

# Clissold Park

# User Survey Report

# 2016

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## **INTRODUCTION**

This report presents the findings of the Clissold Park User Survey 2016.

The aim of the survey was to gain an understanding of users' views on the park so that resources could be targeted most effectively to maintain and improve the park. The survey aimed to help park staff better understand how Clissold Park is used, and what users like best about it.

## **BACKGROUND**

Clissold Park opened in 1889. The park remains one of the most popular in Hackney and last year received over 3 million visitors.

The park has held a Green Flag award since 2006. These are given to the best green spaces in the country and are awarded each year to ensure the quality of the green space remains high.

In 2009, the park was awarded funding from the Heritage Lottery Fund towards extensive restoration work to the fabric of the park and historic house. This funding comes to an end in July 2017.

## **CONSULTATION APPROACH**

The consultation ran from 17th October 2016 and closed on 11th December 2016. The survey was also promoted at the CPUUG stand at the Park's Christmas fair between 16th and 18th December 2016. The data from these late surveys was incorporated in the findings.

Surveys were available electronically to be filled online from the Council website. Paper copies were made available at Stoke Newington Town Hall, Stoke Newington Library, Clissold House and Clissold Park Café, and distributed to Clissold Park User Group Members at their regular meetings. These could be returned by post, online or to the Clissold House office.

The consultation was publicised with an article in the Clissold park section of the Council website, as well as the Clissold Park user group website.

A two hour drop-in session took place at Clissold Park café in November 2016.

## **METHODOLOGY**

The survey received 311 responses in total via the online and paper completion surveys.

The questionnaire consisted of 26 questions, inclusive of the equalities monitoring questions.

The survey results only represent users around one particular area of the park for those who completed the paper survey, and at a specific time for both paper and online surveys.

It should be noted that this survey was carried out in the winter, and the lack of respondents in the age group 24 and below were not really targeted. It is known that during the summer the Skate/BMX section of the park is widely used and the result above does not reflect this. This would be the same for the paddling pool which is widely used in the summer.

These findings should be taken into account for future survey planning so that alternative engagement methods can be considered in order to gauge opinions in a more representative way, and target a younger audience.

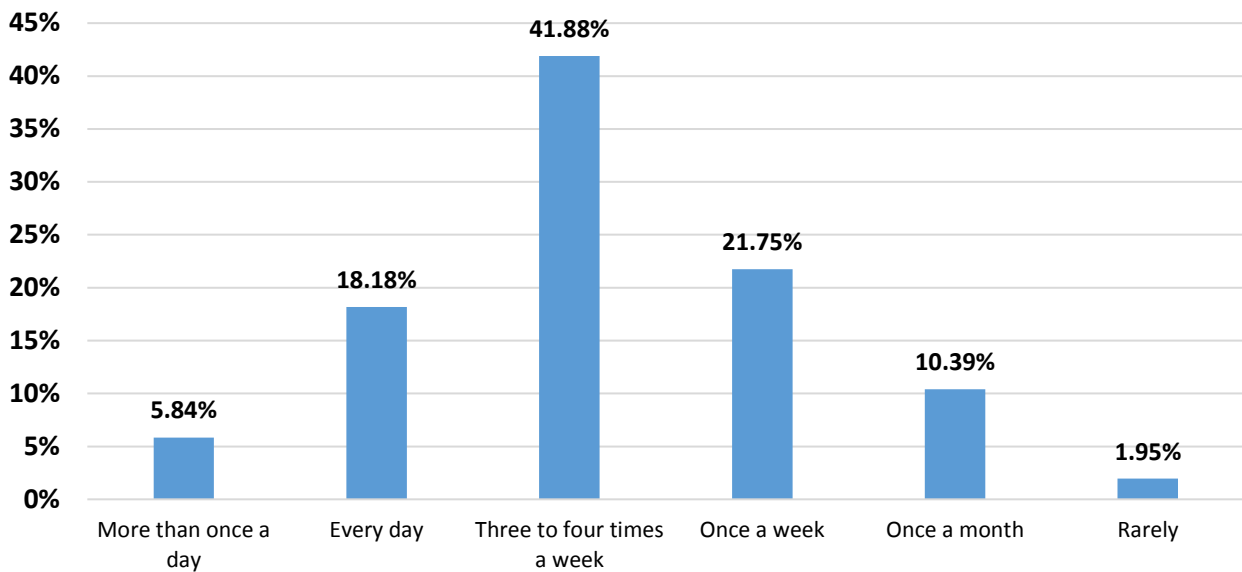
## **OVERVIEW OF RESULTS**

From the results that have been collected, the following observations have been made:-

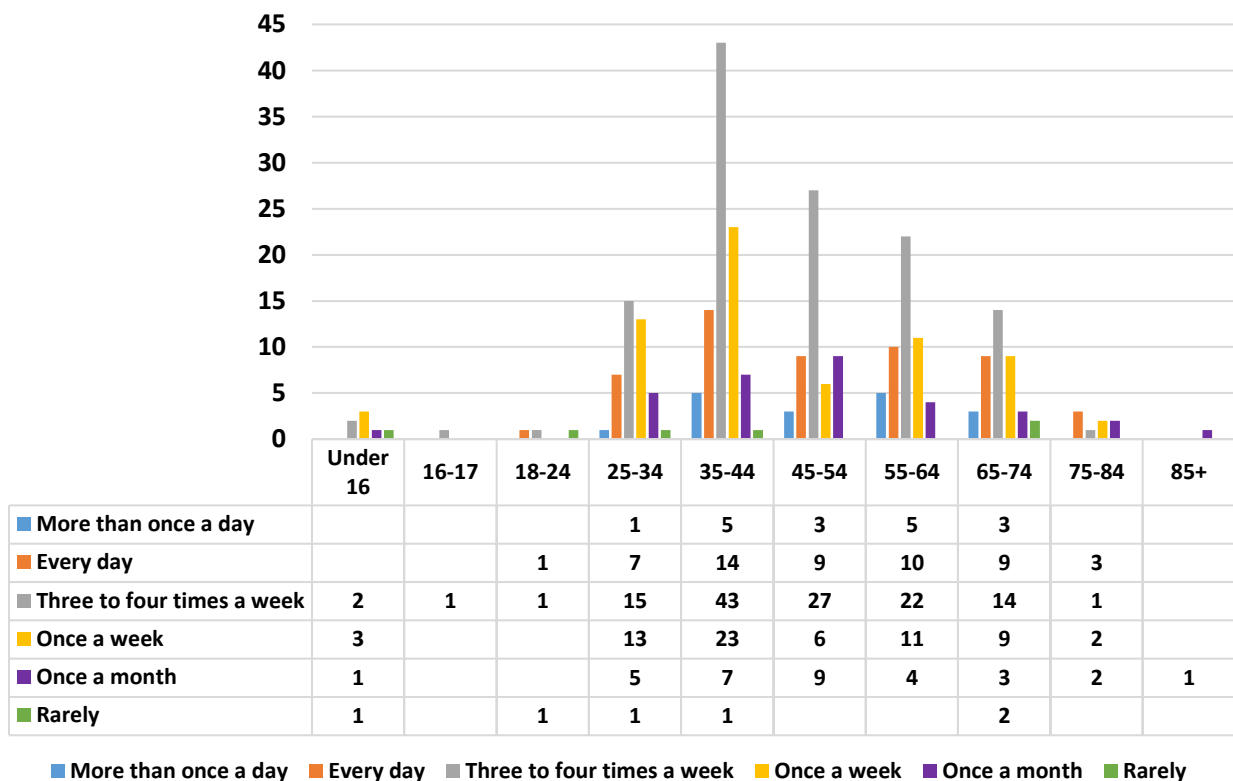
- Most 35-44 age group visit the park three to four times a week;
- Most visitors stay at the park for 30 minutes to 1 hour;
- The top three reasons for visiting are for a walk, to enjoy nature and fresh air, and visit the play area;
- The majority of visitors are satisfied with the park overall;
- The majority of visitors are satisfied with the cleanliness of the park;
- The majority of visitors gave a very positive rating of the standard of maintenance of the park;
- The top three facilities used by visitors are the café, grassed areas and the lakes/river;
- The majority of visitors stated that the park opening hours met their needs;
- There was an even split of views on whether visitors would like to see any additional facilities or activities in the park;
- The majority of visitors are satisfied with the catering outlets in the park, although there was still some dissatisfaction among visitors;
- The majority of visitors stated that the opening hours of the café met their needs;
- Visitors get information about the park and house mainly by park noticeboards, social media and the Clissold Park User Group website.

## SUMMARY OF RESULTS

### How often do you visit Clissold Park?

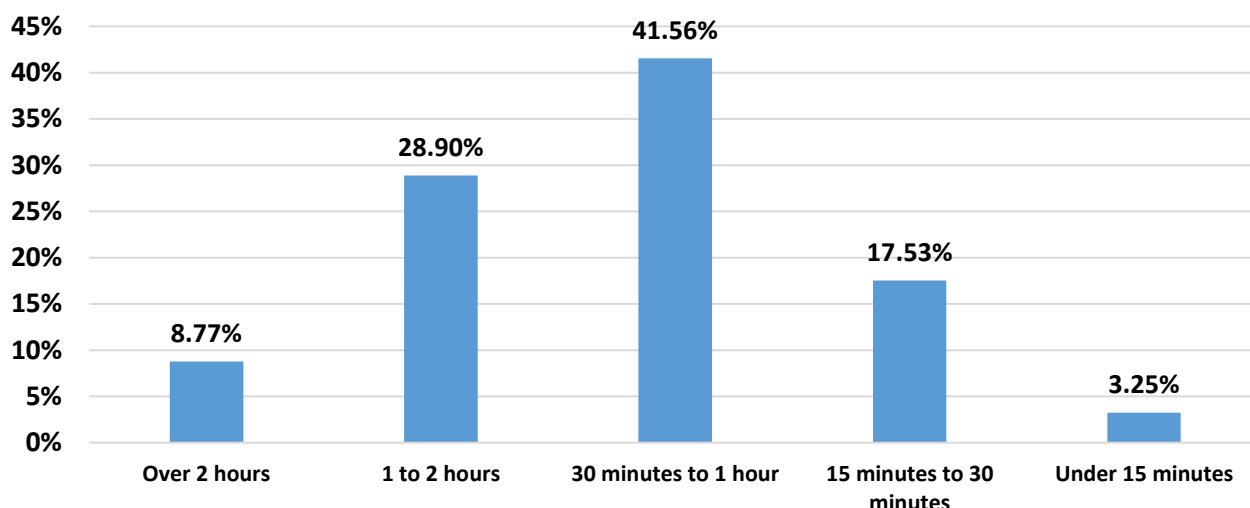


The chart above shows that most respondents visited the park three to four times a week which accounted for 41.88% (129) followed by 21.75% (67) who visited the park once a week.



The chart above shows the frequency of visits to the park by age group. It shows that the 35-44 age group visit the park the most three to four times a week. This is followed by 45-54 and then 55-64 in the same visiting frequency. The 35-44 age group also account for the most who visit once a week.

**How long do you normally stay at the park when you visit?**



The chart above shows how long visitors normally stay at the park. 41.56% (128) of respondents said that they normally stay for between 30 minutes to 1 hour. This is followed by 28.90% (89) who responded 1 to 2 hours.

**Please give your top three reasons for visiting the park (rank them from 1 to 3 with 1 being your top reason).**

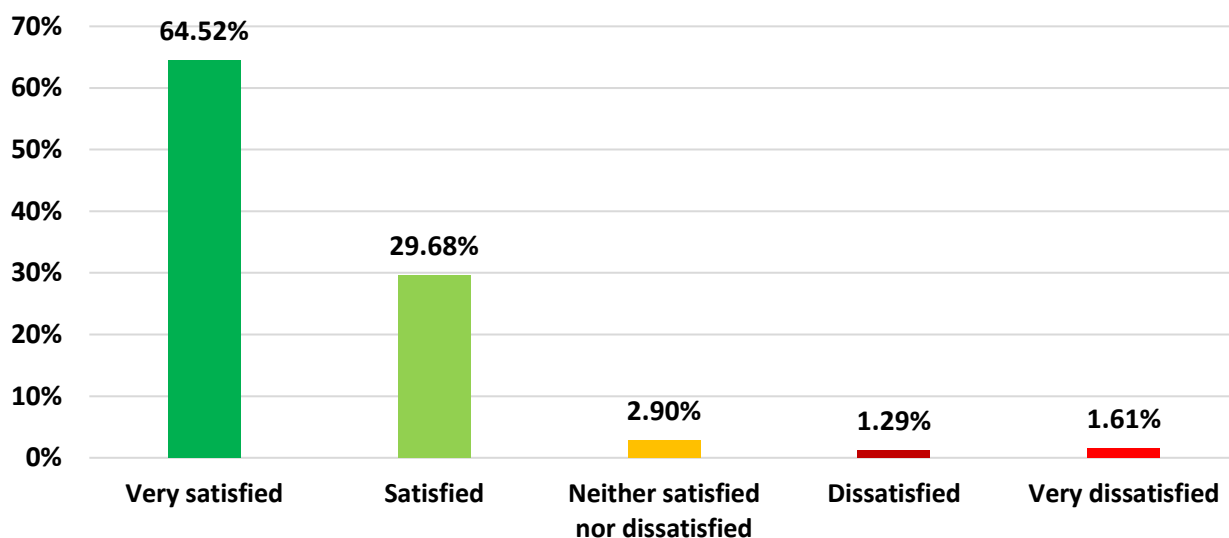
<u>Reason</u>	<u>Total Responses for ranks 1 to 3</u>
For a walk	147
To enjoy nature, fresh air	104
Visit play area	68
Cafe	63
To relax	51
Walk the dog	48
To keep fit	48
Running	43
Meeting friends	40
Take a shortcut	29
Sport	20
Animal enclosures	20
Picnic	14
Attend a House event/activity	11
Other	11
Paddling pool	7
Attend park event	4
Skate/BMX	2
Volunteering	2
Educational activity	2

The above was calculated based on the total number of responses that were given for each rank of 1 to 3. Respondents were asked to give any additional reasons why they visit the

park, and 25 comments were made. From these the following reasons not mentioned above were:

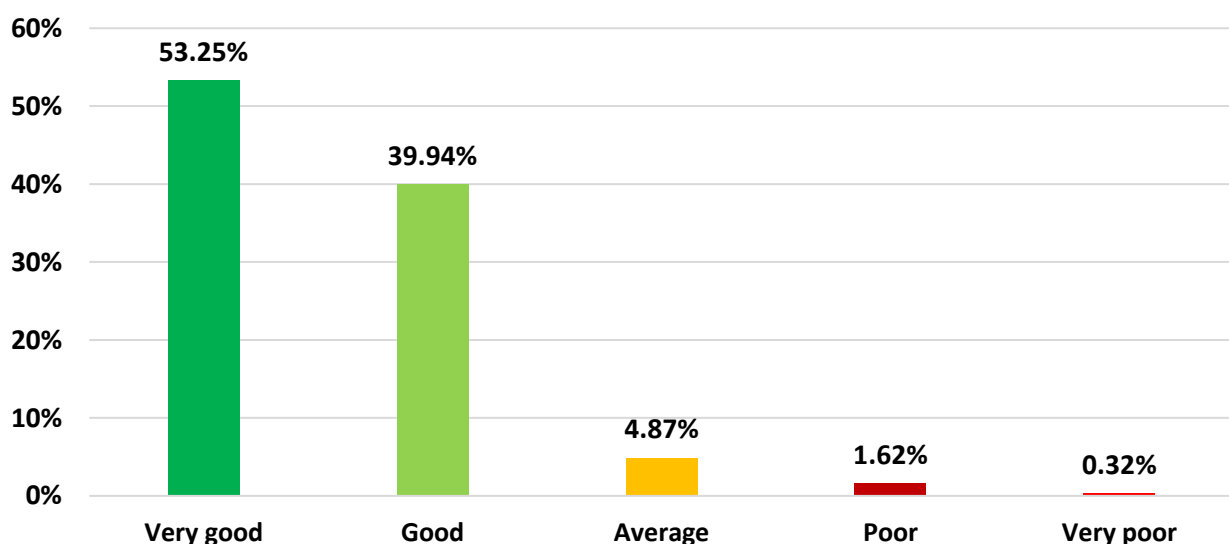
- Cycling
- Picnic
- Community Farm
- Art Class
- Community Food Growing Project

### Overall, how satisfied are you with Clissold Park?



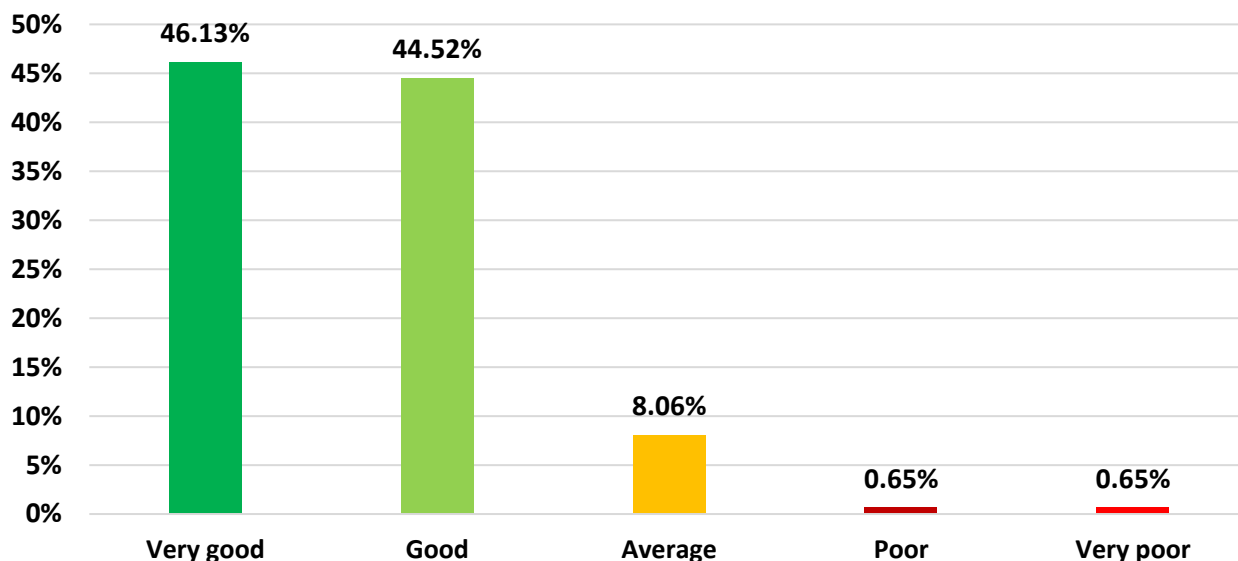
The chart above shows how satisfied or dissatisfied respondents are with Clissold Park. The majority of respondents (292) gave a positive response of very satisfied and satisfied (combined result 94.2%).

### How do you rate the standard of cleanliness of Clissold Park?



The chart above shows how satisfied or dissatisfied respondents are with the standard of cleanliness of Clissold Park. The majority of respondents (287) gave a positive response of very satisfied and satisfied (combined result 93.19%).

### How do you rate the standard of maintenance of Clissold Park?



The chart above shows how respondents feel the standard of maintenance of Clissold Park is. The majority of respondents (281) gave a positive response of very good and good (combined result 90.65%).

### Which facilities do you use most?

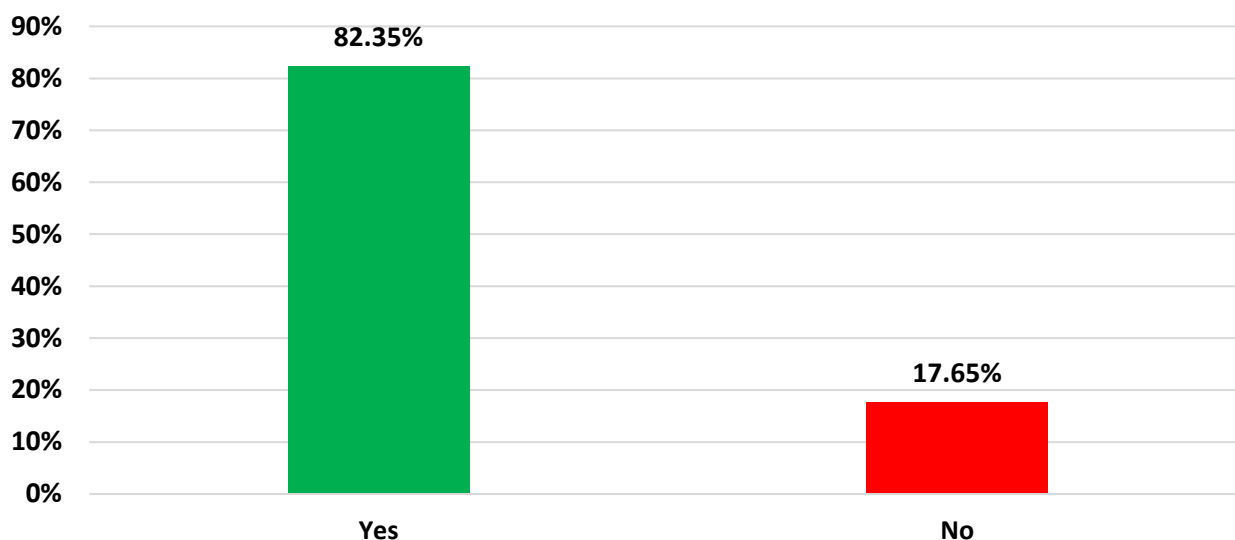
<u>Facilities</u>	<u>Count</u>
Café	177
Grassed areas	176
Lakes/river	138
Play area	102
Animal enclosures	95
Paddling pool	42
Clissold House activities	42
Tennis courts	35
Other (please specify below)	32
1 o'clock Club	21
Clissold House event	19
Wheels Park	12
Multi-use games area	11

The table above shows which facilities are used the most by ranked order based on the number of responses for each. Respondents were asked to comment on any other facilities that they use which are not listed above, and from 52 comments the following were mentioned:

- Running track/trail
- Wooded area
- Community Food Growing Project
- Dog free areas
- Toilets
- Woodland trails
- Life drawing
- Food Fairs



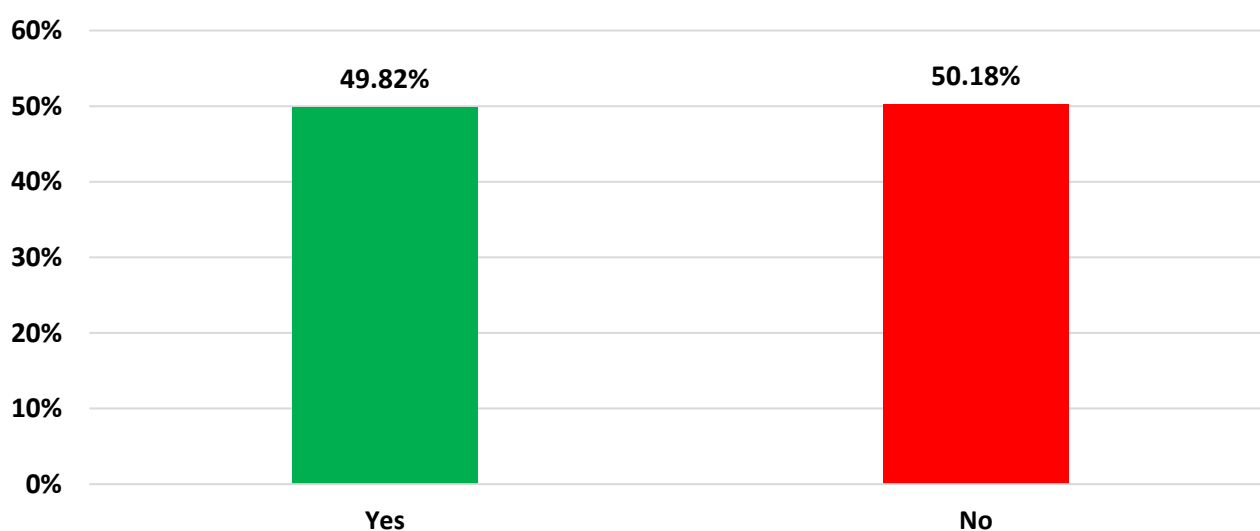
### Do the opening hours of the park meet your needs?



The chart above shows whether respondents feel that the opening hours of the park meet their needs or not. The majority of respondents (252) stated that it did meet their needs. Those who stated that it did not meet their needs were asked to explain why, and from 64 comments a summary of these are:

- Park shuts too early even when it is still light in the evening
- Park opens too late even when it is very light in the early morning
- Earlier opening and later closing in winter
- Open from 6am
- Open earlier for runners and dog walkers before working hours, all year through
- Closes too early in summer.

### Would you like to see any additional facilities or activities in the park?

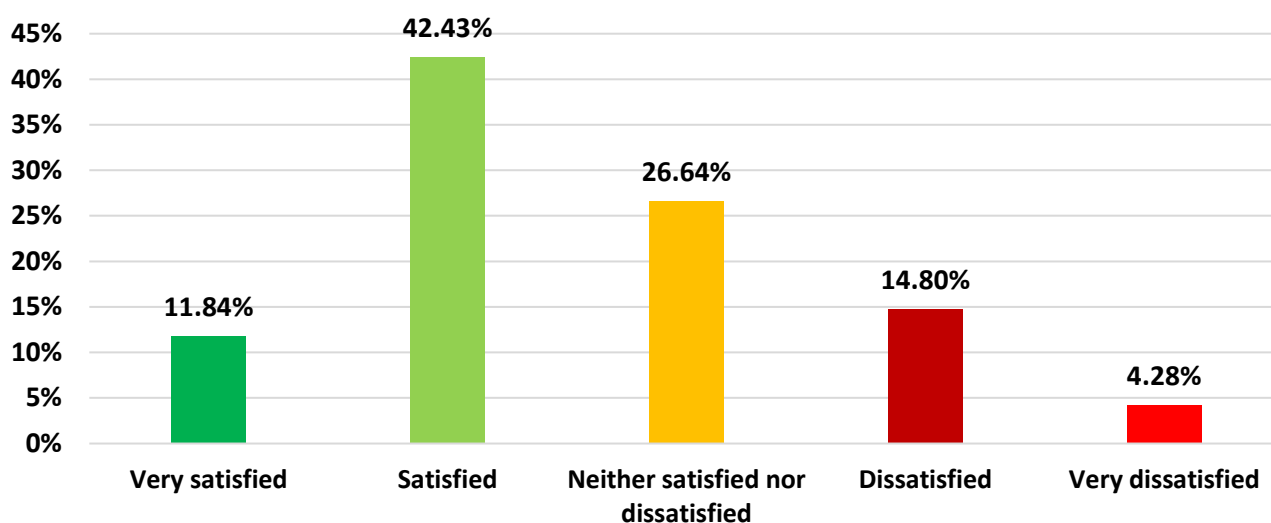


The chart above shows whether respondents would like to see any additional facilities or activities in the park. There was an even mix of responses to this questions, with only a difference of 1 respondent more stating 'No' to this question.

Respondents were asked to comment on any additional facilities or activities they would like to see, and from 34 comments the following were suggested (number of comments made in brackets):

- Working water fountain (5)
- Better bike parking facilities (5)
- Outdoor gym equipment (3)
- Pathway lighting for night time walking if open later (2)
- Dog swimming area (4)
- More toddler swings in playground (2)
- More toilets (2)
- New paddling pool (5)
- Croquet lawn and bowling green (2)
- Improved tennis courts (1)
- Covered play area for when it rains (4)

### **How satisfied are you with the catering outlets in Clissold Park?**



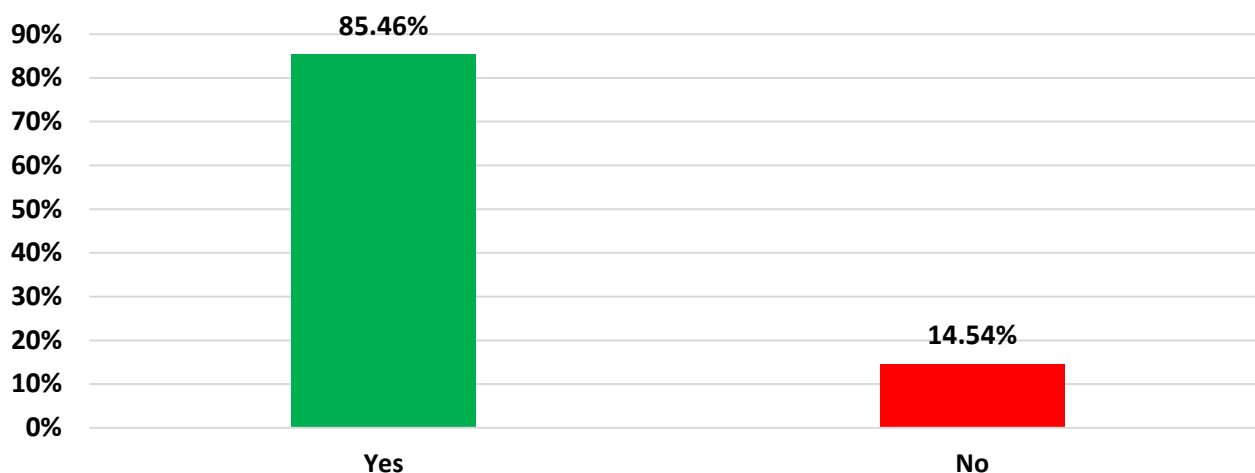
The chart above shows how satisfied or dissatisfied respondents are with the catering outlets in Clissold Park. The majority of respondents (165) gave a positive response of very satisfied and satisfied (combined result 54.28%). A smaller number (58) gave a negative response of dissatisfied and very dissatisfied (combined result 19.08%). 81 respondents gave a neutral response.

### **Please tell us how you think the catering outlets could be improved?**

Respondents were asked to comment on how they think the catering outlets could be improved, and this resulted in 197 comments. The following suggestions were made:

- More reasonable prices
- Change of food on menu
- Faster service
- Better quality of food
- More choice of food
- More healthy options
- Better coffee
- More tables
- Needs another quiet area/room
- Deal with long queues better

### Do the opening hours of the café meet your needs?



This chart shows whether respondents think the opening hours of the café meet their needs. The majority of respondents (241) stated that it does, with a small number (41) stating that it did not.

Those respondents who stated 'No' were asked to comment on why the opening hours do not meet their needs, and this resulted in 53 comments. There were 4 main areas which are summarised below:

- Needs to open earlier
- Stay open later in summer months
- Later closing times generally
- Longer opening hours

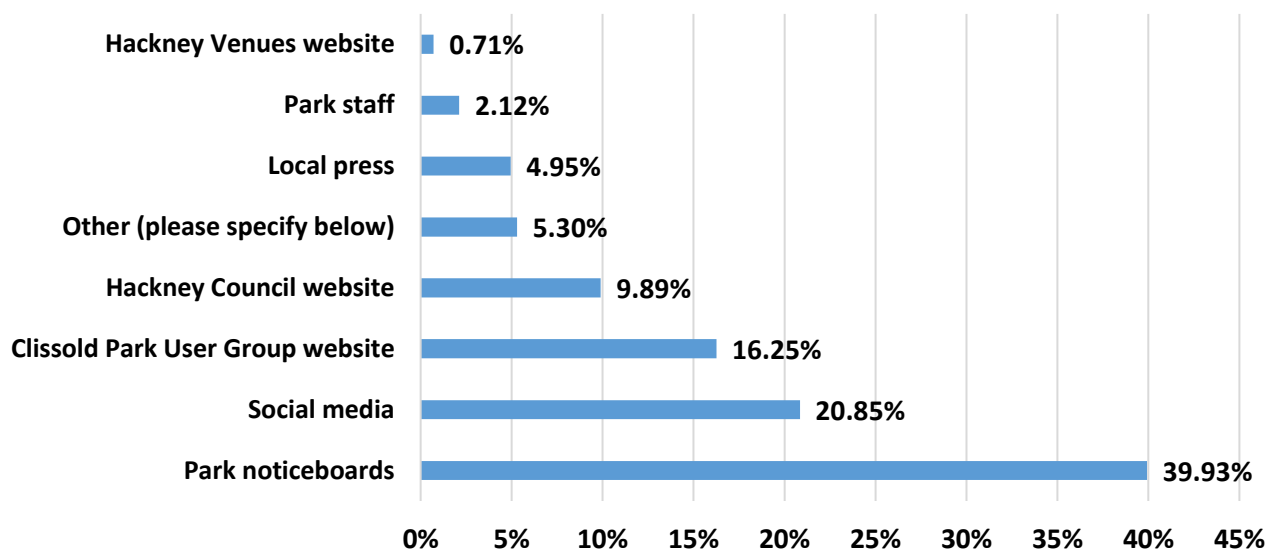
### Please outline any comments you would like to make about the way Clissold Park is managed or maintained, the facilities available or activities that may take place.

Respondents were asked to comment on the way Clissold Park is managed or maintained, the facilities available or activities that may take place, and this resulted in 182 comments. The negative comments have been summarised below (number of comments made in brackets):

- Art class/life drawing discontinued (2)
- ASB (1)
- Cyclists riding too fast, dangerous (7)
- Butterfly house not open (2)
- Improve café and prices (2)
- Dog fouling, not on leads, swimming in the lakes (20)
- Dog only areas needed (2)
- Drug use - smoking by playground areas (3)
- Water fountain needs repair (5)
- Toilets needs to be improved and cleaned (10)
- Rubbish/Litter - Paths and lakes (2)
- Longer opening hours (4)
- Maintenance of tennis courts (2)
- Playground needs more maintenance (4)
- Paddling pool needs maintenance (3)
- Tree replacement (2)
- More recycling bins (1)
- Repairs to be completed quicker (3)
- Overall park maintenance (7)

There were 48 comments which were all very positive about how visitors love the park, the way it is managed and maintained, the staff and the activities.

### How do you get information about Clissold Park and house?



The chart above shows how respondents get information about Clissold Park and House. Most respondents (113) stated park noticeboards, followed by social media (59) and then Clissold Park User Group Website (46) as being the top 3 methods.

If respondents chose 'Other', they were asked to specify other methods and this resulted in 26 comments which are summarised below:

- Facebook
- Twitter
- Word of mouth
- Park staff
- Friends
- Community Association
- Tennis Club
- Email
- Hackney Today
- Park noticeboards

### Are you interested in volunteering at the park?

35 respondents (11.25%) were interested in volunteering and provided their email addresses.

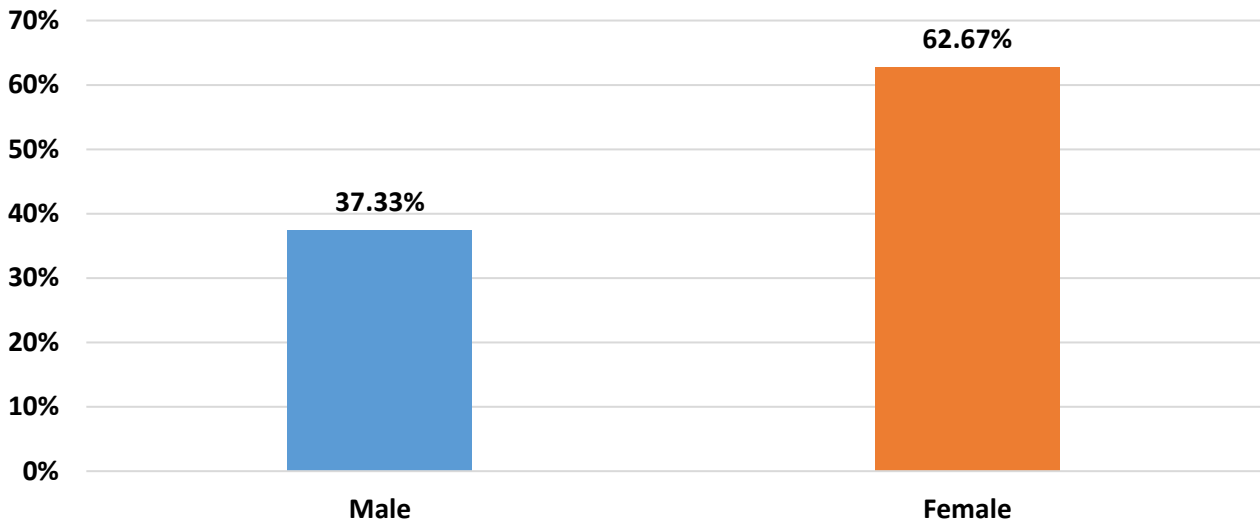
### What is your postcode?

There were 186 different postcodes given by respondents with the majority in Hackney. There were 8 postcodes which were outside of Hackney in the following London boroughs:-

- Islington
- Barnet
- Merton
- Berwick-upon-Tweed
- Waltham Forest

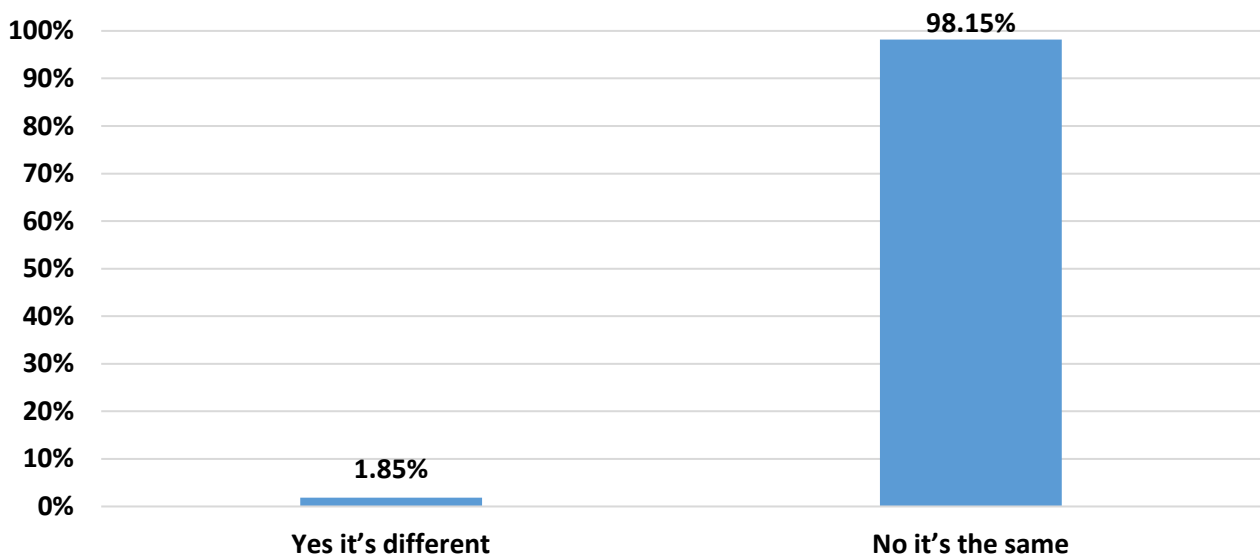
## WHO TOOK PART

### Gender



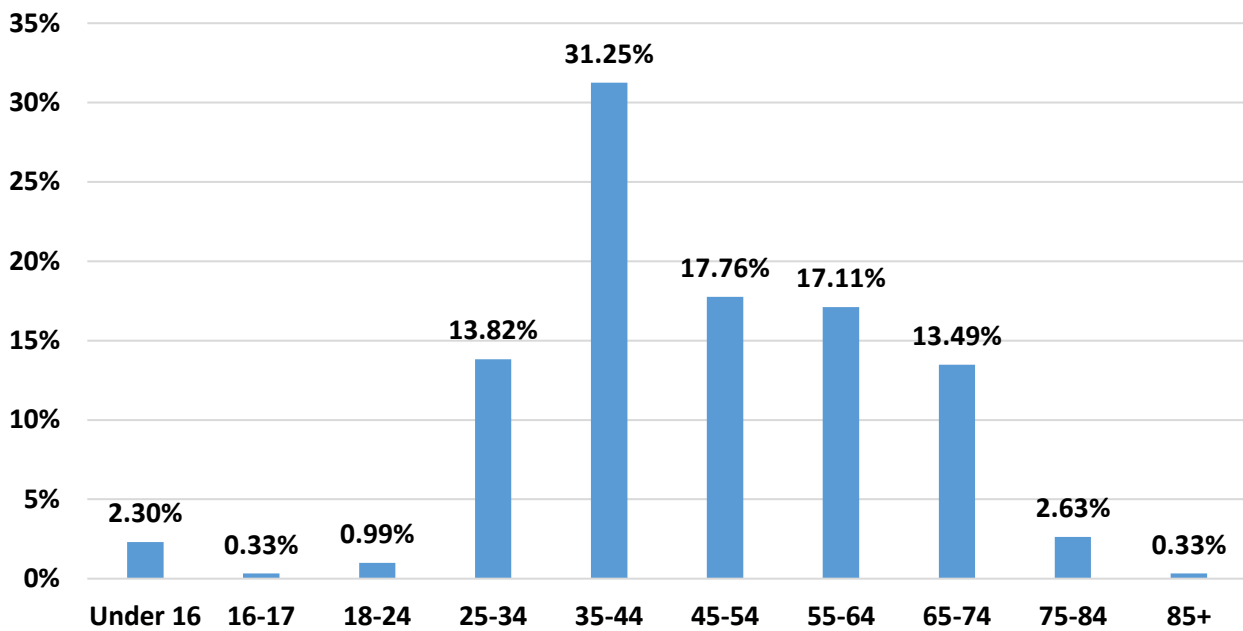
The chart above shows that more females (188) responded to the consultation than males (112). 11 respondents decided not to answer this question.

### Is your gender identity different to the sex you were assumed to be at birth?



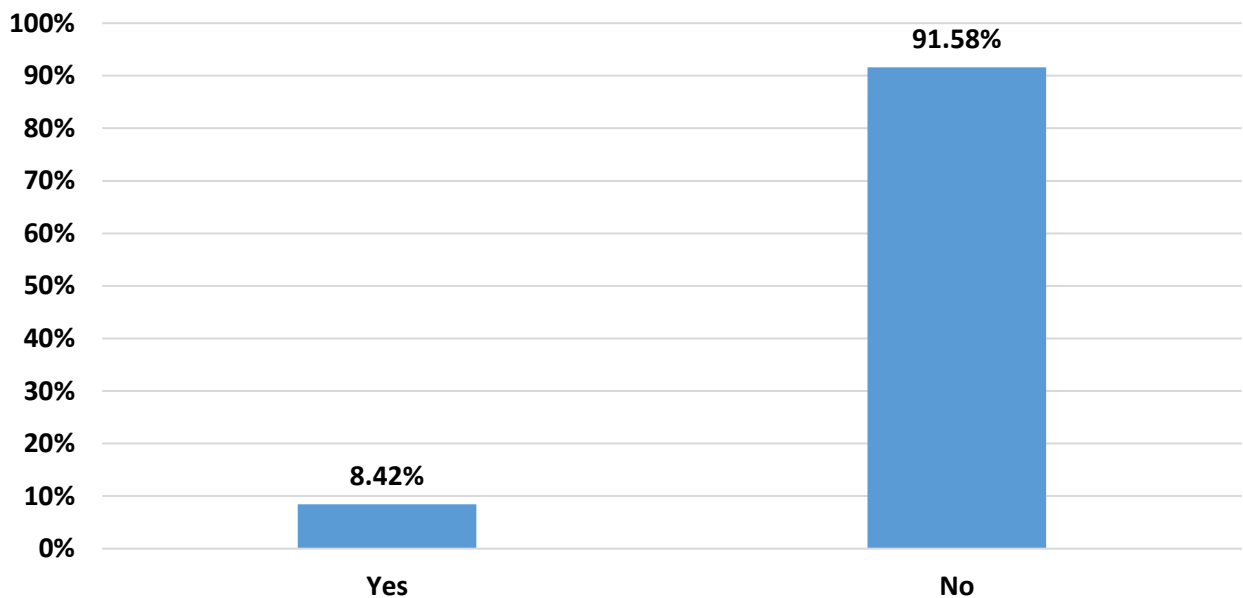
The majority of residents (265) stated that their gender identity was the same as it was at birth. 5 respondents stated that it was different. 41 respondents decided not to answer this question.

### Age: what is your age group?



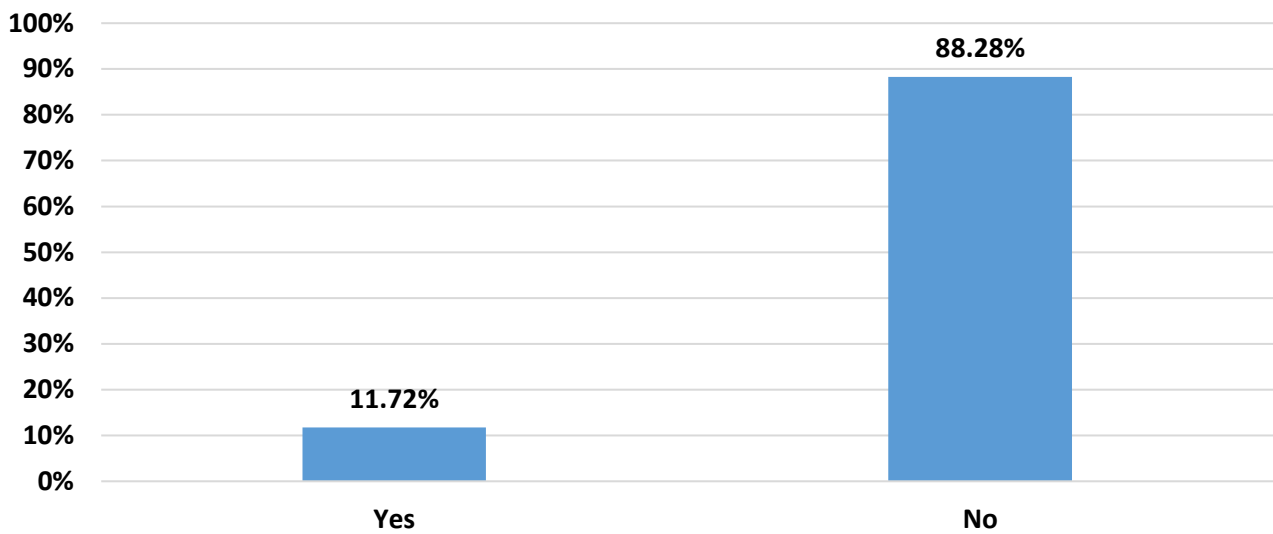
People of all ages participated in the consultation. Most respondents were aged 35-44 (95), followed by 45-54 (54), 55-64 (52), 25-34 (42), and 65-74 (41). The other age groups had a very small number of respondents in proportion to the main age groups who responded. 7 respondents decided not to answer this question.

### Disability



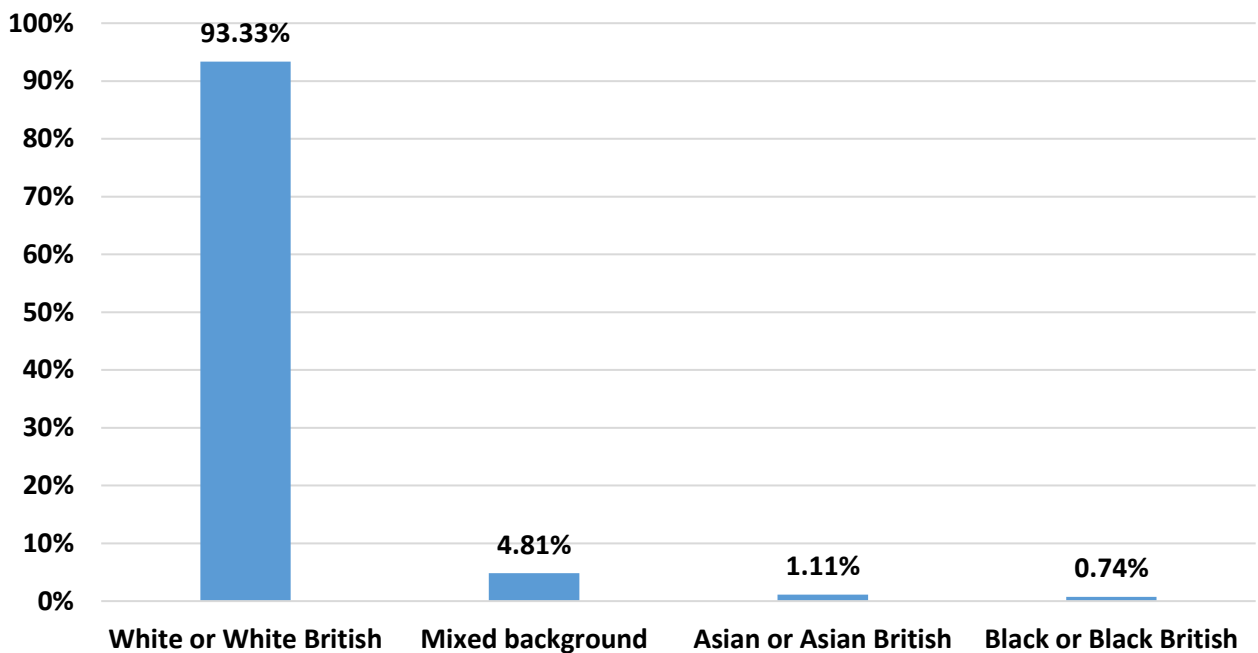
The majority of respondents (272) stated that they did not consider themselves to be disabled. Only 25 respondents stated yes to this question. 14 respondents decided not to answer this question.

## Caring responsibilities



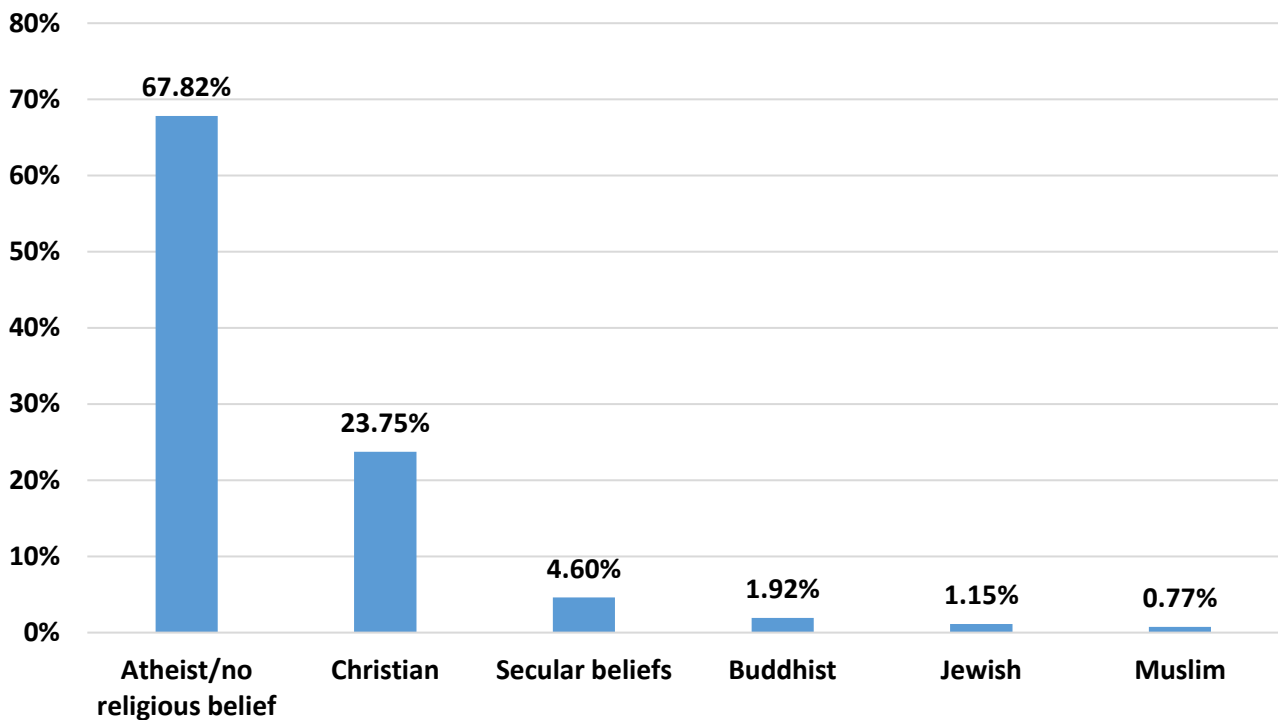
The majority of respondents (256) stated that did not regularly provide unpaid caring support for someone. 34 respondents stated yes to this question. 21 respondents decided not to answer this question.

## Ethnicity



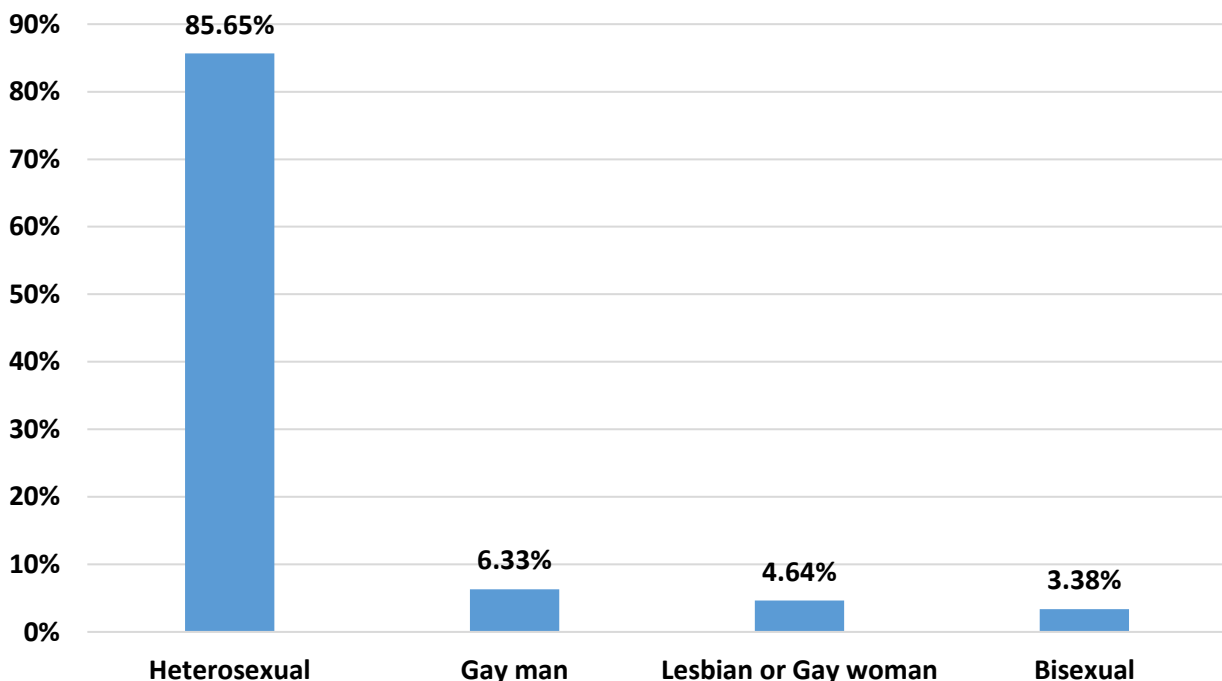
The majority of respondents (252) stated that their ethnicity was 'White or White British', followed by 'Mixed background' (13), 'Asian or Asian British' (3) and 'Black or Black British' (2). 41 respondents decided not to answer this question.

## Religion or belief



The majority of respondents (177) stated that they were 'Atheist/no religious belief'. This was followed by 'Christian' (62). The other religions or beliefs only had a very small number of respondents. 50 respondents decided not to answer this question.

## Sexual orientation



The majority of respondents (203) stated that they were 'Heterosexual'. The other sexual orientations only had a small number of respondents. 74 respondents decided not to answer this question.



## CONCLUSION

This survey demonstrates a lack of representation of young people, minority ethnic groups and disabled park users.

The age and gender data fits with observational evidence about the demographic of regular park and café users, particularly during the week (i.e. women with young children), but is not representative of the local population.

The overall view of visitors to the park is positive. This is based upon the park overall, the cleanliness, standard of maintenance, catering outlets and the opening hours of both the park and the café.

There were some very clear views which were not necessarily negative, but were suggestions and reasons which were valid points. For example:

- Many respondents stated that the park opens too late in the morning and closes too early in the evening, especially during the summer months. This was mentioned by a majority of those who responded.
- There was much disappointment that activities in Clissold House had been discontinued, especially the life drawing classes. This seemed to be very popular among visitors.
- There were clear messages regarding the Café, especially the food being overpriced and the quality could be improved.

To gather a more representative view of the visitors to the park, another survey should be carried out during the summer period. This should target the 25 and under age group more so than when this survey was carried out, but a focus on all age groups is still required for comparison of results.

Once this is complete, a full comparison can be made and the overall view will be clearer to enable the right changes to be made to enhance all aspects of Clissold Park in making it a better place for everyone. It is already loved by the locals in the area and the many people who visit the park throughout the year.

# **APPENDIX 1**