 of the sites.



Using the play area

Abbotts Walk	64.9%
Arlington Place	54.5%
Chandler Road	31.5%
Dean Park, Dean Lane	39.6%
Fairdown Close	90.9%
Friary Gardens	85.6%
Gordon Avenue	56.1%
King George V	24.8%
Marnhull Rise	63.9%
Monarch Way	75.0%
Somers Close	31.4%
St Martins Close	95.7%
Taplings Road	84.3%
Teg Down Meads	77.9%
Walpole Road	67.4%
Winnall Manor Road	40.1%



Walking

Halls Farm Close	62.5%
Hillers Haven	48.0%
Imber Road Play Area	26.5%
Nursery Gardens	68.8%
Orams Arbour	40.8%
Rack Hill	50.5%
Romsey Road	71.2%
St Giles Hill	34.7%
Stanmore	31.1%
The Weirs	70.6%
Wentworth Grange	79.3%
North Walls	35.3%
Thurmond Crescent	70.6%
Winton Close	47.3%



Walking the dog

Bath Place	40.2%
St Matthews Field	44.6%



Sitting on grass

Joyce Gardens	28.4%
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KEY FINDINGS

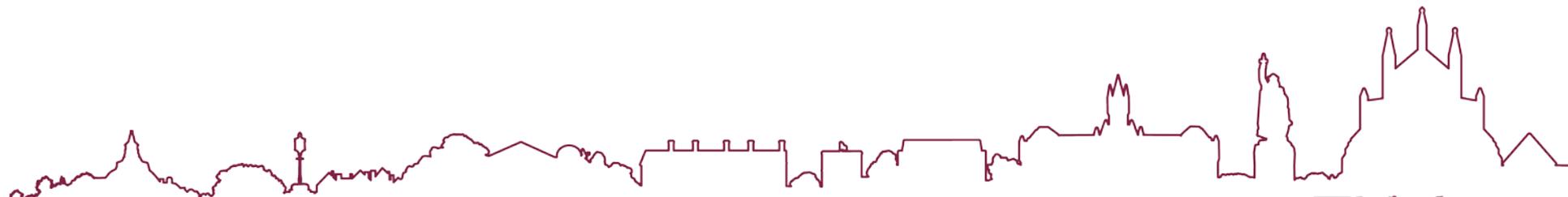


Autumn is the busiest season

60.6% of sites are busiest between September – November.

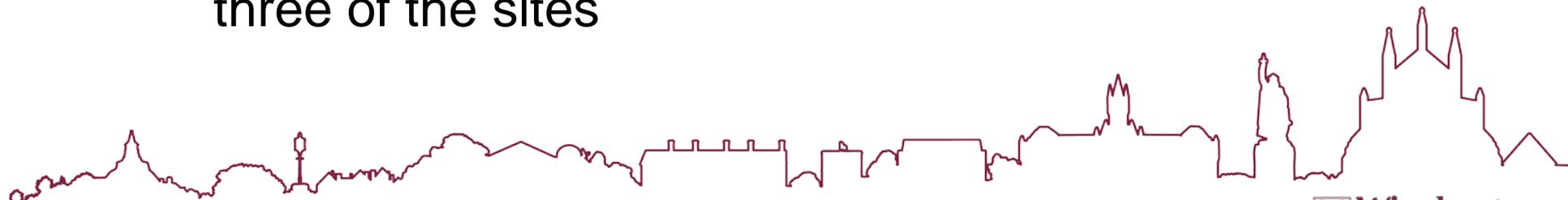
24% of the parks and open spaces are busiest in the Spring, March-May.

15% of the areas are busiest in the Summer months, June-August.



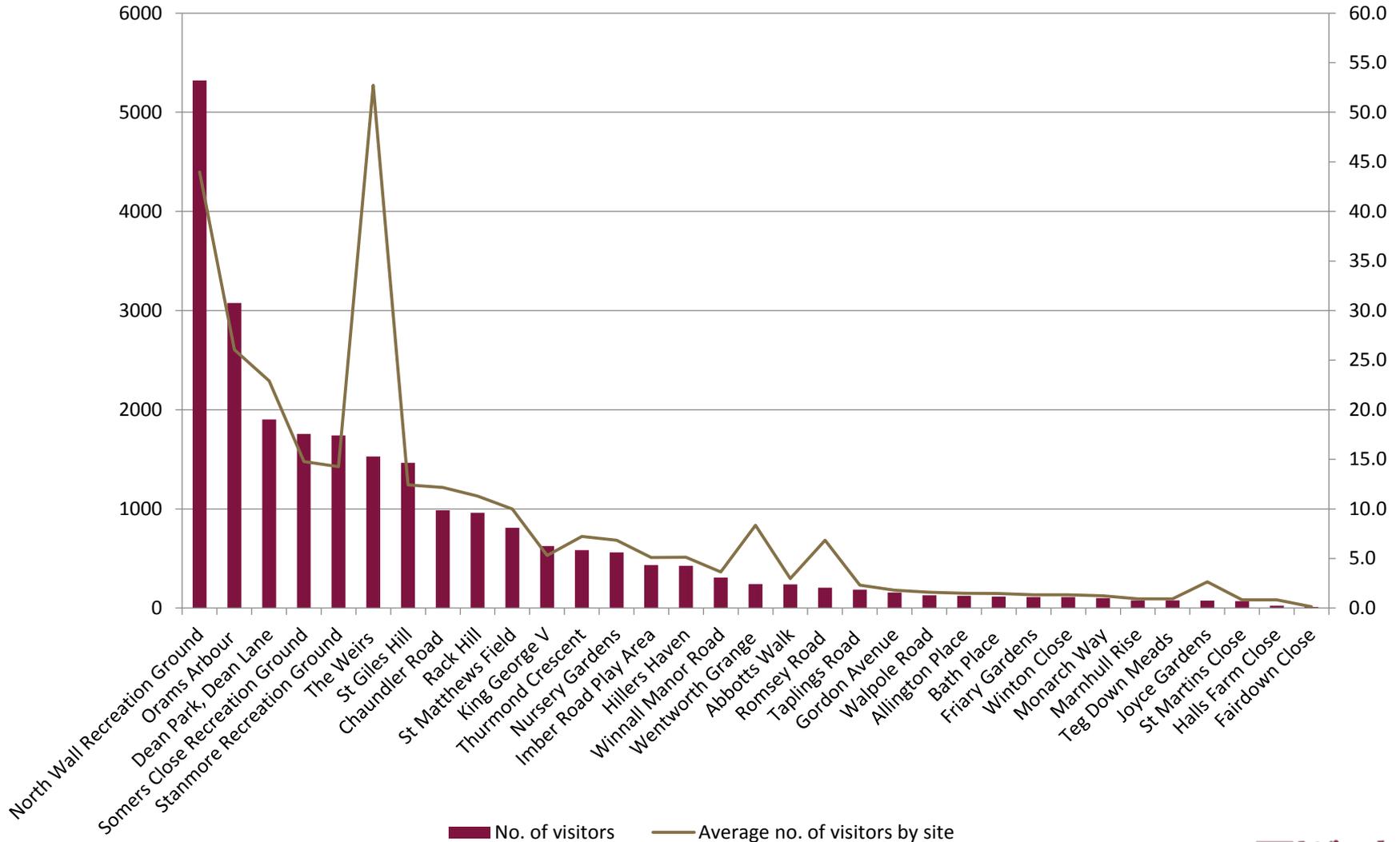
KEY FINDINGS

- 84.9% of visits to the parks take place over the weekend
 - Saturday is the busiest day at 19 of the 33 sites, while Sunday is the most popular day at 9 of the sites
- A majority of people go to the parks and open spaces in the afternoon
 - 12.00-6.00pm is the most popular time of day at 30 of the 33 sites
 - After 6.00pm is the most popular time of day at three of the sites

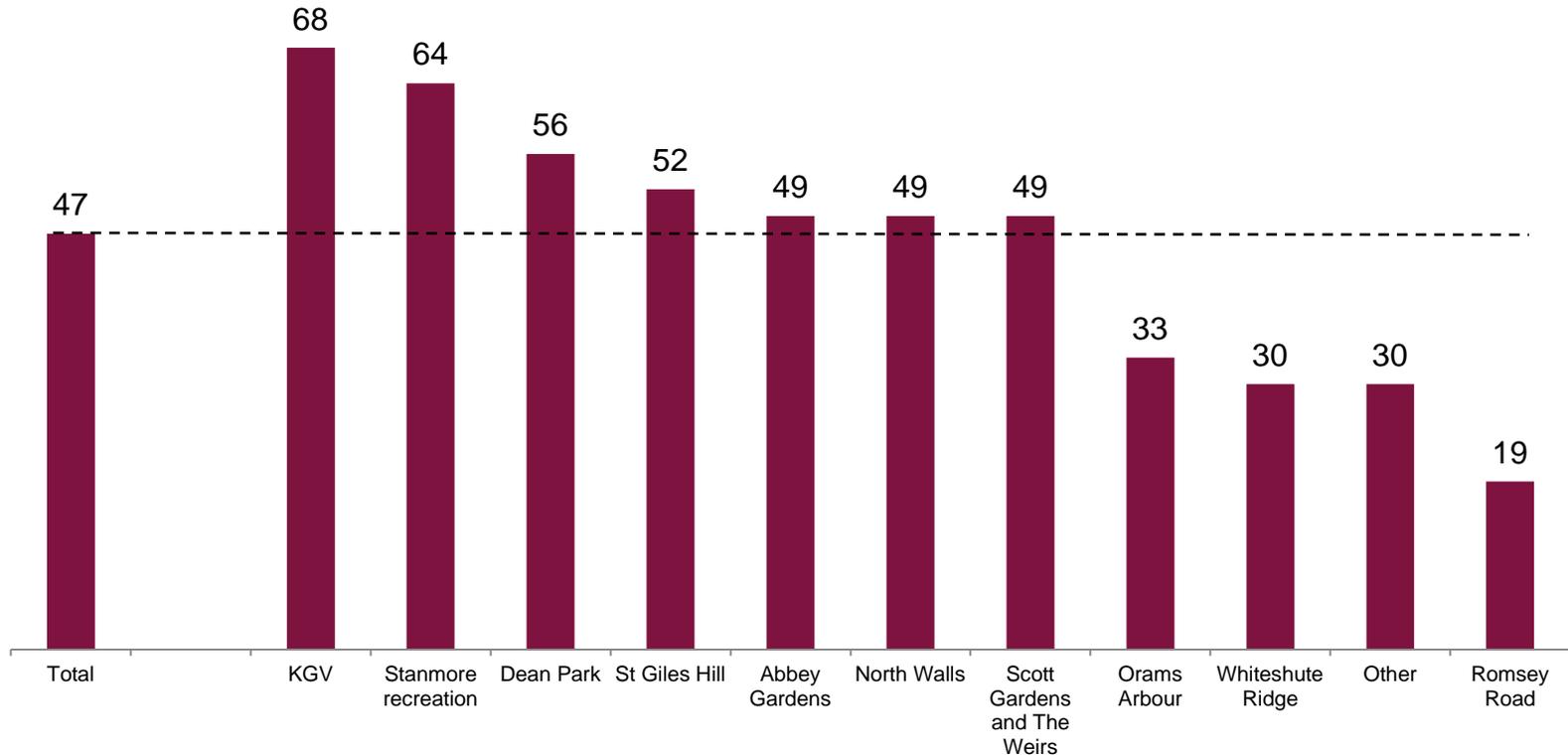


NUMBER OF VISITORS BY SITE

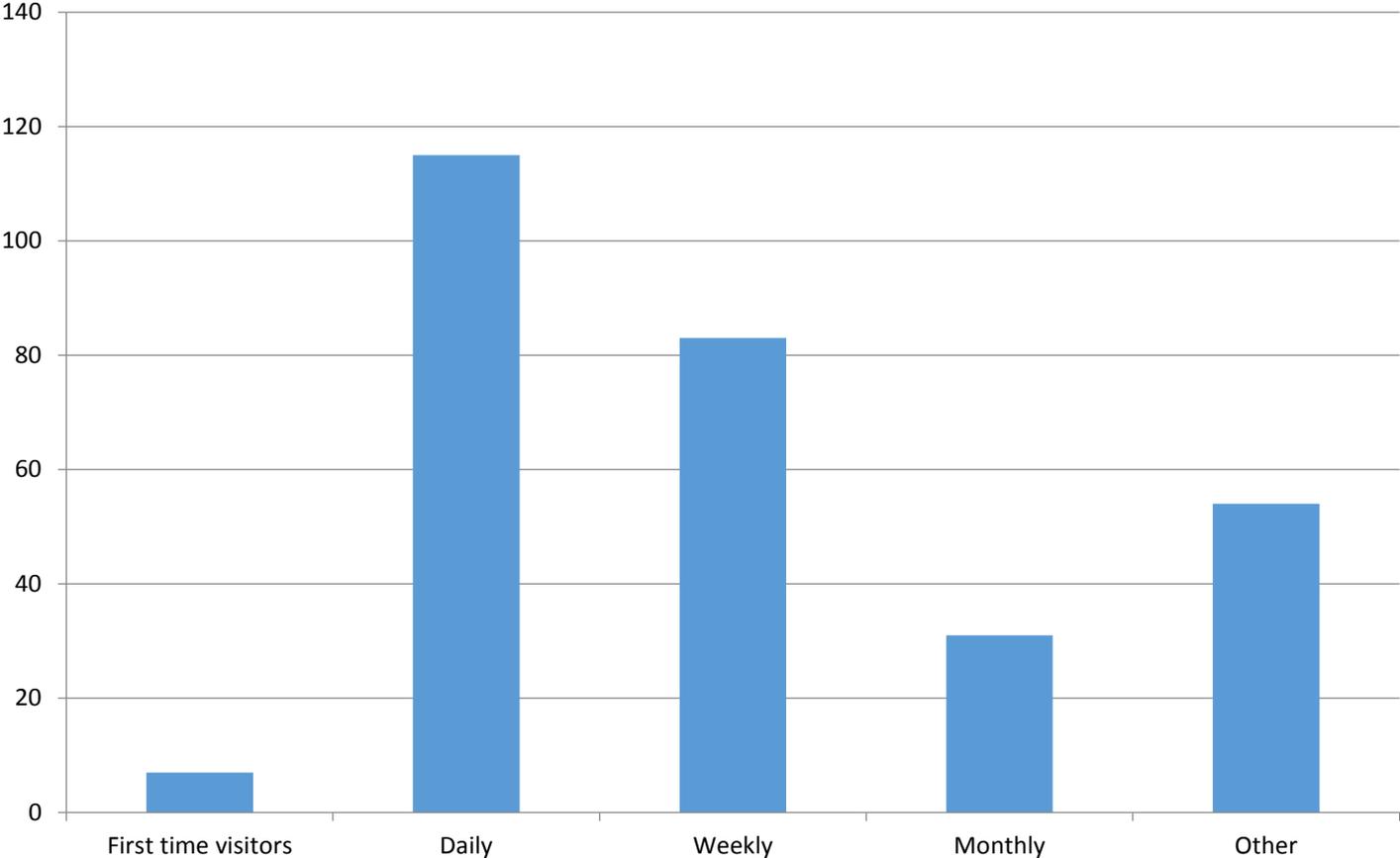
The total average number of visitors is 9.2



HOW LONG DID YOU SPEND AT THIS SITE ON YOUR LAST VISIT (MINUTES)?



HOW OFTEN DO YOU COME TO THE AREA?



Summary findings

- 89% respondents rated overall impression of the park excellent or good.
- 89% respondents rated cleanliness as excellent or good.
- 82% of people are coming from home.
- People find it easy to get to our sites (except St Giles Hill)
- Easy to get around (apart from St Giles Hill and Whiteshute Ridge).
- On the whole people found the range of facilities we provide to be fair, good or excellent.
- Exceptions Romsey Road 30% ; Whiteshute Ridge 15%; KGV 10% and St Giles 9%



SUMMARY

- Over 1.2m visitors to our open spaces and play areas per year.
- These sites are extremely important for formal and informal recreational use.
- The annual play refurbishment programme is valued and appreciated.
- People are using the spaces frequently and regularly – 40% of interviewees use daily.
- People are using them for a range of activities: **Passing through 20%; Rest and Relaxation 15%; Exercising 13%; Family Outings 13%; Wildlife watching; meeting friends; appreciate the gardens.**



SUMMARY



🛡️ **WCC open spaces are meeting the needs of Winchester residents.**

🛡️ There are opportunities for enhancements eg encouraging older people; biodiversity enhancements; raising profile further; general maintenance and management eg muddy; vegetation management; litter; dog mess.

🛡️ This information will inform future work programmes eg KGV and North Walls (with additional engagement).

🛡️ **Our open spaces are a valuable asset and support the health and wellbeing of Winchester residents and visitors.**

“Beautiful and well cared for.” Orams
Arbour

*“A touch of the countryside on the edge of the
city”* – KGV

*“It is a lovely area of landscape park
– and a vital breathing space in the
city”* – St Giles Hill

*“Lovely flowers and a fresh space to escape
the shops”* Abbey Gardens

*“It is amazing to have such a big green space
so close to the centre of Winchester. You can go
to the shops and then just a few minutes later
be in the calm and relaxing space of North
Walls Park.*

*Even better in the summer when you can get
some food from the farmers' market and then
have an ad hoc picnic in the Rec”.*

