

Country Parks Visitor Survey

2014 Results

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Introduction

The information presented in this report is based upon the results of a satisfaction questionnaire made available to visitors of all country parks in Warwickshire. The consultation was available throughout the whole of 2014 through an electronic questionnaire on the Warwickshire County Council website. In September changes were made to some of the questions; reference is made to these in the report.

The purpose of the questionnaire is to gain a better understanding of where visitors travel from, what activities they undertake and how satisfied they are with various aspects of the parks.

In total, 176 respondents replied to the questionnaire, a profile of respondents to the questionnaire can be found in Appendix A of this report.

Burton Dassett Country Park	2 respondents
Hartshill Hayes Country Park	14 respondents
Kingsbury Water Park	68 respondents
Pooley Country Park	20 respondents
Ryton Pools Country Park	63 respondents
The Kenilworth Greenway	1 respondents
The Offchurch Greenway	0 respondent
The Stratford Greenway	2 respondents
Did not specify	6 respondents

Journey to the country park

The vast majority of visitors (95%) used a car or van as their main means of transport to get to the country park. The remaining 5% of respondents arrived on foot or used a bicycle to get to the parks.

Across all the parks most visits were made between 10.00 am and 2.00 pm; at Kingsbury Water Park the visits were more clustered between 10.00 am and 12.00 pm whereas at Ryton Pools two peak times were recorded, i.e. between 10.00 am & 11.00 am and 12.00 pm to 2.00 pm. Sixty five percent of the visits to Pooley Country Park were between 10.00 and 11.00 am.

Frequency and reason for visits

Respondents were asked how frequently they had visited the park in the last twelve months; a total of 8% had been daily or two or three times a week, 10% said they visited at least once a week and just over 40% of respondents said that they had visited the park at least once a month. Nearly 17% had visited at least once every six months and 16% had not been to the park in the last year. The significant majority (97%) said that they would visit again.

Most respondents were aware of the country park from a previous visit (44%), local knowledge (29%) or a friend / relatives recommendation (16%). Fewer numbers found out from the Internet (5%) or a signpost when driving past (4%).

Roughly equal percentages of people spent between 1 to 2 and 2 to 4 hours at the park (38% and 40% respectively). The longest visits made were to Kingsbury Water Park and Ryton Pools Country Park.

Between January and September respondents were asked to select the main reason for visiting the park. This question was amended in September and between October and December they could select all the reasons that applied. The results for both are shown in Figures 1 and 2.

Analysis of the data from the first set of results shows that playing with children was most popular at all the parks followed by dog walking and a day out. A day out was the most popular activity at Kingsbury Water Park followed by playing with children whereas dog walking was the main reason for visiting Ryton Pools Country Park.

Figure 1: Main reason for visiting the country park (one response selected)

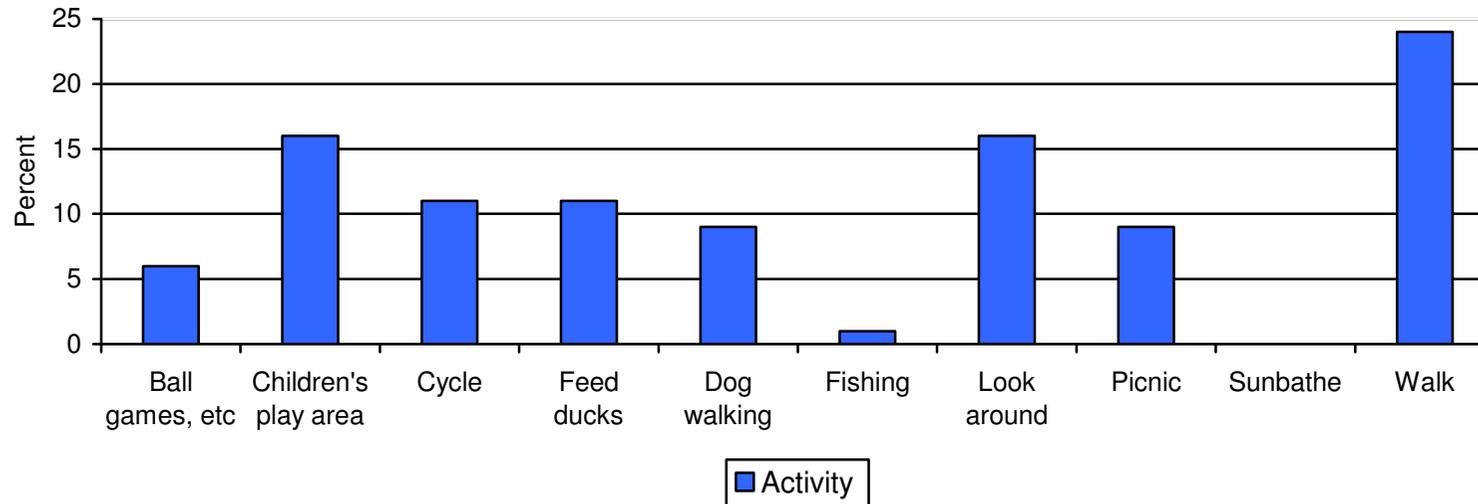
Main reason for visiting the park	% of respondents
Play with children	23%
Dog walking	18%
Day out	18%
Walking	14%
Cycle	7%
Relax	6%
Enjoy the weather	6%
Exercise	3%
Feed ducks	2%
Fishing	1%
Picnic	1%
Passing by	1%

Figure 2: Main reason for visiting the country park (multiple responses)

Main reason for visiting the park	% of respondents
Walking	52%
Play with children	39%
Day out	39%
Dog walking	35%
Feed ducks	35%
Enjoy the weather	35%
Exercise	26%
Relax	17%
Cycle	9%
Picnic	9%
Passing by	4%
Fishing	0%

In addition to asking the main reason for the visit the survey also asked what activities they engaged in whilst they were there. Nearly a quarter (24%) said they walked and 16% said they went to a children's play area. A further 15% had gone for a look around and equal percentages (10%) had either cycled or fed the ducks. Figure 4 gives the full breakdown of activities undertaken during the visit.

Figure 3: Activities undertaken during the visit



Satisfaction with country park facilities

Respondents were given five gradings to rate how satisfied they were with various aspects of their visit to the country park; very good, good, OK, poor and very poor. The sixth column in Figure 4 below shows the not applicable responses. Percentage satisfaction rates with the Lakeside playground is from one survey only as this option was removed from the survey in September. Generally respondents were satisfied with very good or good being selected for most options; however, most respondents thought the cost of parking rated as OK and higher percentages said the signage outside and around the parks was good as opposed to very good.

The high satisfaction scores are also reflected by 97% of respondents who state that they would visit the same country park again on a separate occasion. Furthermore, 95% of respondents strongly agreed or agreed that the park provided good value for money.

Figure 5: Satisfaction with overall visit to the park

	Very good	Good	OK	Poor	Very poor	n/a
Road signs to the park	33%	48%	18%	1%	1%	1%
Entrance signs	37%	48%	13%	1%	1%	1%
Signs in the park	36%	44%	16%	3%	1%	1%
Information at the park	34%	48%	11%	4%	0%	3%
Information on the internet	31%	42%	17%	2%	0%	8%
Cleanliness of the park	57%	37%	6%	0%	0%	0%
Cleanliness of the toilets	28%	32%	11%	0%	1%	29%
Cost of parking	11%	32%	35%	12%	5%	4%
Facilities in the park	34%	43%	19%	1%	0%	3%
Visitor Centre	30%	43%	13%	1%	0%	14%
Overall park maintenance	42%	48%	10%	0%	0%	1%
Overall value for money	38%	36%	20%	3%	1%	2%
Park staff	38%	33%	10%	0%	0%	19%
Café / tea shop	28%	23%	15%	3%	1%	30%
Lakeside playground	35%	24%	8%	0%	0%	34%
Adventure playground	39%	27%	5%	0%	0%	29%
Model railway	27%	16%	6%	0%	0%	51%
Fishing	7%	10%	6%	1%	1%	76%

Appendix A – Respondent Profile

GENDER	Male	33%
	Female	67%

AGE	Under 18	0%
	18 to 24	4%
	25 to 34	31%
	35 to 44	29%
	45 to 54	14%
	55 to 64	13%
	65 or over	9%

ETHNIC GROUP	White	98%
	Mixed	1%
	Asian	1%
	Black	0%
	Other	0%

DISABILITY	Yes	18%
	No	82%

RELIGION	Christian	97%
	Buddhist	0%
	Hindu	0%
	Jewish	0%
	Muslim	1%
	Sikh	2%
	Other	0%

SEXUAL ORIENTATION	Heterosexual or Straight	94%
	Gay or Lesbian	3%
	Bisexual	0%
	Other	0%
	Prefer not to say	4%

	AGE OF VISITOR					
	0	1	2	3	4	5+
Adults	2	45	98	7	8	6
Children	13	38	43	15	0	2

Appendix B – Reasons why people will / will not visit again (taken directly from Survey Monkey)

Kingsbury
I have 2 young children and the park is a fantastic resource for us, with nature trails, ducks to feed, and a park to play in.
A lovely park and we have booked for the Xmas train ride
it has lots of amenities and is a good local park when the weather is nice
Its a great place for everyone we love the train ride and feeding ducks and play area is great then go to cafe it has everything we go halloween every year too
Easy walks, well kept, easy parking, toilets,
we come with the dog and kids most weeks and even hold a boxer dog meet once a month or once every 2 weeks depends on numbers. the kids love playing on the parks along with riding the trains.
Nice walking trails for use in most weather.
caravanning club and great site full of activities
did not have time to explore all the park
Enjoy the Park. So peaceful and well looked after. Staff at Park are so friendly and helpful.
Thoroughly enjoyed my visit, great day out for all the family. My 6 year old twins love the children's area
great for the kids, plenty to do
love the park so much to photograph
great walks/dog walks.
We would like to cycle as a family and hire bikes next time
Great for riding, running and cycling
I love the park and had not been for such a long time and forgotten how beautiful it is. I intend to go back as much as possible during the school holidays with my grandchildren as there is so much for them to do there in some lovely open spaces.
its a lovely tranquil place to unwind from the rat race of everyday life
My children really enjoyed it
We use the park as a annual family outing
The children's play area's are fantastic!
Kids love nature
My kids love it here the freedom and pools
Lots for the kids. Great playground and trains.
Did not realise it had so much to do and was so beautiful and so near!
Cannot believe this is on my doorstep! So peaceful, fantastic walks
Am an avid birdwatcher and the park allows me to watch birds and use a push chair.
I never realised I lived so close to a beautiful place, will definately be returning with my family. I have a 17 month old Daughter and can't wait

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to take her on the train, and even more excited to come and see Father Christmas (even though it's only June). :-) x
Clean, great atmosphere, plenty to do and plenty of places to stop & eat.
Plenty to do & see. Plenty of places to sit & eat. Everyone there was friendly and enjoying themselves.
I visit the Echills Wood Railway 3 or 4 times each year. It is one of the best Miniature Railways in the UK and in such a wonderful setting as well.
My son really enjoyed himself
beautiful place
Would definately be visiting more often it has so much to offer for families especially the weather is good
It is nice and quaiet place to spend very happy times with family :)
Lovely place
Good to be active
We've just moved to the area, we have 2 nephews who love coming here.
I am a regular at the park, I love it..
Great facility for families
Facilities are great.
Local area of beauty with plenty of activities for whole family
It is the best park around.
Because it changes with the seasons and we enjoy the walking.
Will visit again if time and other commitments allow
I would love to visit again. We just moved to the Area, well Brownhills and it's only a short drive.
Fresh air, exercise, walk dog, picnic, watch wildlife
Great for walks and cycling and good play areas for the children
lovelly park, nice facilities and friendlt staff
Lots to do for family, good value day out. Park is well managed.
Enjoy walking and ita a lovely park for walking round
I plan to fish some of the lakes
I have 2 young children and the park is a fantastic resource for us, with nature trails, ducks to feed, and a park to play in.
A lovely park and we have booked for the Xmas train ride
it has lots of amenities and is a good local park when the weather is nice
Its a great place for everyone we love the train ride and feeding ducks and play area is great then go to cafe it has everything we go halloween every year too
Easy walks, well kept, easy parking, toilets,
we come with the dog and kids most weeks and even hold a boxer dog meet once a month or once every 2 weeks depends on numbers. the kids love playing on the parks along with riding the trains.
Nice walking trails for use in most weather.
caravaning club and great site full of activities

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Ryton Pools
Nice cafe, the childrens play facilities are outstanding, its a very clean park
its clean and tidy and the footpaths are well maintained
It's a lovely park, very clean and tidy. Very nice to get out of the town and enjoy the quiet park in our own time.
its nice and local
Enjoy walking round twice to keep fit and stop for coffee or lunch.
Good open space and facilities
Good park and children like den building
We enjoy spending time at Ryton Pools and have a membership subscription. My husband's health needs require him to use a mobility scooter which he can borrow there for our visit. We may decide not to visit again, however, during school holidays, as when there last time were almost knocked over by inconsiderate bicycle users and older children using go-karts.
good facilities nice paths lovely grass
Child friendly, lots to do
It is clean and has great facilities for children.
Have not been to Ryton Pools before but we really enjoyed ourselves and will definitely be returning. What a lovely country park.
VERY HILLY
Lovely walks, good paths, can take dogs, mobility scooters can be hired.
great walks
great for dog walking and plenty for the children to do
Our son loves the playgrounds
bring children to explore when budget allows
Love it there, great for buggies, dogs and just a lovely clean area
I'm a nanny so great to take the children, it doesn't cost a lot and the children love running around.
Everything for children to d. Nice safe environment
Good Walking and Playground
I enjoy the safe traffic free walking,the safe traffic free cycling,and being able to birdwatch in Ryton wood.My grand children enjoy the updated childrens adventure playgrounds.
Always loved the park. The new adventure play area has made it a great/fun day out.
near to home. Walk there regularly and take granddaughter to play on equipment and in the woods
convenient, friendly staff, lovely surroundings, clean + tidy
nice little walk and looks good for an easy run / cycle round
Not been for a while, so broght my grandson, started thundering and lightening so we had to leave, but cant wait to come back and explore
excellent venue to walk our puppy
It's a lovely site with excellent facilities for children, and beautiful walks.
Enjoyed the experience, somewhere different to walk the dog & exercise, relatively local to home
Good play areas and good for walking the dog
Nice walks, good playground

I love walking my dogs around the pools so visit frequently
Lovely for walking my dogs and getting out into the countryside I am newly single and am worried about visiting again with my dogs should i need the toilets as i notice the sign on the loos saying no dogs allowed, can you not allow dogs in to the toilet area?
near home to walk
Like the walks and the water birds
beautiful park. great for dog walking and the kids loved the playgrounds
We like Ryton pools and the varying length of walks possible and in the summer we bring our grandchildren for the play area.
It's a great place for our spaniel, safe and friendly
Nice cafe, the childrens play facilities are outstanding, its a very clean park
its clean and tidy and the footpaths are well maintained
It's a lovely park, very clean and tidy. Very nice to get out of the town and enjoy the quiet park in our own time.
its nice and local
Hartshill Hayes
well maintained footpaths
A great park to walk the dogs and improve personal fitness.
Love to walk in this park, it's so peaceful. I like to bring my grandsons too -they love the playground
First time we have visited this park and the kids had a great time
Fabulous play area, good accessible walks and clean
it is a lovely place to go and walk.
Parking is extortionate, especially at Kingsbury. People on low incomes can't afford such high parking charges
It is local and a very attractive diverse area, with superb views over several counties. The variety of fauna and flora is both wide and interesting.
We enjoyed the walks in and around the park
the playground is great for my grandchildren and there are so many interesting walks.
well maintained footpaths
A great park to walk the dogs and improve personal fitness.
Pooley Country Park
New dog
Walk the dog
First visit as new to area and kids really enjoyed it, will definitely be visiting again
Lovely park and great play area for my 16 month old twins.
My husband and myself are both blue badge holders and the parking facility at Pooley is ideal for us, close to the café and toilets. The toilets are always very clean and everyone there we have met has been pleasant and helpful. We have recommended Pooley to friends and family who have been and had a pleasant time there.

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Won't be in the area!
Very good facility at reasonable cost
Great facility
Car park pass holder
Lovely park, nice friendly helpful staff
There's plenty of variety of fun to be had
Local, can walk, nice staff, get a nice drink
I love walking here
Tea stop on canal walk
Good walking
love taking a walk along the canal or letting the children play in the play area whilst having a coffee
New dog
Walk the dog
The Kenilworth Greenway
No comments
The Stratford Greenway
Not very well signed to find it, and when arrived access difficult
Burton Dassett
Great day out, kids love it!
This is a fantastic country park that is local to me and I have been coming regularly with my family for last 15 years. Have used all the facilities and have previously held annual parking permit.