

Fields in Trust

Centenary Park Case Study

Final Report



substance.

3rd Floor, Fourways House, Hilton Street, Manchester, M1 2EJ
www.substance.net

Contents

Executive Summary	3
1. Introduction	6
2. Background and Context	9
3. Findings - Site Usage	14
4. Findings - Impact	28
5. Findings - Valuing the Park	32
6. Findings - Demographic Profile of Respondents	35
7. Conclusions and Learning	42

Authors:

Dr. Adam Brown, Head of Research
Fiona McGee, Associate Researcher
Vanessa Haves, Quantitative Researcher

© copyright 2017

Acknowledgements

This research would not have been possible without the extremely valuable help of the following: Chris Worman, Rugby Borough Council; Colin Horton, Rugby Borough Council; Claire Edwards, Newbold on Avon Community Partnership; Sue Dutton, Newbold Riverside School; Steve Batt, Warwickshire Wildlife Trust; Mike Slater, Butterfly Conservation; Fran Poole, Public Health Warwickshire; Marina Kirchem, Warwickshire County Council Nat Healy, RedKite; local residents; and all those who completed the survey.

Executive Summary

About the Research

This research assessed the development, use and impact of Centenary Park, Rugby. It is a case study that has been undertaken by Substance to help inform Fields in Trust about ways in which they might assess the impact and value of open spaces that they help to protect more generally.

The case study research involved documentary research, qualitative interviews and a survey for respondents both onsite (face to face) and offsite (online and hard copy). This report details the findings from the survey as well as providing background to the development of the park.

About Centenary Park

Centenary Park is a former redundant allotment site that was transformed into a new park for local residents in Newbold-on-Avon, Rugby in 2014/15.

In 2013, the council began to work with the Community Partnership and other partner organisations to consult local residents on the development of the site which opened in April 2016. The park, which is 2.7 hectares in size has a green outdoor gym, play area, multi-use games area, wildlife meadow, butterfly bank, sensory garden.

The park has been awarded Green Flag status and has Fields in Trust protection.

Headline Findings

Impact

More people access green spaces since the park was developed: 13.5% had not visited any parks in Rugby in the preceding 12 months before Centenary Park opened.

People access the park for a variety of reasons but physical activity is the most important.

Visits to the park improve people's well being, making them feel happier and better about themselves (59.8% rated the impact of their visit on their happiness at 8, 9 or 10 out of 10; and 59.4% rated the impact of their visit on how they felt about themselves at 8, 9 or 10).

Being more active was the area which was rated at having the highest impact, with 67.3% rating it as significant or very significant impact.

Also:

- 50% said they accessed nature more a significant or very significant amount
- 42.6% said that they met more people than they did before a significant or very significant amount
- 60.2% said their visit helped them to feel better about themselves a significant or very significant amount

Value

The average value placed on their current or last visit to the park by users was £3.64 per visit (conservative estimate).

Of those who had volunteered at the site, the average contribution (at living wage rates) was £60.

Behaviour Change

Site users visited parks more frequently since it opened: 60.2% said they visited the park once a week or more compared to 52.3% who visited any park or green space before Centenary Park opened. Three times as many people visit parks daily than before it opened.

People are more likely to travel to parks by foot - nearly two thirds (65.4%) said that they walked to the park compared to 44.4% who said that they walked to other parks before Centenary park opened.

Satisfaction

Over 90% of respondents indicated that they were either 'very satisfied' (61.5%) or 'satisfied' (31.7%) with their visit to the park.

Other Findings

Visits and use

71.4% of respondents indicated that use of the play area was one of their top three reasons followed by use of the multi-use games area and seeing wildlife/being in a natural environment (both 27.6%)

To 'be active / get exercise' was the most popular reason to use the site.

Just over 70% of all of users said they travelled less than a mile, illustrating that it has created access to green spaces for local people predominantly; with another 20% travelling from up to three miles away.

Nearly two thirds (65.4%) said that they walked to the park (the most popular mode of travel for both offsite and face-to-face respondents). 44.4% of respondents said that they walked to other parks before Centenary Park opened, which is 21% less than those who walk to Centenary Park.

People used the park most 'with just my child / children' (33.7%); followed by 'with friends' (25%). This suggests that the park has already become a site for families and socialising; although around one in five people said that they had come on their own.

Frequency

62.1% of all respondents said that they visited Centenary Park as soon as it opened. In total, 60.2% of respondents indicated that they used the park at least once a week or more. This is a greater frequency of use than use of parks before Centenary Park opened.

A majority of respondents (58.3%) had never come onto the site at all before it was redeveloped.

Volunteering

17.5% of all respondents - said that they had volunteered in relation to the site before it was opened, since or both.

Valuing this at living wage levels, there was a £60 contribution per person who had volunteered.

Fields in Trust Protection

77.2% rated Fields in Trust protection important or very important, with 67.3% indicating very important, suggesting that they value this protection highly. 96% of people said that they would return to the park.

Process Learning and Good Practice

The park has benefited from being part of a wider strategic approach to green spaces by Rugby Borough Council which means there are clear objectives and has helped engage other public agencies and funders.

Partnership working - between the council, local community and user groups as well as with funders - was central to the park's development and has delivered benefits in terms of: engagement in consultation; access to local networks and organisations; and interchange of information and recommendations.

This has resulted in a variety of activities/facilities being used by a variety of local people; as well as better relationships between the council and local people. The facilities provide for both physical activity and access to nature - these are key strategic outcomes sought and evidenced in our research.

Future Research

The Research Process

There is no site evaluation or data collection in place and this research has provided the first evidence of impact since Centenary Park opened. In this context - and elsewhere - it is advisable that an evaluation framework is put in place for the longer term to help demonstrate how such parks are contributing to wider public agendas.

Research activity was relatively intensive over the research period of September-October 2016 but survey recruitment was slow. Nonetheless, response rates compare favourably to some similar research. Conducting research at other times of the year, having more time for data collection and more time to engage local groups could help generate better response rates.

Volunteers could be engaged to help extend recruitment, providing benefits to the research as well as volunteers.

For Fields in Trust, there is a need to combine both in depth case study approaches and more wide ranging and scalable surveys, if the impact of more sites is to be understood.

Although this research was on one particular park, some of the simple measures of impact and value used in this case study are easily replicable elsewhere.

A series of recommendations for Fields in Trust's future research are provided at the end of this report.

1. Introduction

1.1 Aims

Substance was approached by Fields in Trust to assist them develop ways in which they could account for the impact of their work and of the open spaces they protect.

To date, Fields in Trust have undertaken some work which has helped:

- Specify the work delivered (e.g. the 2014 'Impact Report')
- Outline the scope of the organisation (membership, partnerships etc.)
- Understand in relatively general ways how people value the outdoor spaces that are protected.

However, Fields in Trust require more robust evaluation and evidence about their impact, to help build awareness of what they achieve; deliver more protected spaces (for instance by demonstrating to local authorities the benefits such spaces can deliver); and support funding propositions.

Whilst there is a need for an evaluation that can demonstrate the overarching (national) impact of Fields in Trust's work; there is a need for case study research to precede this to demonstrate in detail how one site can deliver outcomes at a local level. The case study can then be used to help specify outcomes to be evaluated nationally and methods by which that might be undertaken.

1.2 Case Study Selection

A number of factors were taken into consideration in selecting a case study:

- i. The extent to which the site was comparable with other Fields in Trust sites. Although all sites are unique in some way, the selected site was not 'abnormal' nor subject to the particularities of being in London.
- ii. The size and scope of the case study site should be large enough to have a volume of users and a range of uses/user groups to enable learning about different sorts of usage and impact.
- iii. For pragmatic and cost reasons, the site should be reasonably accessible allowing regular visits.
- iv. The location of the site in a conurbation with a range of communities was preferred as well as one in a medium to large urban area.
- v. Given the restrictions of cost and time, having a case study where the assistance and cooperation of local agencies, and where Fields in Trust had previous contacts was preferred, particularly important in accessing user groups to assist with survey promotion and recruitment.
- vi. Having a site where some understanding of the counterfactual was identified as an advantage - allowing some assessment of what the impact of a site has been where it did not exist before; and/or some assessment of what would be lost should the site not exist.

Following consultation with Fields in Trust, the Centenary Park site in Rugby was chosen for the case study. The main reasons for this were that:

- It was of moderate size and similar to other parks
- It was located near an urban centre (Rugby)
- It had a range of different activities and users
- It had been developed by Rugby Borough Council in partnership with the local community (and specific community groups who could cooperate with the study); its protection was based on an ongoing relationship with Fields in Trust; and Rugby were keen to assist the research and help with survey recruitment.
- It was a new site, having opened in April 2016, allowing some comparison and analysis of impact with what had existed before.

1.3 Methods

A mixed method approach was agreed with Fields in Trust and included the following elements:

- Documentary and desk research including reviews of:
 - Site plans including the Business Plan for Centenary Park
 - Funding basis and use plans
 - Details of user groups
- Interviews with Rugby Council officials who had led the development and manage the site
- Interviews with representatives of user groups
- Interviews with individual site users
- A survey of site users to estimate:
 - Levels of use, purpose of use and activities undertaken
 - Access to the site (eg mode of travel)
 - Impact of site usage (including assessments of well being)
 - The value of the site to users
 - Use of parks and green spaces before the site had been developed
 - Demographic profile of users

1.4 Research Activity and Issues

Qualitative interviews were conducted over the telephone, recorded and summarised. These focused on the development of the site, expectations about it and perceptions about use since it had opened. They helped both inform the structure of the survey and elicited support from interviewees in the recruitment of survey respondents.

Interviews were conducted with:

- Local authority (2)
- Local groups (10)
- Site users (4)

Two almost duplicate, parallel surveys were established: one for use in face to face surveying on site; and one established online for respondents to complete 'offsite'. Additional 'hard copy' versions of the offsite survey were produced for distribution and collection by local community groups (including the local school and residents' association).

The survey was launched on 9th September 2016 and ran until 15th October 2016. Some additional hard copy 'offsite' surveys were received from the local school and community group some weeks after this date.

Five site visits were undertaken where researchers spent up to eight hours of the day at Centenary Park surveying site attendees. Three of these were at weekends and two on weekdays.

Recruitment for the offsite survey was extensive and included:

- Repeated publicity of the survey link by Rugby Council via their webpage, twitter and Facebook pages
- Distribution of the survey link and publicity by Substance to local community organisations for them to forward to members
- Distribution of hard copy versions of the survey by local council officials at community meetings, to local community groups and by the local school to parents
- Distribution of survey posters and leaflets onsite and in local shops and pub

In addition, following a slow response, Substance initiated an incentive for survey completion consisting of a prize draw for those completing the survey for £50 worth of Amazon vouchers. This was promoted in additional publicity distributed online and in hard copy.

1.5 Survey Response and Issues

In total, 86 offsite surveys were completed and 50 onsite surveys were completed face-to-face, providing a total of 136 respondents. The profile of respondents is contained in Section 6. Of these not all had visited the site, with 104 completing sections of the survey relating to site visits.

The response to the survey was initially very slow and overall lower than had been anticipated. This was due to a number of factors:

- A low response to council publicity
- A low response from community organisations distributing survey links
- Low attendance at the park itself during face to face surveying - at times this was due to poor weather, but even when this was not the case, levels of use varied, with lower than expected use during the day. Substance estimate that around 80% of site users were spoken to about the survey on a typical site visit day.
- The number of site visits were limited due to time and resources; and they took place at a time of year (September/October) when use is lower than at other times (spring/summer).

Nonetheless, the total of 136 responses compares favourably to some other site based surveys of this type. The Land Trust research¹ into the value of open spaces was more extensive, was based on a multi-site approach. It achieved 384 responses in total from 12 sites, an average of 32 per site. However, the number of users surveyed per site varied considerably from one to 97, but all were below the total achieved in this one-off case study research.

Future research for Fields in Trust, as well as attempts to 'scale up' studies of this kind to provide data across a wider number of sites, will need to take into account this experience, especially bearing in mind the extensive resources and extent of activities undertaken to get this level of response. Some further comments about this are made in the concluding section.

¹ Carney Green (2015) Perceptions Survey and Social Value Study, The Land Trust: p3.

2. Background and Context

2.1 Development of Centenary Park

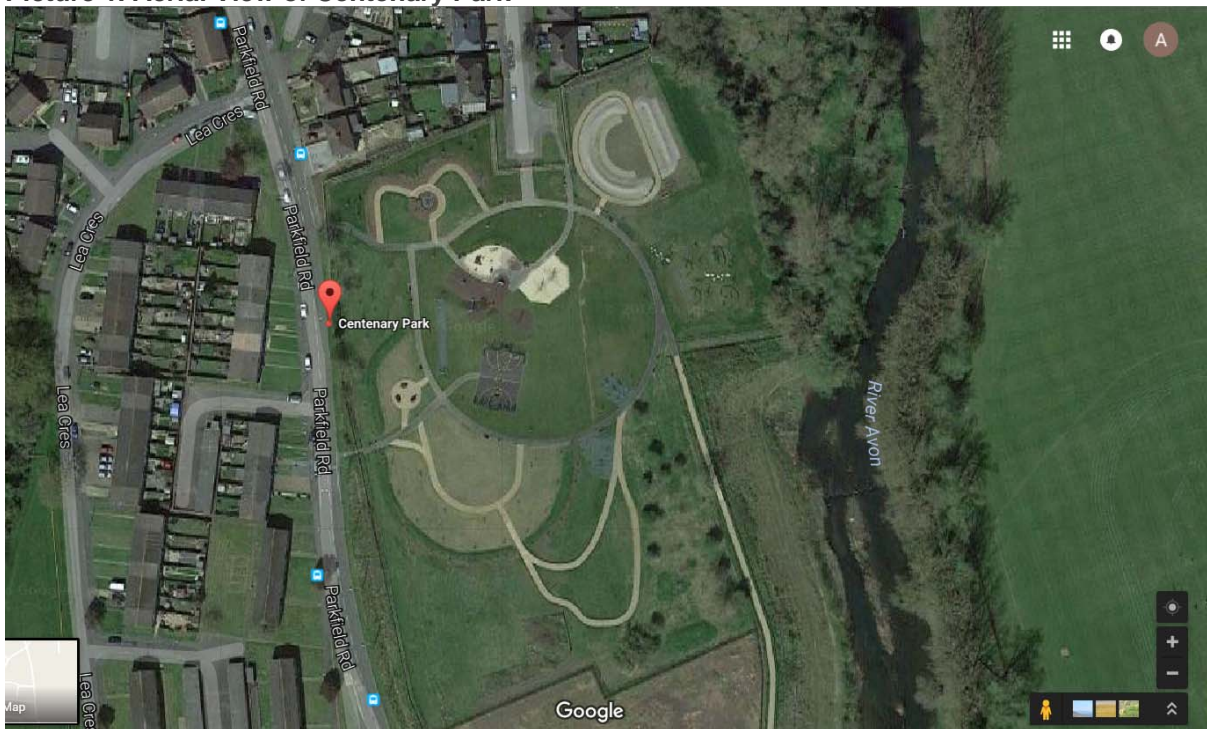
Centenary Park is a former redundant allotment site that was transformed into a new park for local residents in Newbold-on-Avon, Rugby in 2014/15.

Archives show that the allotments had been in existence for a long time, but that by the late 1990s, their use had declined and consequently the site became derelict, with the attendant problems of rubbish being dumped and cars being abandoned.

In 2000, Warwickshire County Council obtained the site from Rugby Borough Council as part of a compulsory purchase order to build a new road. However, the planned route for the road changed so that it no longer crossed this piece of land. A small area of the site was used for storage whilst the road was under construction, but once that work was completed, the land again became derelict, overgrown and impassable and remained so for a decade.

When the County Council returned the land to Rugby Borough Council in 2010, they were left with the responsibility of deciding what to do with it.

Picture 1. Aerial View of Centenary Park



Whilst part of the site was used for building, the Borough Council was also concerned about the lack of green space in Rugby generally and specifically in this neighbourhood which is situated in the Newbold and Brownsover Ward.

Newbold and Brownsover is ranked 11 out of the 12 Rugby wards and suffers from a number of deprivation issues, including crime, low educational attainment and poor quality of health (with high levels of smoking, obesity, binge drinking and a lack of fruit and vegetable consumption).

The council's desire to create more green space in the area was in keeping with the community's wish to see something done about the site, which was regarded as an eyesore.

"The Centenary Park site was of particular concern to residents because it was derelict and overgrown. It wasn't lit and was an area where young people hung out; there were accusations of drug-taking. It was an unloved area and local residents were concerned about what would happen to it." (Claire Edwards, Newbold-on-Avon Community Partnership (NoACP)).

In 2013, the council therefore began to work with the Community Partnership and other partner organisations to consult local residents on the development of the site. The Community Partnership led a lot of the consultation in the initial stages. When they were first established (in 2012), one of the key issues in Newbold was that there was nothing for young people to do. Most of the children's play areas were either derelict or had been taken away because they weren't fit for purpose.

One of the Partnership's main aims therefore was to get more play areas and, prior to their involvement with the Centenary Park development, they had worked with the council, fundraising to get a play area at Avon Mill – another Fields In Trust site. This process helped to build up a certain level of trust between the council, the Community Partnership and the wider community, which was carried forward as they began to look at what could be done with the Centenary Park site.

With the Centenary Park consultation, the Community Partnership held a series of meetings with residents, followed by door-to-door surveys across the whole of the ward. They also had a couple of local shops who acted as posting points for the completed surveys, so they got a better return than if they had asked people to post it back. Some surveys were completed electronically, but most of the consultation was face-to-face. Having a visible presence in the community throughout the consultation process also meant that the Partnership could tackle some of the residents' concerns (around anti-social behaviour, vandalism, noise etc.) head on through a process of ongoing dialogue.

The consultation proved to be a very positive one and the feedback the council got allowed them to shape the plans to fit what people wanted. This information was then used to develop a draft masterplan for the site which was taken back for further consultation.

"The level of support for some of the things we wanted to do was quite incredible really – 95% approval sometimes. People wanted to see improvements to the access and pathways and links; they wanted to see landscaping; they wanted play and allotments and wildlife." (Colin Horton, Green Spaces Officer, RBC.)

The final version of the masterplan was then drawn up in 2014 along with the phases for works. Dividing the development into specific phases was a way of ensuring that they could go to external funders for money at different times, rather than having to ask for everything at once. Over half of the cost of the redevelopment has come from external funding grants – Veolia Environmental Trust, WREN and SITA Trust. The Woodland Trust donated trees.

The first phases of development were completed in 2015 – park infrastructure, paths, sensory garden, orchard, meadows, butterfly bank and hibernacula, play space, MUGA and outdoor gym equipment. It is planned that in the next phase of development, the allotments, will be introduced at one end of the site.

The park now has Green Flag status and has been awarded Fields in Trust Protection.

"[Fields in Trust protection is] incredibly important. You've got the general background of financial pressures on local authorities; a real push to create more housing. There is a general threat across the country to open spaces which don't have any protection. It was one of the things that many people in the local community were concerned about – that the site

may get built on. They didn't want to see that happen on what used to be their allotments until they were pushed off. That was one of the things that reassured the community – to say this is a park, a facility for the community and it will always be that from now on. It was a key thing and it did help to improve the relationship with the local authority... It's been really key to reassure everyone.” (Colin Horton, Green Spaces Officer, RBC.)

A management plan² has also been drawn up and is intended as a tool that the local council and the community can use for managing the site; as something that they can use as a reference document and as an action plan, and then each year they can report on it and amend the action plan accordingly.

The plan states that:

“Centenary Park is a true partnership park created for the benefit of people and the natural environment. We want Centenary Park to be an inclusive, healthy and sustainable asset that connects the community together and provides opportunities for all.”

Picture 2. Plan of Centenary Park

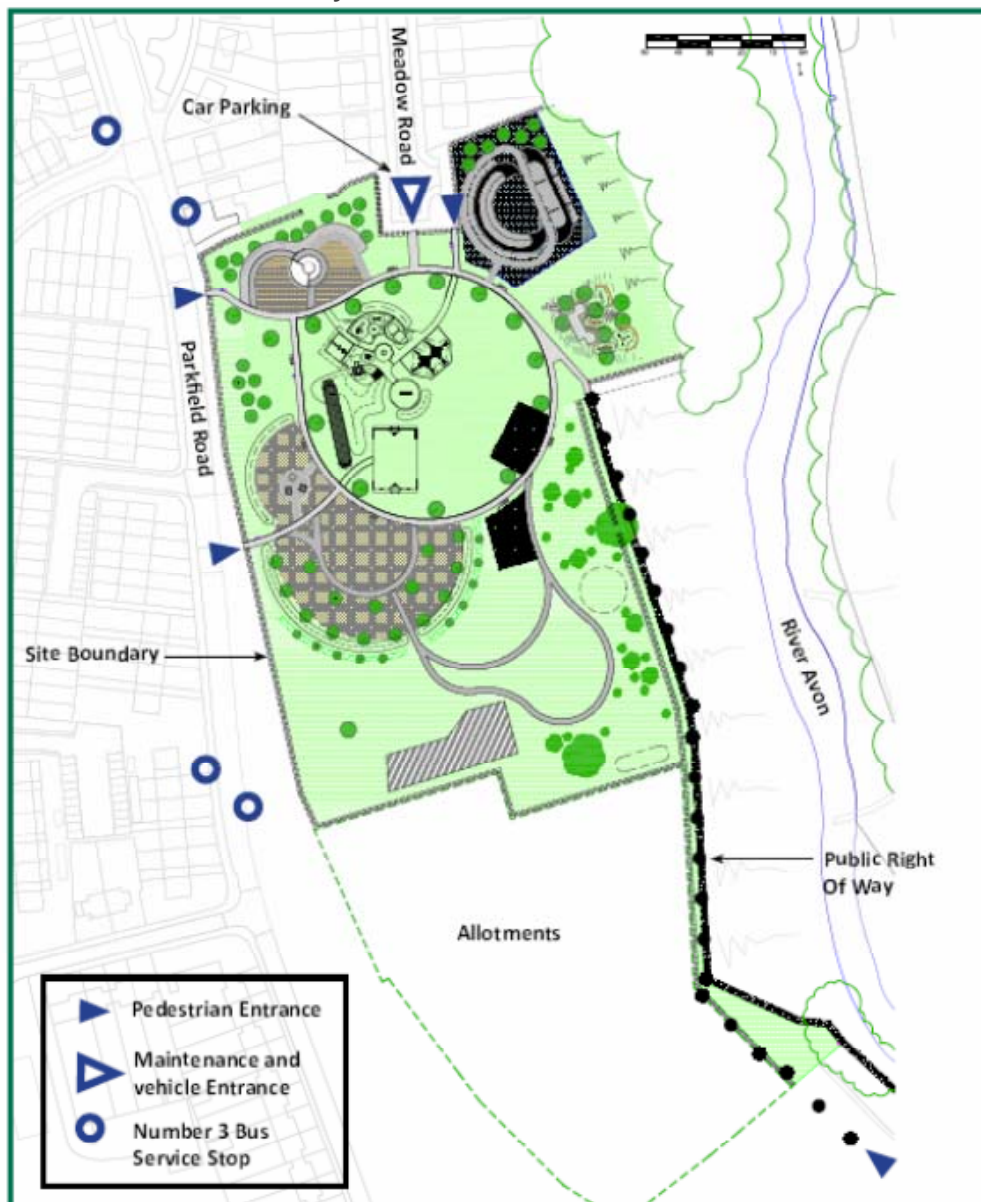


Figure 03: key features of Newbold Park

² Rugby Borough Council (2015) Centenary Park Management and Maintenance Plan 2015-2025, Rugby: RBC

2.2 Commentary

The development of the site within a broader green space strategy is important because it provided a focus for what was hoped to be achieved from Centenary Park. As shall be seen later in the report, this translates into some of the key outcomes from the site, especially in terms of activity, health and well being and access to nature:

“Not many local authorities have green spaces strategies, but having one in place can give the council the remit to go out and develop things like Centenary Park. Before it might have been viewed as just a project; but now they can say that strategically they need to do something in Newbold because of lack of open space or high deprivation etc. – it gives them the fire power to go and do something. It also helps them with external funding, as the strategy gives them the rationale.” (Nat Healy, Red Kite.)

The importance of partnership working in the development of Centenary Park was regularly cited during the interviews conducted as part of this research. Indeed, it is apparent that there was an intersection of ambitions for the site amongst the various stakeholders involved – namely to get people out, being active and engaging with nature more.

“It removed an eyesore – it was in pretty awful condition and probably quite dangerous. The main benefit for the locals is that they now have a really nice park, a really good facility. There’s a lot of social housing down there and there are a lot of people who probably wouldn’t otherwise get too much opportunity to enjoy nature.” (Steve Batt, Warwickshire Wildlife Trust.)

In times of economic austerity, partnership working has a crucial role to play in securing funding. The money for the green gym equipment was secured via a Public Health Warwickshire grant. Public Health has an agenda to promote the use of green spaces – to encourage physical activity, mental wellbeing, combat loneliness and social isolation. This is in line with the agenda promoted in the council’s Green Spaces strategy³, which sets the strategic framework for projects like Centenary Park.

“People need safe, green spaces to get more physically active, spend their leisure time there; it’s good for mental wellbeing. My boss would say if he didn’t have any money, the one thing that he would still commit to is physical activity because it minimises the risk of so many diseases in later life. You need those spaces.” (Fran Poole, Public Health Warwickshire.)

The Community Partnership’s relationships with other local organisations, such as the local church, children’s centre and schools, meant that a wide range of groups became involved in the consultation process. For example, local children at the Riverside primary school were seen as key stakeholders, as they were likely to be the primary users of the park; and were involved in naming the park and eventually in helping to plant the trees there.

“As a school, we are about the wellbeing and safeguarding of all children, and know that the children are not as active as they could be. We feel that anything that encourages them to be more active, to enjoy outdoor life and to respect it is great, and is part of our vision. Therefore, in terms of ‘the healthy child’ it really is an important aspect. The great thing about this park is that it’s right on our doorstep. Rugby Borough Council are excellent, they’ve included us in the planting of the trees, they’ve included us in the naming – our children have actually come up with the name; our children decided on the name and they’ve adopted the name, and because of that the children do respect it, and they do look after it, they go and see if the trees are going or not.” (Sue Dutton, Riverside Primary.)

The active involvement of the local community in the consultation process has not only ensured that the subsequent development is well used and looked after, but has also had a positive effect on the community’s relationship with the council.

³ Rugby Borough Council (2014) [Making Green Space Your Place](#), Rugby: RBC

“It was really nice to be told there is a problem, what are you going to do about it, and to actually be able to achieve something. Too often in the current climate you have to say there’s no money, we can’t do anything. The fact that there are lots of different things there and it’s really good quality is great. It’s helped to turn around the cynicism of a lot of residents who felt they’d been abandoned by the local authority, who were making decisions that weren’t for them. It’s helped the council’s relationship with residents.” (Claire Edwards, Community Partnership)

As it became clearer what people wanted in the park, the council enlisted other partners in its development. For example, from a wildlife perspective, the site is in a strategically important location, with links to other wildlife areas, some of which attract rare butterflies. Through the involvement of the Warwickshire Wildlife Trust and Butterfly Conservation at an early stage in the process, the council has been able to ensure that the designs for the Park took account of this – with the inclusion of a butterfly bank and specific habitat for other invertebrates. This means that Centenary Park has the potential to become a national exemplar and has already been visited by butterfly conservation groups from as far afield as Hertfordshire, Middlesex and Cumbria.

“We want to be able to use the site to show that if you create these little corners for wildlife in parks that are otherwise flat, green deserts, you can do an awful lot for wildlife and to roll it out across Rugby, Warwickshire and nationally.”- Mike Slater, Butterfly Conservation. “As far as I know this is the first time this has happened in an amenity park. I know our Chief Executive is interested because he’s said if it works here, it has potential elsewhere, especially in urban areas where you’re trying to get people interested in nature conservation, it could be really important.”

3. Findings - Site Usage

This section provides the detailed findings from the survey. Both tables and charts/graphs are provided and key statistics are highlighted in the tables.

3.1 Visits to Centenary Park

3.1.1 Visits and awareness

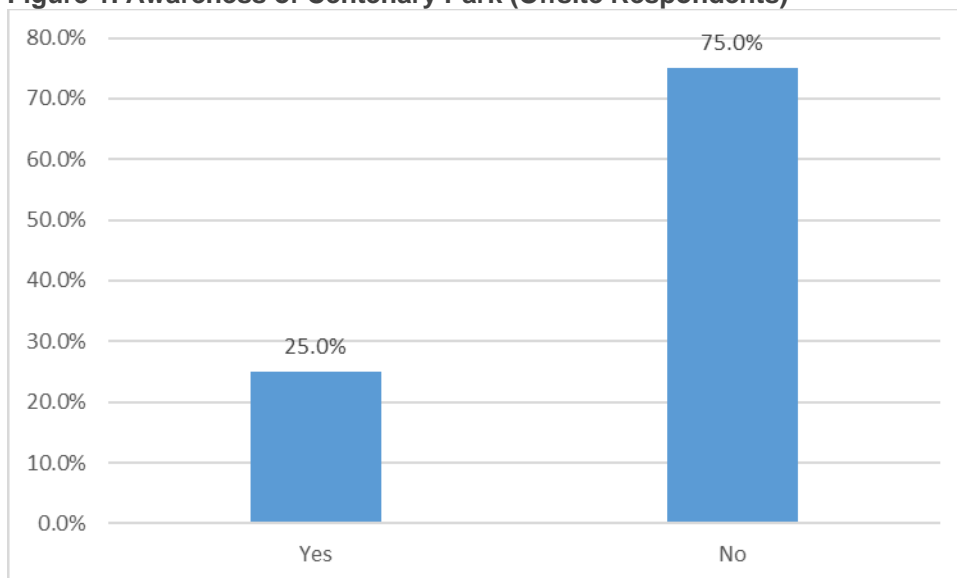
In the offsite survey, respondents were asked whether they had ever visited Centenary Park – with just over two thirds indicating that they had done so. Inevitably for the onsite survey, all respondents were visiting at that time.

Table 1. Visits to Centenary Park (Offsite Respondents)

Have you ever visited Centenary Park in Rugby, which opened in 2016?	Offsite Survey	Offsite Survey (%)	Grand Total	ALL (%)
Yes	60	69.8%	60	69.8%
No	26	30.2%	26	30.2%
Grand Total	86	100.0%	86	100.0%

Where respondents said they had not visited the park, they were asked whether they were aware of its existence. One quarter of them indicated that they were aware.

Figure 1. Awareness of Centenary Park (Offsite Respondents)



The survey (in both forms) asked respondents a series of questions about their use and experiences of Centenary Park. The individual totals (offsite and onsite) are combined to provide the results, but are also available separately.

3.1.2 Activity during visit

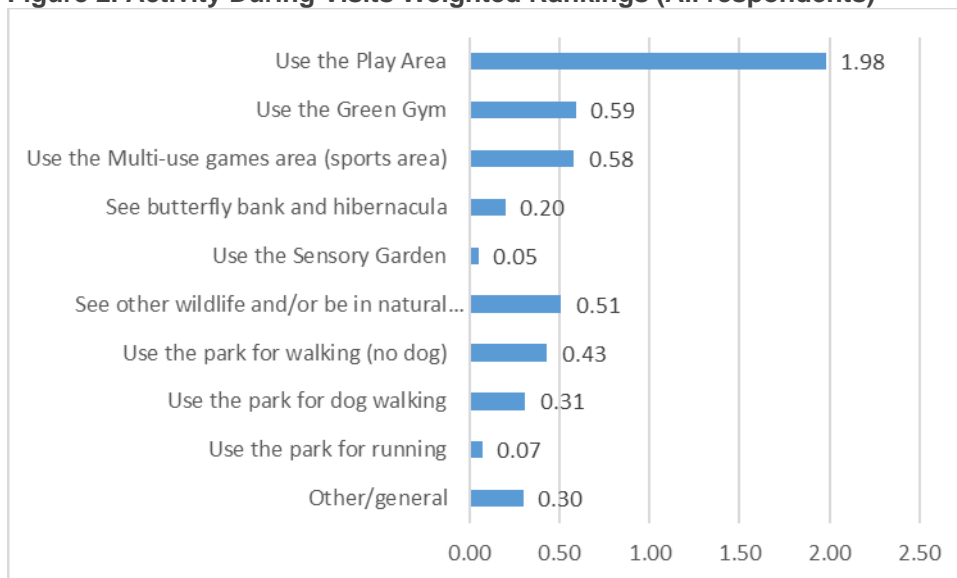
Respondents were asked to rank up to three reasons for their current or most recent visit to the park, with 1 being the most important reason. 71.4% of respondents indicated that use of the play area was one of their top three reasons followed by use of the multi-use games area and seeing wildlife/being in a natural environment (both 27.6%).

Table 2. Activity During Visits

When you last visited/are visiting Centenary Park, what was the main thing you went to do/use	RA NK 1	RA NK 2	RA NK 3	ALL RANK S	Weighted Ranking	ALL RANKS (%)
Use the Play Area	63	7	5	75	1.98	71.4%
Use the Green Gym	5	19	9	33	0.59	31.4%
Use the Multi-use games area (sports area)	11	10	8	29	0.58	27.6%
See butterfly bank and hibernacula	3	5	2	10	0.20	9.5%
Use the Sensory Garden	0	1	3	4	0.05	3.8%
See other wildlife and/or be in natural environment	6	13	10	29	0.51	27.6%
Use the park for walking (no dog)	6	8	11	25	0.43	23.8%
Use the park for dog walking	6	7	1	14	0.31	13.3%
Use the park for running	1	0	4	5	0.07	4.8%
Other/general	2	9	8	19	0.30	18.1%

The rankings were also totalled to provide a ‘scored’ analysis of the reasons for visits, where those reasons ranked 1 (main reason for visit) were scored 3, those ranked second, scored 2 and those ranked third, scored 1. These were then summed and divided by the total number of responses. The second column from the right in the table below provides the overall weighted ranking ‘scores’.

Figure 2. Activity During Visits Weighted Rankings (All respondents)



By some distance, the highest ranked answer was to use the play area. This can in part be attributed to the fact that many of the people who took part in the survey on site were either young people using the play equipment, or parents / grandparents who were supervising children using the play area. The next most popular answers were to use the Green Gym, to use the Multi-Use Games Area and to use the park for walking (without a dog).

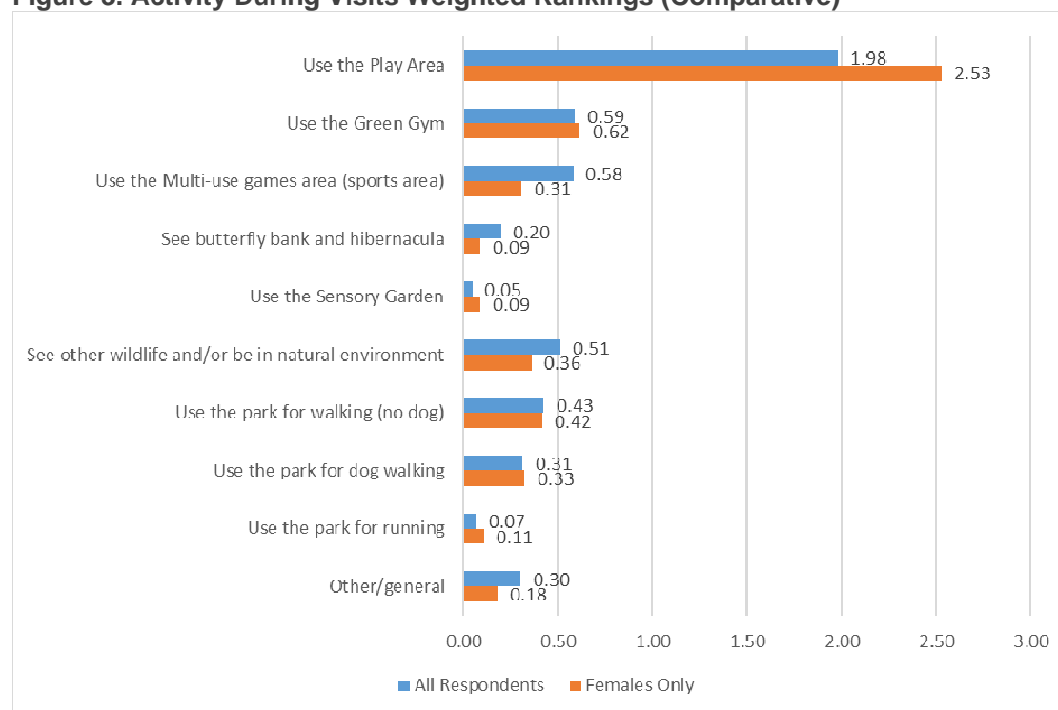
However, although individual scores for access to ‘wildlife’ or ‘natural’ facilities on site score lower, combined they are also significant (scores may also reflect the time of year the research was conducted). This is important in reflecting some of the key objectives for the site:

“Specifically in Newbold, it was about giving people the opportunity to have a green space where they can interact, they’ve got play areas, they’ve got nature areas, areas where you

can exercise a dog – they needed to cater for everybody.” (Steve Batt, Warwickshire Wildlife Trust)

Further analysis was conducted on this question to compare the weighted rankings of female respondents to all respondents. This shows that females are significantly more likely to be using the play area than the average (a ranking of 2.53 for females compared to 1.98 for all) and slightly more likely to be using the green gym than average (a ranking of 0.62 for females compared to 0.59 for all). However, females were less likely to use the multi-use games area and access the park for wildlife.

Figure 3. Activity During Visits Weighted Rankings (Comparative)



3.1.3 Purpose of visit

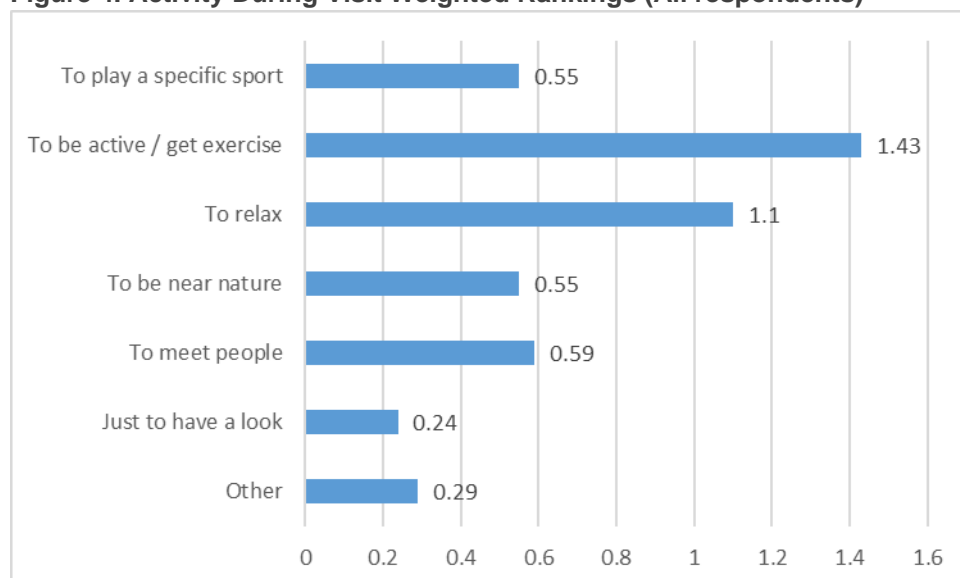
Respondents were asked to list up to 3 reasons for their (current or most recent) visit to the park ranked in the same way.

Table 3. Activity During Visits

What did you hope to get out of your last visit?	RANK 1	RANK 2	RANK 3	ALL RANKS	Weighted Ranking	ALL RANKS (%)
To play a specific sport	16	4	1	21	0.55	20.4%
To be active / get exercise	39	12	6	57	1.43	55.3%
To relax	17	24	14	55	1.10	53.4%
To be near nature	6	15	9	30	0.55	29.1%
To meet people	12	8	9	29	0.59	28.2%
Just to have a look	4	4	5	13	0.24	12.6%
Other	7	2	5	14	0.29	13.6%

To 'be active / get exercise' was the most popular rank 1 answer (most important) as well as the highest when scored using weighted rankings.

Figure 4. Activity During Visit Weighted Rankings (All respondents)



In conversations with site users, it seemed that many of the parents / grandparents of the children using the park were glad of having an outdoor space close to home where they could bring them to run around. Children interviewed said that they liked to come to the park after school as it gave them a chance to do something a bit more active after being sat in a classroom all day.

The second most popular answer was to relax. This could also be linked to the fact that children like to come to the park as a way of unwinding after a day at school. It is clear that the park has provided an opportunity for people to be active.

3.1.4 Distance travelled to park

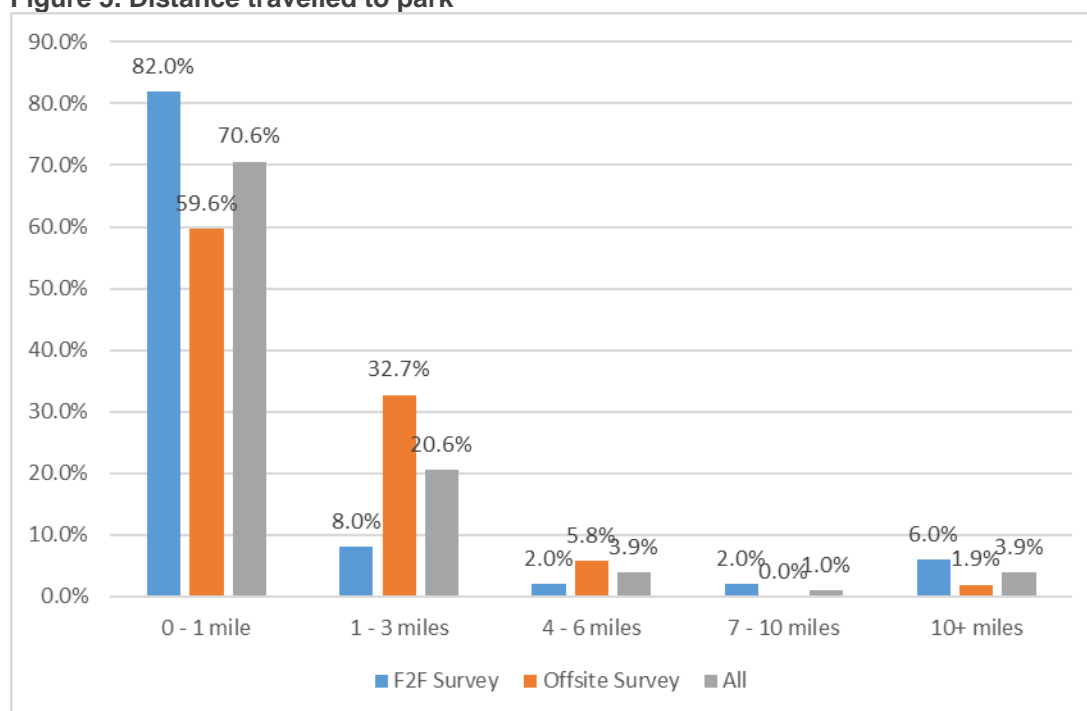
Respondents were asked how far they had travelled to come to the park. Just over 70% said it was less than a mile, illustrating that it is local people who have used the park most. A further 20% indicated it was between 1 and 3 miles. Perhaps unsurprisingly, off site survey respondents were proportionately more likely to have come from between 1 and 3 miles, than those interviewed face-to-face. This could be down to the fact that many of those interviewed in the park were people who lived in the surrounding streets and young people who were allowed to come and play without the supervision of their parents simply because they lived so nearby.

However, it shows that one of the main purposes of the park - to provide access to green spaces and places to be active - seems to be being fulfilled.

Table 4. Distance travelled to park

How far did you travel to get there?	F2F Survey	Offsite Survey	AL L	F2F Survey (%)	Offsite Survey (%)	ALL (%)
0 - 1 mile	41	31	72	82.0%	59.6%	70.6%
1 - 3 miles	4	17	21	8.0%	32.7%	20.6%
4 - 6 miles	1	3	4	2.0%	5.8%	3.9%
7 - 10 miles	1	0	1	2.0%	0.0%	1.0%
10+ miles	3	1	4	6.0%	1.9%	3.9%
Grand Total	50	52	10 2	100.0%	100.0%	100.0 %

Figure 5. Distance travelled to park



This was also reflected in qualitative feedback from local residents:

“The park has made a big difference to the area, because before we didn’t have anything there. It was a case of having to travel to a park.” (TC, resident).

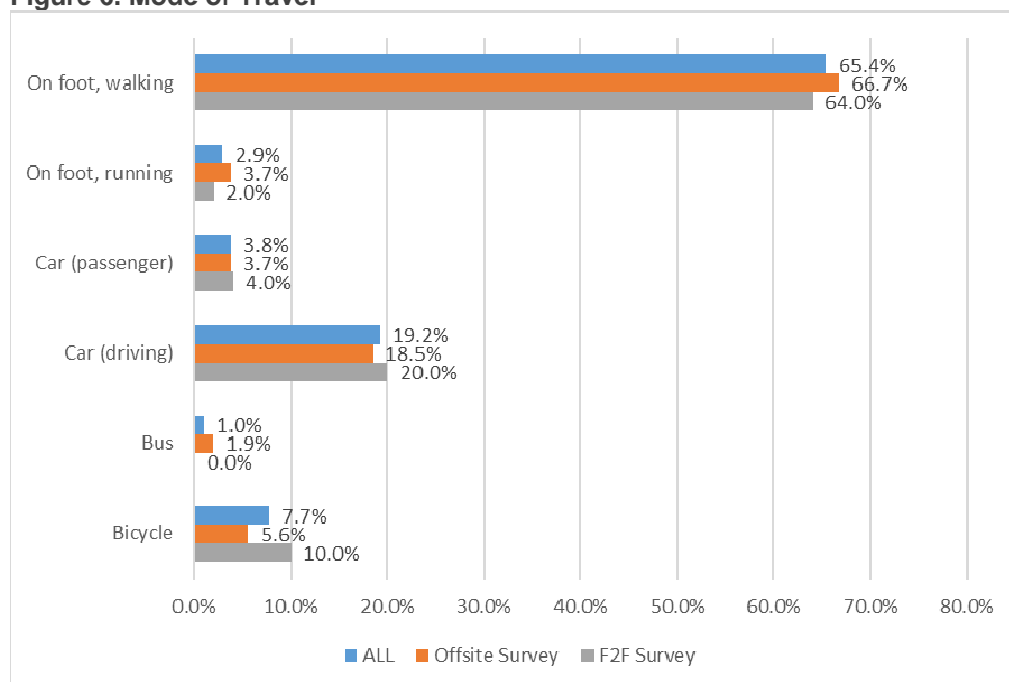
3.1.5 Mode of travel

Respondents were asked how they travelled to the park. Nearly two thirds (65.4%) said that they walked to the park (the most popular mode of travel for both offsite and face-to-face respondents). Given the shortness of the distance that most people said they had had to travel to get to the park, this is not surprising but it also indicates that the park providing access on foot (which helps health and fitness outcomes) and is not adding considerably to traffic in the local area.

Table 5. Mode of travel to park

How did you travel to get there?	F2F Survey	Offsite Survey	AL L	F2F Survey (%)	Offsite Survey (%)	ALL (%)
Bicycle	5	3	8	10.0%	5.6%	7.7%
Bus	0	1	1	0.0%	1.9%	1.0%
Car (driving)	10	10	20	20.0%	18.5%	19.2%
Car (passenger)	2	2	4	4.0%	3.7%	3.8%
On foot, running	1	2	3	2.0%	3.7%	2.9%
On foot, walking	32	36	68	64.0%	66.7%	65.4%
Grand Total	50	54	104	100.0%	100.0%	100.0%

Figure 6. Mode of Travel



Just under 20% said that they had driven there which could be attributable to parents or grandparents bringing several children to the park to play.

It is interesting to note that the percentage of people walking to Centenary Park is much higher than the percentage of those who walked to other parks in the year before Centenary Park was developed which was 44.4%. Again, this indicates that the park is helping with health and physical activity outcomes, giving access to green spaces by getting people out of their cars.

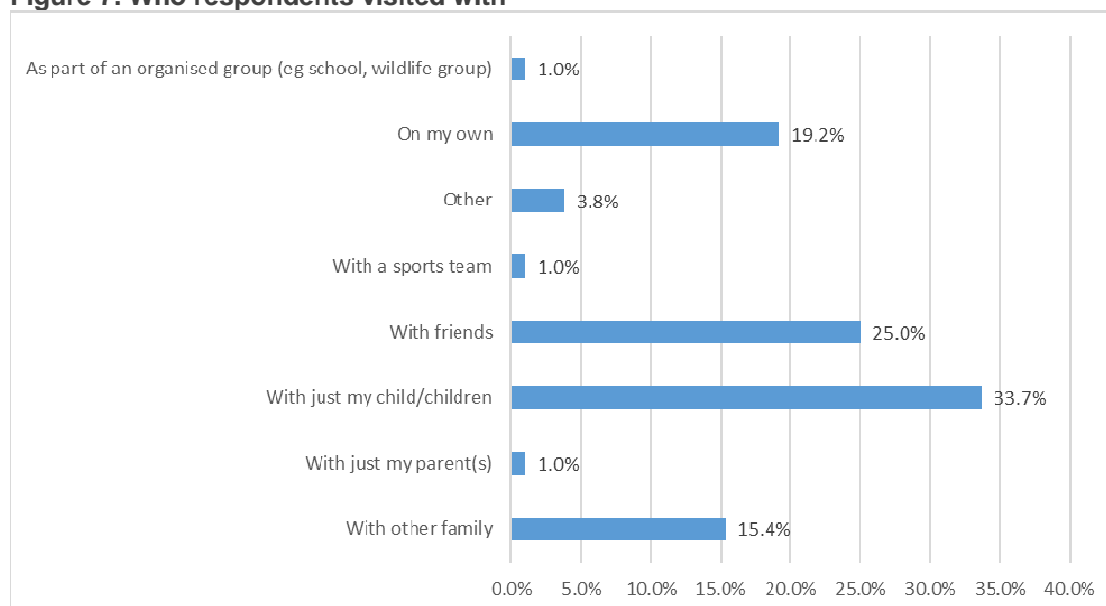
3.1.6 Who respondents visited with

Respondents were asked to indicate who they had come to the park with on that day / their most recent visit. The single most common answer was ‘with just my child / children’ (33.7%); followed by ‘with friends’ (25%). This suggests that the park has already become a site for families and socialising; although around one in five people said that they had come on their own.

Table 6. Who respondents visited with

Who did you go with? Please indicate the one which most applies to you.	F2F Survey (%)	Offsite Survey (%)	ALL (%)
As part of an organised group (eg school, wildlife group)	0.0%	1.9%	1.0%
On my own	18.0%	20.4%	19.2%
Other	6.0%	1.9%	3.8%
With a sports team	0.0%	1.9%	1.0%
With friends	32.0%	18.5%	25.0%
With just my child/children	24.0%	42.6%	33.7%
With just my parent(s)	0.0%	1.9%	1.0%
With other family	20.0%	11.1%	15.4%
Grand Total	100.0%	100.0%	100.0 %

Figure 7. Who respondents visited with



In total, almost three quarters of respondents said that they had visited with friends, a child or other family, indicating that visits to the park are a social activity. Many of those interviewed during the site visits came either to meet up with their friends after school / at the weekend; or were there as part of a family outing.

“The children talk about it daily. It’s obviously a meeting point for them; a place in the holidays; a place after school, and it gives them a lot of freedom they didn’t always have. Because it’s so local; they can go there and meet their friends, and their parents can oversee them and know that they’re safe, so it gives them a lot more independence. A lot of children get to use it daily without leaving the road where it is established. I think it’s a general meeting point for them now.” (Sue Dutton, Riverside Primary School)

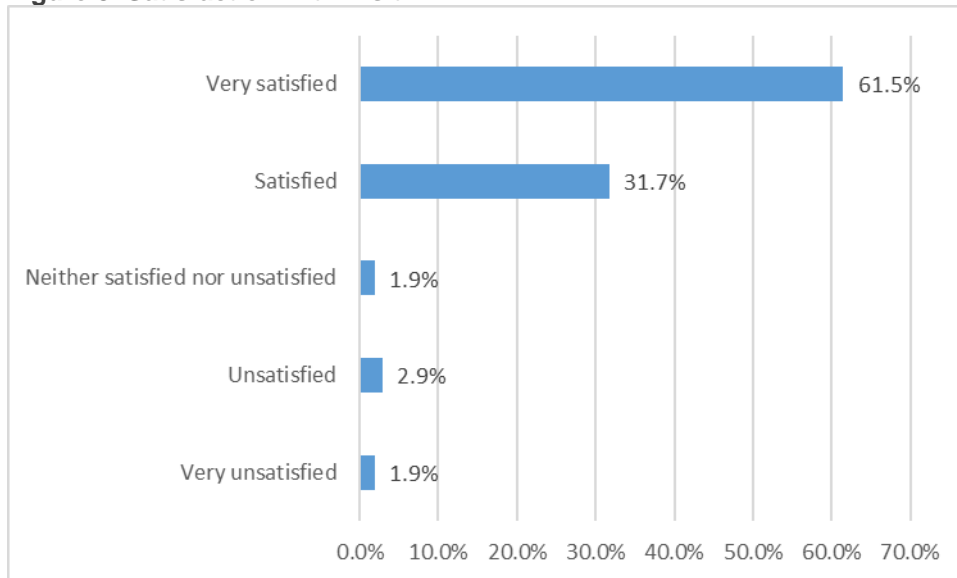
3.2 Satisfaction

Respondents were asked to rank how satisfied they were with their current or most recent visit to the park. This was overwhelmingly positive with over 90% of respondents indicating they were either ‘satisfied’ (31.7%) or ‘very satisfied’ (61.5%) with their visit to the park. Given that the park is recently opened (new spaces often having teething problems in usage) and in an urban location (some parks can be a site for anti-social behaviour) this is a very positive result.

Table 7. Satisfaction with visit

How satisfied have you been with your last visit?	F2F Survey (%)	Offsite Survey (%)	ALL (%)
Very satisfied	62.0%	61.1%	61.5%
Satisfied	32.0%	31.5%	31.7%
Neither satisfied nor unsatisfied	2.0%	1.9%	1.9%
Unsatisfied	0.0%	5.6%	2.9%
Very unsatisfied	4.0%	0.0%	1.9%
Grand Total	100.0%	100.0%	100.0%

Figure 8. Satisfaction with Visit



This feeling of satisfaction was also evident in the phone interviews conducted with stakeholders and could be attributed to one of several factors. Firstly, the very fact of the park's existence after years of the site being derelict seems to have made a huge difference to many people:

"It removed an eyesore – it was in pretty awful condition and probably quite dangerous. The main benefit for the locals is that they now have a really nice park, a really good facility. There's a lot of social housing down there and there a lot of people who probably wouldn't otherwise get too much opportunity to enjoy nature." (Steve Batt, Warwickshire Wildlife Trust)

"It was Beirut at one time. It's pleasant now." (local resident and Community Partnership member)

Secondly, as discussed elsewhere in this report, the fact that the community was consulted about what should go in the park means that people are now happy with what's there, instead of feeling they've had something inappropriate/unsuitable foisted upon them.

The positive reaction surprised some of the residents spoken to:

"It's exceeded all my, and the people that I speak to's, expectations. The area is a lot better since the opening of the park. It hasn't solved all of the problems of bringing people together but there is a noticeable increase in conversations that centre around it. It has become a focal point." (Mr K, local resident)

One of the stakeholders interviewed said that the maintenance of the park by Rugby Council contributed to high levels of satisfaction.

"There's been a very positive reaction to the park from the local community. It's kept up as well, it's not just had things put in and then been left. It's been maintained and you can see the grass has been cut / it's being kept clean and tidy. That makes people want to use it...the children all love it because it's got all the equipment they want." (Mark Haycox, NoACP)

3.3 First Visits

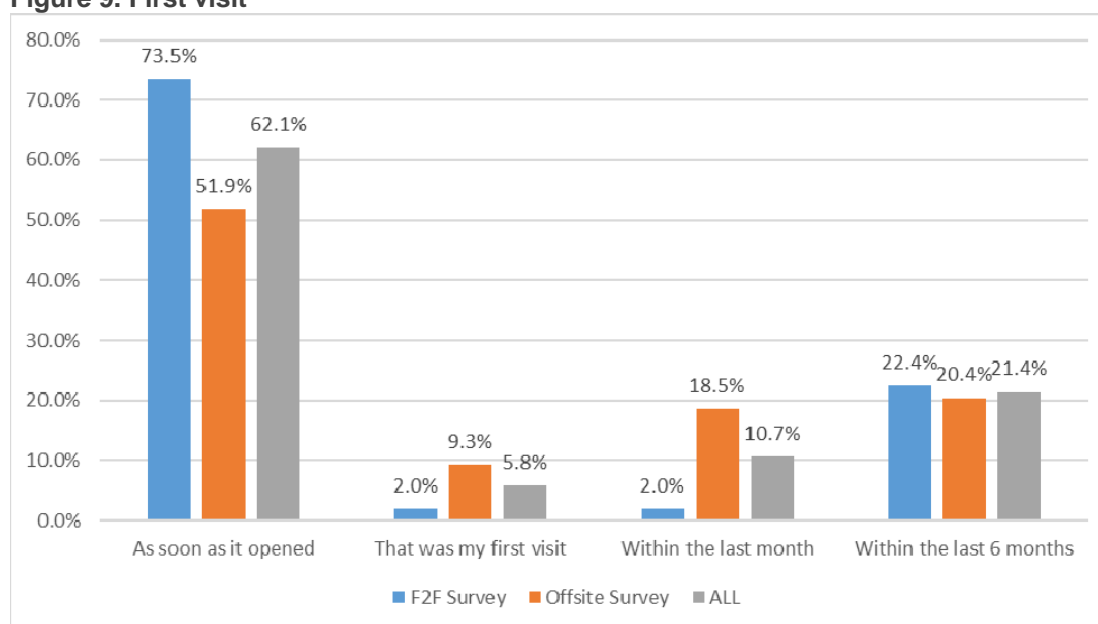
Respondents were also asked about their first visit and how they found out about Centenary Park. 62.1% of all respondents said that they visited Centenary Park as soon as it opened. For those taking part in the survey face-to-face, this figure was even higher – at 73.5%.

Table 8. First visit

When did you first visit the Centenary Park?	F2F Survey (%)	Offsite Survey (%)	ALL (%)
As soon as it opened	73.5%	51.9%	62.1%
That was my first visit	2.0%	9.3%	5.8%
Within the last month	2.0%	18.5%	10.7%
Within the last 6 months	22.4%	20.4%	21.4%
Grand Total	100.0%	100.0%	100.0%

Again, the fact that the park became an immediate attraction could be attributable to the fact that a green space was something that was much wanted and needed by the local community. It could also be because there were so many different people / organisations involved in the site’s development (from the consultation to the tree planting) there was already a high level of community buy-in and awareness of the park.

Figure 9. First visit



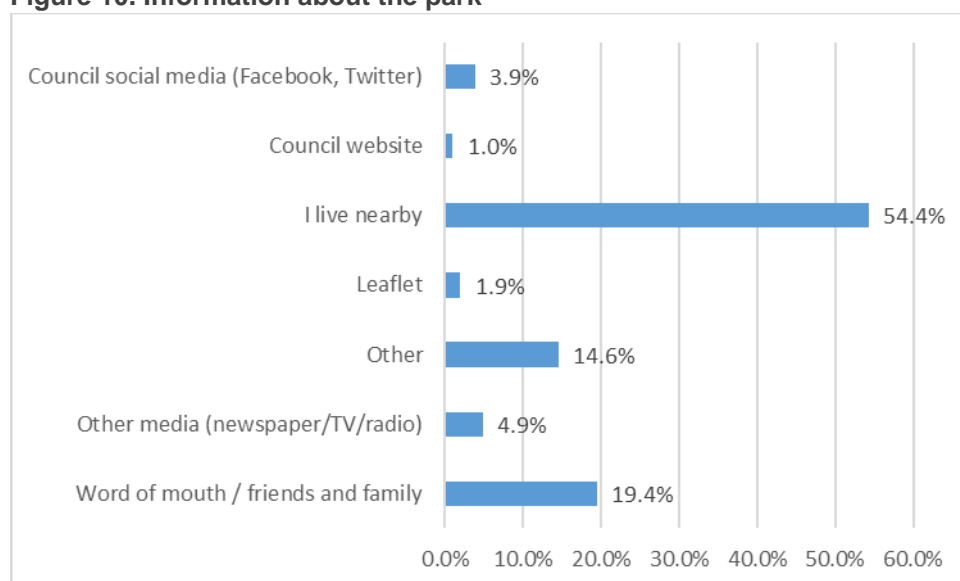
The majority of respondents knew about the park because they live nearby – not surprising when most of those taking part in the survey came from such a short distance away from the park. Talking to people in the park, many of them said that they had had to look at it as a derelict site for years and then had watched as it took shape; but local exchange of information has also been important:

“Information about the park has been in school newsletters, as well as in the press, and we talk to the children about it regularly.” (Sue Dutton, Riverside Primary School)

Table 9. Information about the park

How did you hear about Centenary Park?	F2F Survey (%)	Offsite Survey (%)	ALL (%)
Council social media (Facebook, Twitter)	0.00%	7.41%	3.88%
Council website	0.00%	1.85%	0.97%
I live nearby	51.02%	57.41%	54.37%
Leaflet	2.04%	1.85%	1.94%
Other	26.53%	3.70%	14.56%
Other media (newspaper/TV/radio)	4.08%	5.56%	4.85%
Word of mouth / friends and family	16.33%	22.22%	19.42%
Grand Total	100.00%	100.00%	100.00%

Figure 10. Information about the park



3.4 Frequency of Attendance

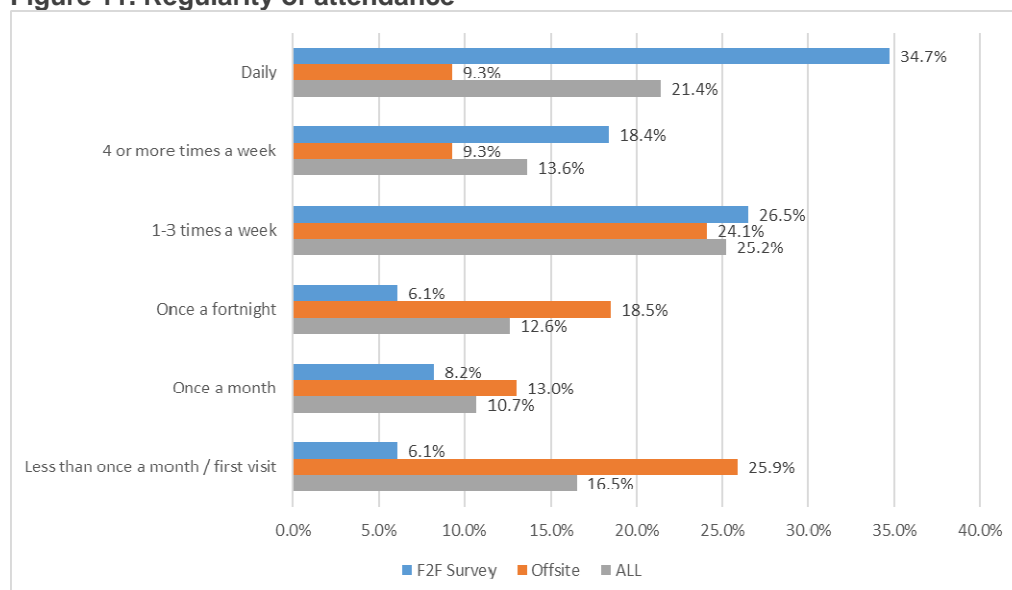
One quarter of all those surveyed said they visited the park between one and three times per week – the largest single group. Another 21.4% said they visited it daily. Unsurprisingly, the percentage of those visiting daily was significantly higher in the group that were interviewed on site (34.7%) as opposed to online (9.3%).

In total, 60.2% of respondents indicated that they used the park at least once a week or more.

Table 10. Frequency of attendance

On average since it opened how many times have you visited Centenary Park?	F2F Survey (%)	Offsite Survey (%)	ALL (%)
Daily	34.7%	9.3%	21.4%
4 or more times a week	18.4%	9.3%	13.6%
1-3 times a week	26.5%	24.1%	25.2%
Once a fortnight	6.1%	18.5%	12.6%
Once a month	8.2%	13.0%	10.7%
Less than once a month / first visit	6.1%	25.9%	16.5%
Grand Total	100.0%	100.0%	100.0%

Figure 11. Regularity of attendance



3.5 Access to Parks

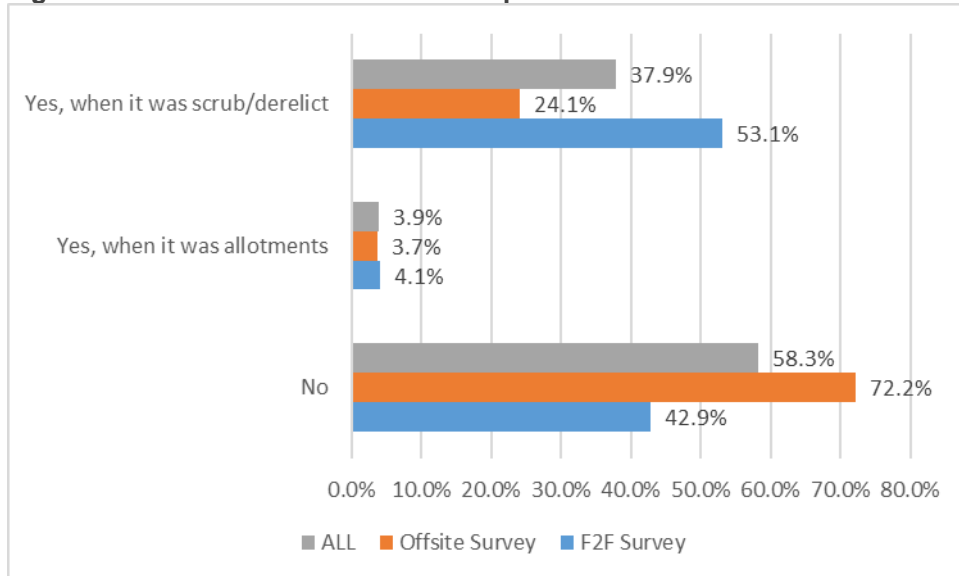
3.5.1 Visits before development

A majority of respondents had never come onto the site before it was redeveloped – 58.3%. Of those interviewed face-to-face, however, just over half (53.1%) indicated that they had come onto it when it was scrub/derelict. This could be because a significant number of respondents on site were young people who had either explored it whilst it was derelict, or who had come down to plant trees before it was officially opened. Nonetheless it indicates that the development of the park has created new opportunities for local people to access green spaces.

Table 11. Visits before development

Did you ever come onto the site before it was redeveloped?	F2F Survey (%)	Offsite Survey (%)	ALL (%)
No	42.9%	72.2%	58.3%
Yes, when it was allotments	4.1%	3.7%	3.9%
Yes, when it was scrub/derelict	53.1%	24.1%	37.9%
Grand Total	100.0%	100.0%	100.0%

Figure 12. Visits to site before redevelopment



3.5.2 Visits to other parks

Respondents were asked about their visits to other parks in Rugby before Centenary Park opened. This was to provide some comparable data about the impact that the creation of the park had made to users.

i) Visits

The majority of respondents (86.5%) had visited other parks in Rugby in the year before Centenary Park opened.

Figure 13. Visits to other parks before opening

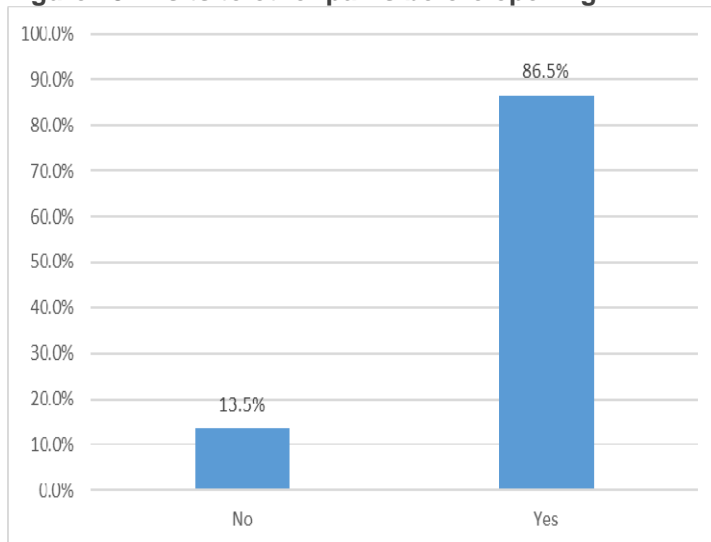


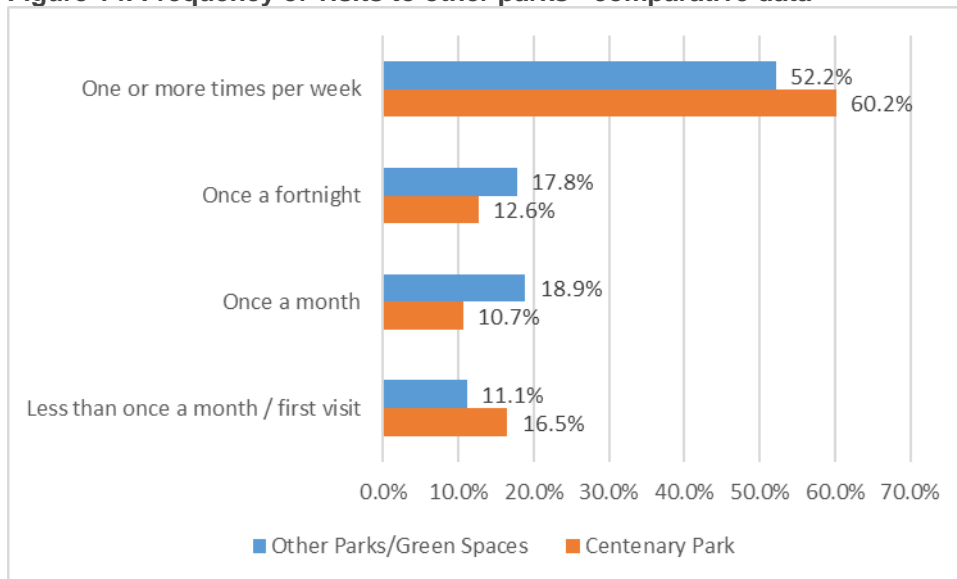
Table 12. Regularity of attendance to other parks

If yes, how often did you visits other parks or open green spaces in Rugby?	F2F Survey (%)	Offsite Survey (%)	ALL (%)
Daily	8.9%	6.7%	7.8%
4 or more times a week	8.9%	8.9%	8.9%
1-3 times a week	42.2%	28.9%	35.6%
Once a fortnight	13.3%	22.2%	17.8%
Once a month	22.2%	15.6%	18.9%
Less than once a month / first visit	4.4%	17.8%	11.1%
Grand Total	100.0%	100.0%	100.0%

Significantly, visits to other parks were likely to be less frequent than those to Centenary Park – with only 52.3% indicating they went once a week or more. Daily visits to the park were a lot less frequent – just 7.8% visited other parks daily, compared with 21.4% to Centenary Park.

Figure 14 illustrates the comparative frequency of visits to parks before and after Centenary Park was opened, with an increase of 8% in visits of once per week or more (from 52.2% to 60.2%). This re-emphasises the impact that the park has made to increasing access to, and use of green spaces.

Figure 14. Frequency of visits to other parks - comparative data



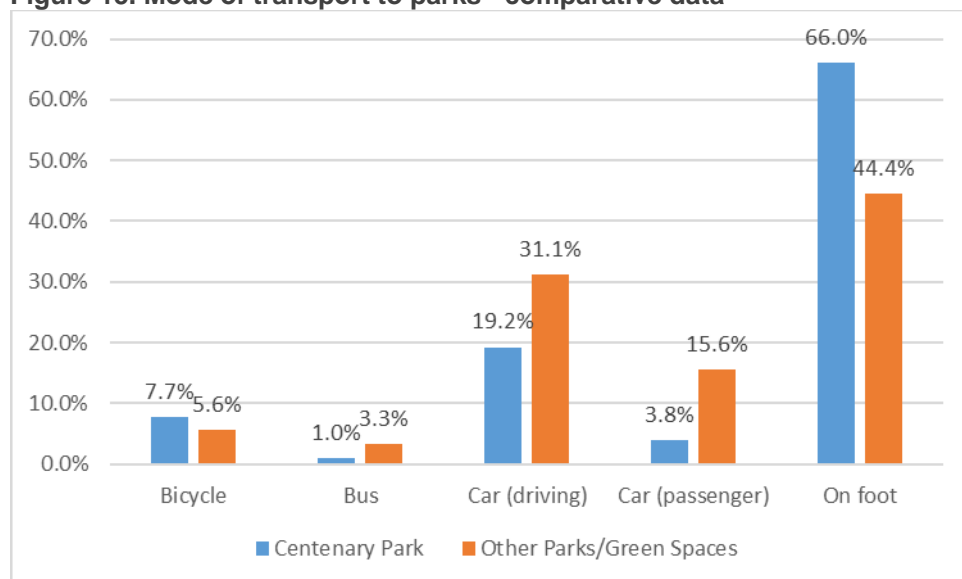
ii) Transport This table shows the mode of travel to other parks before Centenary Park opened.

Table 13. Transport to other parks

How did you travel to them, most often?	F2F Survey (%)	Offsite Survey (%)	ALL (%)
Bicycle	6.7%	4.4%	5.6%
Bus	2.2%	4.4%	3.3%
Car (driving)	24.4%	37.8%	31.1%
Car (passenger)	26.7%	4.4%	15.6%
On foot, walking	40.0%	48.9%	44.4%
Grand Total	100.0%	100.0%	100.0%

Figure 15 shows the impact that Centenary Park has made for users in encouraging walking to parks - 44.4% of users said that they walked to other parks before Centenary Park opened, as opposed to 66% who walked to Centenary Park - an increase of 21%. 46.7% drove or were driven to other parks, which is more than double the rate those using cars to access Centenary Park (23%).

Figure 15. Mode of transport to parks - comparative data



iii) Purpose of visit to other parks

'To be active / get exercise' was the main reason cited for going to other parks (47.2%). The data are not directly comparable with the question asked of visits to Centenary park (which asked users to rank their top 3 reasons, rather than their main reason).

Table 14. Purpose of visits to other parks

What was the main purpose of your visit to them?	F2F Survey (%)	Offsite Survey (%)	ALL (%)
Just to have a look	4.4%	4.5%	4.5%
To be active / get exercise	48.9%	45.5%	47.2%
To be near nature	0.0%	6.8%	3.4%
To meet people	8.9%	2.3%	5.6%
To play a specific sport	11.1%	11.4%	11.2%
To relax	13.3%	13.6%	13.5%
Other	13.3%	15.9%	14.6%
Grand Total	100.0%	100.0%	100.0%

4. Findings - Impact

4.1 Impact Indicators

Respondents were asked about a range of indicators to assess the impact that they felt the park had made to them based around the themes of activity, access to nature, socialising and well being. Respondents were asked to rate on a scale of 1 to 5 (where 5 is a significant amount and 1 is not at all) the difference the opening of Centenary Park has made to them in these areas.

Being more active was the area which was rated at 5 (the highest) in making a significant impact (32.7%) said this, with an additional 34.6% rating it at 4. Taking into account all responses (and 'scoring' them in a similar way to other ranking questions to provide a ranked average) being 'more active' was rated at 3.69.

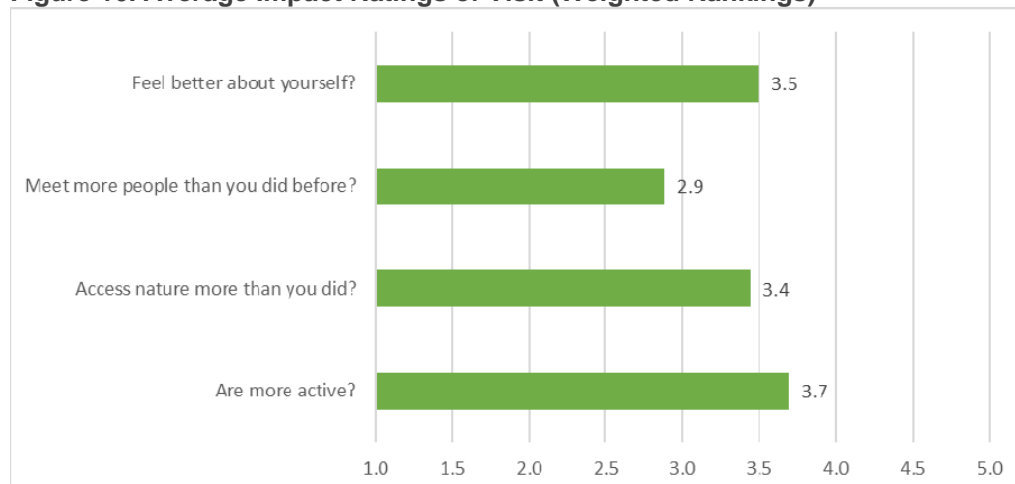
In addition:

- 50% of respondents answered 4 or 5 when asked if it meant they accessed nature more than they previously did and this had the second highest rated average (3.44).
- 42.6% answered 4 or 5 when asked if they met more people than they did before.
- 60.2% answered 4 or 5 when asked if it helped them to feel better about themselves (and an average rating of 3.49 overall).

Table 15. Impact indicators

To what extent would you say that the opening of Centenary Park means that you:	1 - Not at all (%)	2 (%)	3 (%)	4 (%)	5 - A very significant amount (%)	Rating average (1 = not at all; 5 = a very significant amount)
Are more active?	6.7%	14.4%	11.5%	34.6%	32.7%	3.69
Access nature more than you did?	5.8%	16.3%	27.9%	25.0%	25.0%	3.44
Meet more people than you did before?	13.8%	14.9%	28.7%	21.3%	21.3%	2.88
Feel better about yourself?	10.7%	9.7%	19.4%	34.0%	26.2%	3.49

Figure 16. Average Impact Ratings of Visit (Weighted Rankings)



This positive impact was also reflected in several interview comments:

“The park certainly made a difference in the school holidays. All the children were out there playing, which was really nice. Before, when they didn’t have the park, my grandchildren would come over and they would get bored. We’d have to go out all the time. Now, all the children play together. There’s more of a community atmosphere now. That’s true for the adults too – when we went to the park for a picnic, my neighbours came with us.” (TC, local resident).

“The general ethos of the park was to provide something for the whole community – be that sitting and looking at the wild flower area, doing an activity on the green gym or kids using the zip wire. It’s got a bit of something for everybody.” (Shirley Round, local resident)

4.2 Wellbeing

Respondents were asked about whether the park had contributed to their well being. Whilst this is a subjective measure, it is an important aim of the park’s development as well as of Fields in Trust in the development and protection of green spaces.

Respondents were asked to rate from one to 10 the extent to which their current or most recent visit to the park had made them feel happier; and better about themselves. A score of 1 indicated that they felt ‘a lot less’ happier or better about themselves and a score of 10 that they felt a lot happier/better, with a score of 5 indicating that the visit had made no difference in these areas.

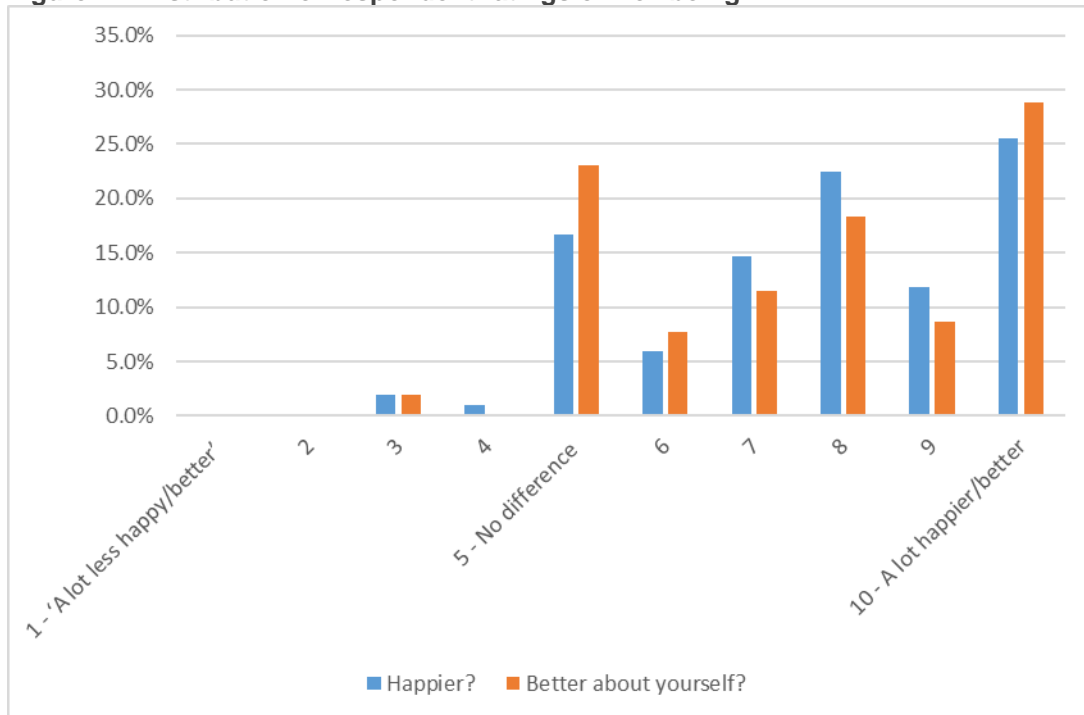
The results showed that:

- 59.8% rated the impact of their visit on their happiness at 8, 9 or 10
- 59.4% rated the impact of their visit on their happiness at 8, 9 or 10

Table 16. Well being indicators

Following your last visit, to what extent do you feel:	1 - ‘A lot less happy’	2	3	4	5 - No difference	6	7	8	9	10 - A lot happier/better
Happier?	0.0%	0.0%	2.0%	1.0%	16.7%	5.9%	14.7%	22.5%	11.8%	25.5%
Better about yourself?	0.0%	0.0%	1.9%	0.0%	23.1%	7.7%	11.5%	18.3%	8.7%	28.8%

Figure 17. Distribution of respondent ratings of well being



Another way of 'scoring' these results is to sum the totals for each individual score category and providing an average that takes into account all responses. This shows a very marginal difference between the two with the following average scores:

- Average score for 'feeling happier': 7.58
- Average score for 'feeling better about yourself': 7.61

This well being impact, was something recognised by local community representatives:

"It has changed the local area, because you've got something pleasant and green; not something derelict that was basically a no-go area. The residents are much happier." (Claire Edwards, NoACP.)

4.3 Volunteering

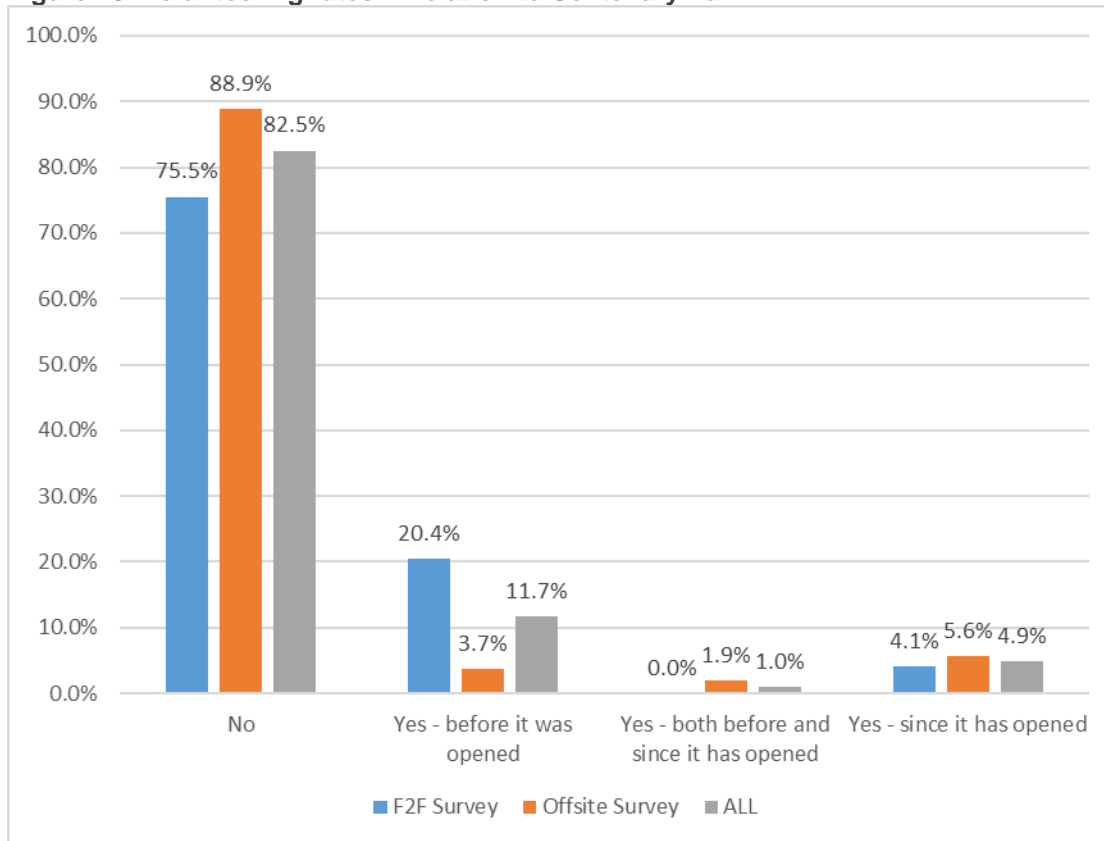
Green spaces are often cited as a means by which local people can be involved with volunteering, something that in itself is credited with developing well being, stronger communities and improvements for people in terms of their skills and experience.

Although it would not be expected that a majority of site users would have volunteered, a high proportion - 17.5% of all respondents - said that they had volunteered in relation to the site before it was opened, since or both.

Table 17. Volunteering frequency

Have you volunteered at all in relation to this site?	F2F Survey (%)	Offsite Survey (%)	ALL (%)
No	75.5%	88.9%	82.5%
Yes - before it was opened	20.4%	3.7%	11.7%
Yes - both before and since it has opened	0.0%	1.9%	1.0%
Yes - since it has opened	4.1%	5.6%	4.9%
Grand Total	100.0%	100.0%	100.0%

Figure 18. Volunteering rates in relation to Centenary Park



Significantly, 20.4% of those interviewed on site said that they had volunteered in relation to the site before it was opened. At one level, this seems like an unusually high percentage, but is more understandable when you take into account that some of those interviewed at the park were local children or young people from the local primary school who had either helped to choose the name of the park or who had helped to plant trees there. This was something actively promoted by the local school:

“The children did go up when it was a muddy field, we’ve been up to plant the trees, and we’ve been up since. So they’ve seen it over 3 times, to understand the development. It’s turned what was a waste ground into a safe, community facility, and somewhere where the children enjoy going; they can go and play safely, and they can mix socially, which is really important. It enables social mixing in appropriate ways.” (Sue Dutton, Riverside Primary School.)

A couple of people even said that they had helped out the workmen as they were developing the site. This is borne out by the breakdown of volunteering activity set out in the table below, although the absolute numbers in these individual responses are very small so results should be treated with caution.

Table 18. Volunteering type

If yes, please say what this volunteering involved	ALL (%)
Helped the workmen to bring bricks to the park	7.1%
Monitoring its wildlife	7.1%
Picking up fences	7.1%
Planted flowers	7.1%
Planting flowers	7.1%
Tree planting	64.3%
Grand Total	100.0%

5. Findings - Valuing the Park

Alongside the impact that the park had made on people's activity and well being, respondents were also asked to try and value the park and what it meant to them.

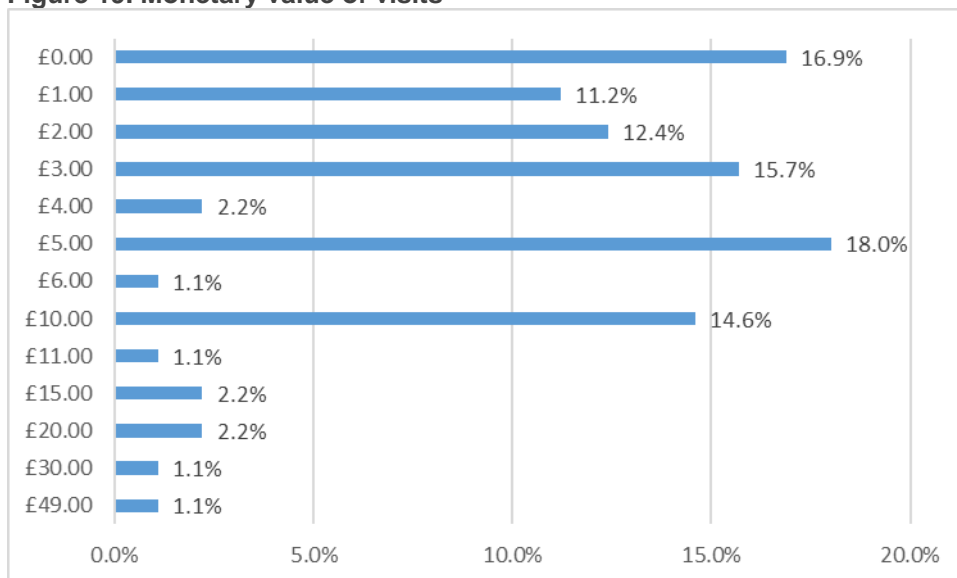
5.1 Value of Visit

Respondents were asked to say what their current/last visit was 'worth' to them in financial terms. The question was deliberately left as an open question (following best practice in 'willing to pay' research) and it was also carefully worded so as not to suggest that the park might be a charged for facility in future (under Fields In Trust protection, it will always remain free to use).

This can be a difficult question for respondents to answer, but is one way of indicating the financial value that people place on visits to their local park. The responses ranged from £0 to £49.

- When aggregated together they suggest a total value of visits, from 104 respondents of £458.00.
- This provides an average individual value of visits is £4.40

Figure 19. Monetary value of visits



There are clearly two significant outliers at the top end of values, one of £49 and one of £30. If these are taken out of equations:

- The aggregate value is £379.00
- The average value is £3.64 per visit

5.2 Volunteering Value

Although small numbers of people provided information about the hours they contributed in volunteering, it is possible to provide a value equivalent for this. In sum total, the 14 people who provided information had contributed 116 hours. Taking the government living wage as a rate, this equates to £835.20 in total (from 14 people), an average of £60 contribution per person. It is recommended to treat these results with caution - a more dedicated piece of research on all those who had volunteered (as opposed to those who happened to do the survey as well as volunteered) is required to provide a more robust finding. However, it does illustrate that the development of the park creates an opportunity to derive value from volunteering (and this is an approach that could be adopted elsewhere to demonstrate value'.

5.3 The Value of Fields in Trust Protection

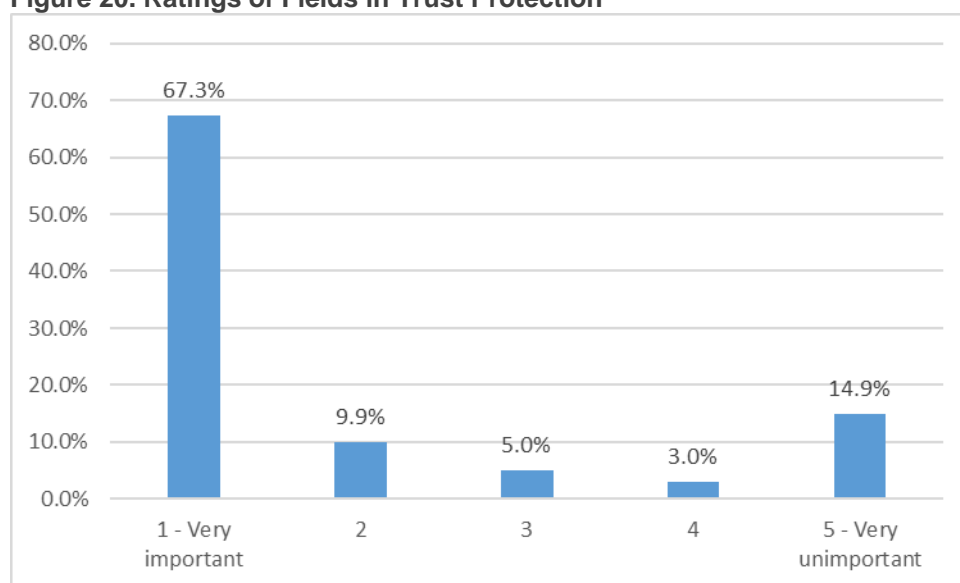
Another measure of ‘value’ respondents were asked about was the protection of the site provided by Fields in Trust. They were asked to rank the importance of this protection - which means that it cannot be developed for buildings and must remain open and free - from 1 (very important) to 5 (very unimportant).

77.2% rated it important or very important, with 67.3% indicating very important, suggesting that they value this status. 14.9% said that the protection was ‘very unimportant’

Table 19. Value of Fields in Trust Protection

Centenary Park is protected so that it cannot be developed for buildings and must remain open and free. How important is this to you?	F2F Survey (%)	Offsite Survey (%)	ALL (%)
1 - Very Important	63.3%	71.2%	67.3%
2	12.2%	7.7%	9.9%
3	4.1%	5.8%	5.0%
4	2.0%	3.8%	3.0%
5 - Very unimportant	18.4%	11.5%	14.9%
Grand Total	100.0%	100.0%	100.0%

Figure 20. Ratings of Fields in Trust Protection



Respondents interviewed also said that they were very glad that it had to remain a park in perpetuity, particularly as it meant the site could not be built on.

“I’ve lived in the area since I was 3 and the site was all allotments then. I used to go over there and help my grandad on his allotment. It’s important to me that it stays as an open space because of my memories. It would be horrible if they were to build houses there. (TC, resident.)

“Otherwise it’s something people will look at and say ‘we need more houses’. Affordable housing is something that’s needed, but it has to be in the right places and to have sustainable communities, you need a proper mix of open spaces as well. It’s about getting the balance right. There aren’t many new parks around at the moment and so having Centenary Park and protecting it is very important.” (Claire Edwards, NoACP.)

The 'protection' offered by Fields in Trust and the maintenance by RBC mean that for some it has become a model for others to follow.

"It's not just a matter of protecting the park so it can't be built on, it's also that there's commitment by the local authority to maintain it. The actual process of protecting it in perpetuity is fantastic, especially because for me, it covers so many baselines. It's not just about kids playing there or people walking, there's an area of greenness which is a model to roll out around the country." (Mike Slater, Butterfly Conservation)

5.4 Return Visits

A final measure of value was whether people would return to the site or not. This was overwhelmingly positive in that 96% of people said that they would return.

Table 20. Return Visits

Will you return to Centenary Park?	F2F Survey (%)	Offsite Survey (%)	ALL (%)
Yes	100.0%	92.3%	96.0%
No	0.0%	3.8%	2.0%
Don't know	0.0%	3.8%	2.0%
Grand Total	100.0%	100.0%	100.0%

6. Findings - Demographic Profile of Respondents

The demographic profile of respondents is based on a series of questions at the end of the survey. All questions were optional to answer. Where possible, responses have been compared to local population data based from 'Lower Super Output Areas' (LSOAs) within a mile of the site⁴. This distance was chosen as it is where 70% of respondents came from.

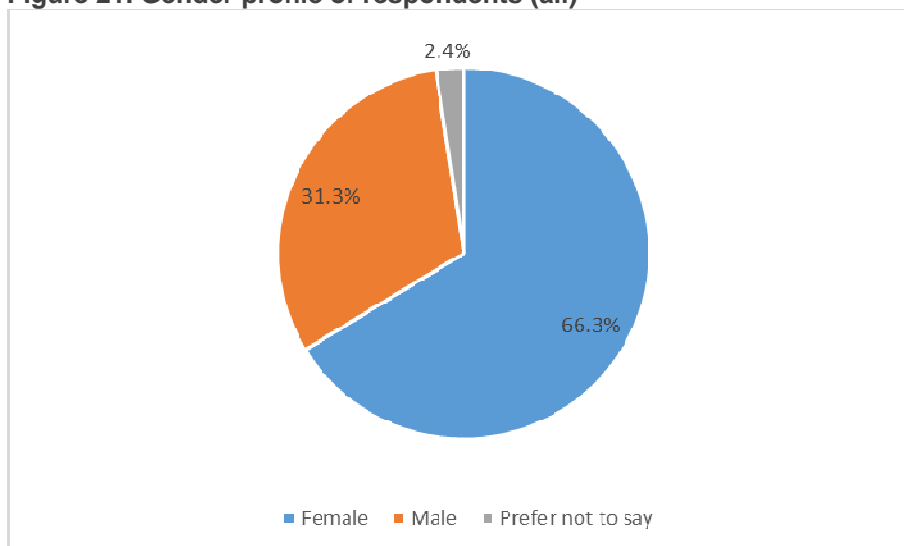
6.1 Gender

Two thirds of all respondents were female, probably reflecting the use made of it by mothers with children.

Table 21. Gender profile of respondents

Gender	F2F Survey (%)	Offsite Survey (%)	ALL (%)
Female	63.9%	68.1%	66.3%
Male	33.3%	29.8%	31.3%
Prefer not to say	2.8%	2.1%	2.4%
Grand Total	100.0%	100.0%	100.0%

Figure 21. Gender profile of respondents (all)



The profile of the local area (as defined) is: 50.4% female and 49.6% male.

6.2 Age

It was notable that the park was used by people of all ages suggesting it is a space accessible and attractive to everyone. However, the largest single group was those aged 31-40 (39%) probably reflecting the use of the park by parents with their children.

The next largest age groups were the 19-30 and 41-50 (14.3% each). 14.3% were under 15 with another 3.9% aged 16-18 suggesting that the park is also an important place for young people to access. [Add comparative local figures.]

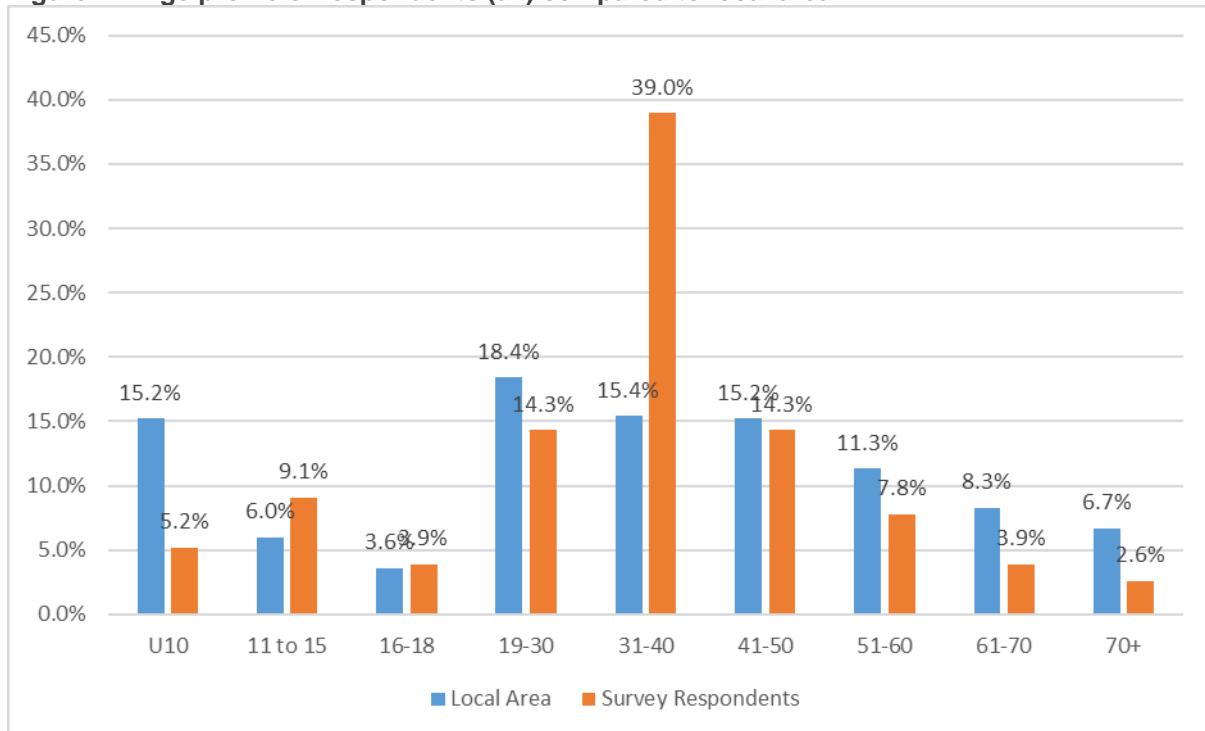
⁴ LSOAs selected are: Rugby 001A, 002A, 002B, 002C, 002D, 002E, 002F, 003A, 003B, 003D, 006B, 006C, 007A, 007D, 007E

Table 22. Age profile of respondents

Age	F2F Survey (%)	Offsite Survey (%)	ALL (%)
U10	13.3%	0.0%	5.2%
11 to 15	13.3%	6.4%	9.1%
16-18	10.0%	0.0%	3.9%
19-30	13.3%	14.9%	14.3%
31-40	26.7%	46.8%	39.0%
41-50	6.7%	19.1%	14.3%
51-60	3.3%	10.6%	7.8%
61-70	10.0%	0.0%	3.9%
70+	3.3%	2.1%	2.6%
Grand Total	100.0%	100.0%	100.0%

Figure 22 shows the comparison of the age profile of the local area to survey respondents, illustrating higher proportions in the under 10 age group as well as in the 19-30 age group. This is probably due to the numbers of parents with children encountered in face to face surveys and through school collection of survey respondents.

Figure 22. Age profile of respondents (all) compared to local area



6.3 Employment

29.9% of all respondents were in full-time employment – but there was a noticeable difference in the figures for those who filled out the form off-site (43.2%) and those who were interviewed on site (only 12.1%).

The same variation in figures applies when it comes to those who were employed part-time – 22.1% overall, but 31.8% for offsite respondents and just 9.1% for onsite respondents.

This disparity is put into context when you take into account the figures for those in education – 42.4% of those interviewed at the park were in education, compared with only 6.8% online - and compare them to the age of respondents – 36.6% of those interviewed in

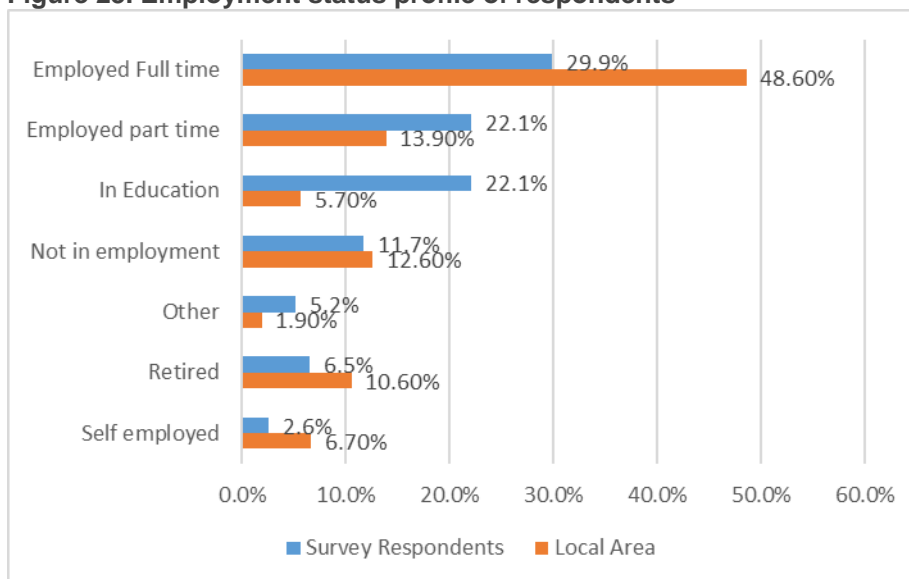
the park were aged 18 or under, compared with only 6.8% of those who filled out the survey online or off-site. [Add comparative figures.]

Table 23. Employment profile of respondents

Employment status	F2F Survey (%)	Offsite Survey (%)	ALL (%)
Employed Full time	12.1%	43.2%	29.9%
Employed part time	9.1%	31.8%	22.1%
In Education	42.4%	6.8%	22.1%
Not in employment	15.2%	9.1%	11.7%
Other	9.1%	2.3%	5.2%
Retired	12.1%	2.3%	6.5%
Self employed	0.0%	4.5%	2.6%
Grand Total	100.0%	100.0%	100.0%

Figure 23 shows the comparative employment profile of sites users in the survey to the local population. The higher numbers of those in education in the survey is probably due to the numbers of school age children who responded/were interviewed; and the lower numbers of those in employment in the survey may be due those using the site during the week when some data was collected.

Figure 23. Employment status profile of respondents



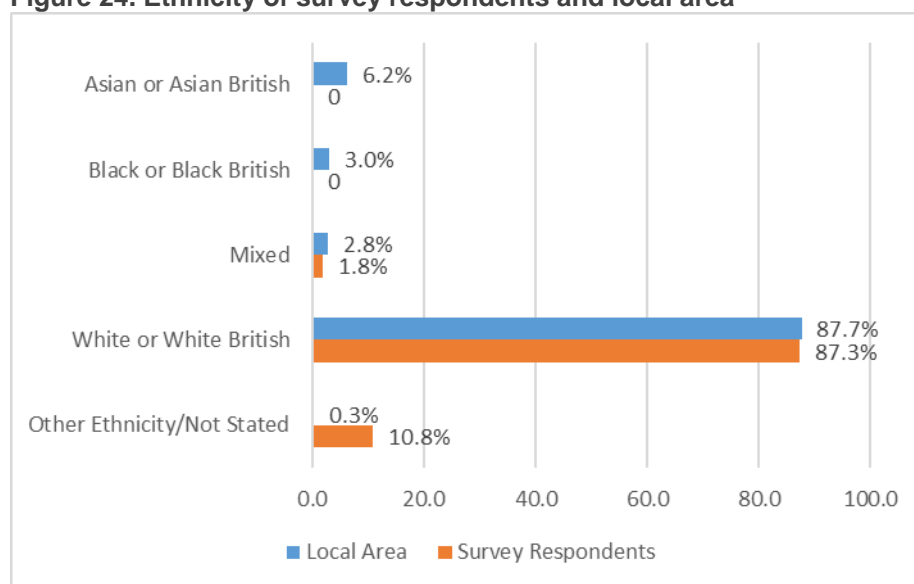
6.4 Ethnicity

Respondents were given an open-ended opportunity to say what ethnicity they classed themselves as being. Where possible, these were then coded to standard classifications and compared to local population data. This comparative exercise shows that there are almost exactly the same proportions of White/White British in both population groups, although lower numbers of those from non-white ethnic groups in the survey, due to the higher numbers of 'other/not known'.

Table 24. Ethnicity of survey respondents and local area

Ethnicity	Survey Respondents	Local Area
Asian or Asian British	0%	6.2%
Black or Black British	0%	3.0%
Mixed	1.8%	2.8%
White or White British	87.3%	87.7%
Other Ethnicity/Not Stated	10.8%	0.3%

Figure 24. Ethnicity of survey respondents and local area



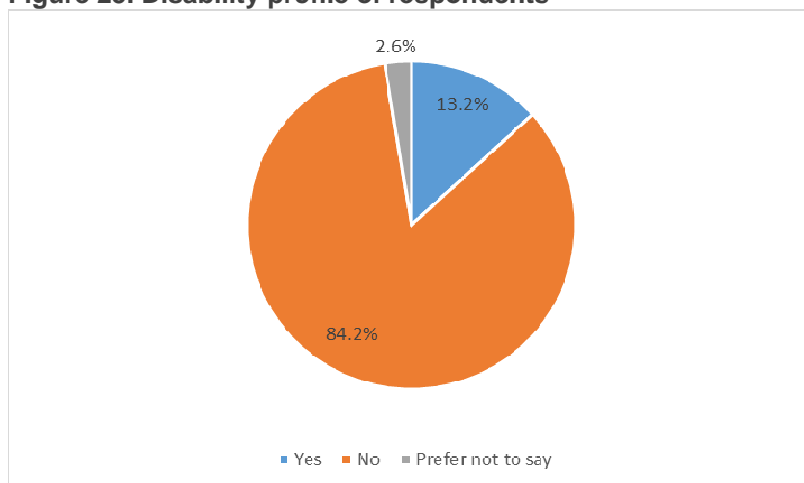
6.5 Disability

13.2% of respondents said that they had a disability or illness that limits their ability to do day-to-day activities although this was slightly higher for onsite respondents (16.7%) than offsite respondents (10.9%). Comparative data for disability at this gradation of locality was not available.

Table 24. Disability profile of respondents

Disability or illness that limits your ability to do day to day activities?	Onsite Survey (%)	Offsite Survey (%)	ALL (%)
Yes	16.7%	10.9%	13.2%
No	83.3%	84.8%	84.2%
Prefer not to say	0.0%	4.3%	2.6%
Grand Total	100.0%	100.0%	100.0%

Figure 25. Disability profile of respondents



6.6 Socio-economic

Postcodes provided by respondents were geocoded and located to relevant LSOAs (lower super output areas - the smallest administrative district used in the Indices of Multiple Deprivation statistics). These LSOAs were then located in the 'percentile' ranking of the Indices of multiple Deprivation (2015) to show what proportion of respondents were in the most/least deprived areas.

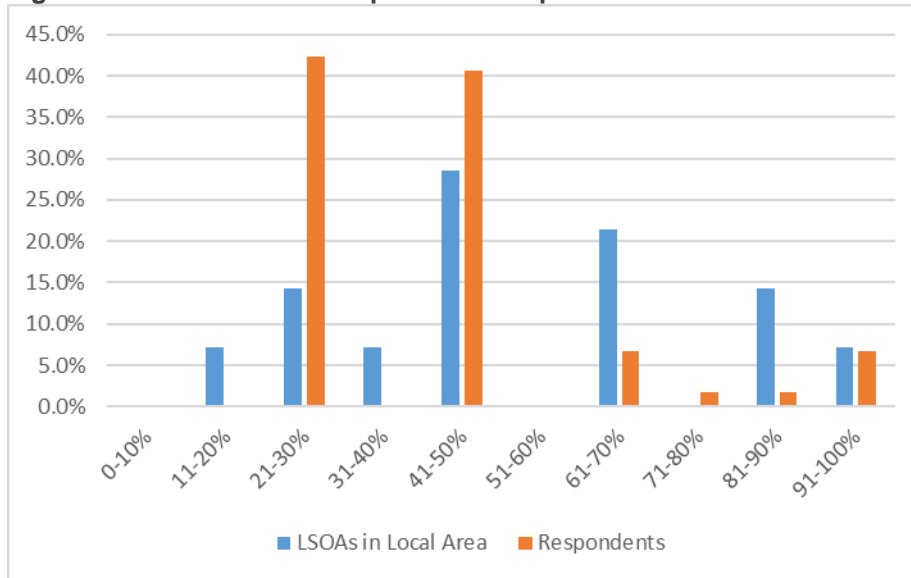
The percentiles shown range from the 21-30% most deprived LSOAs in the country to the 91-100% least deprived. This shows that:

- 42.4% of the site users who left (usable) postcodes were from LSOAs which are in the 21-30% most deprived in the country
- 40.7% of the site users who left (usable) postcodes were from LSOAs which are in the 31-40% most deprived LSOAs in the country
- None were from the lowest 20% most deprived areas in the country (probably due to the socio-economic profile of Rugby).

Table 25. Distribution of respondents in IMD Deciles

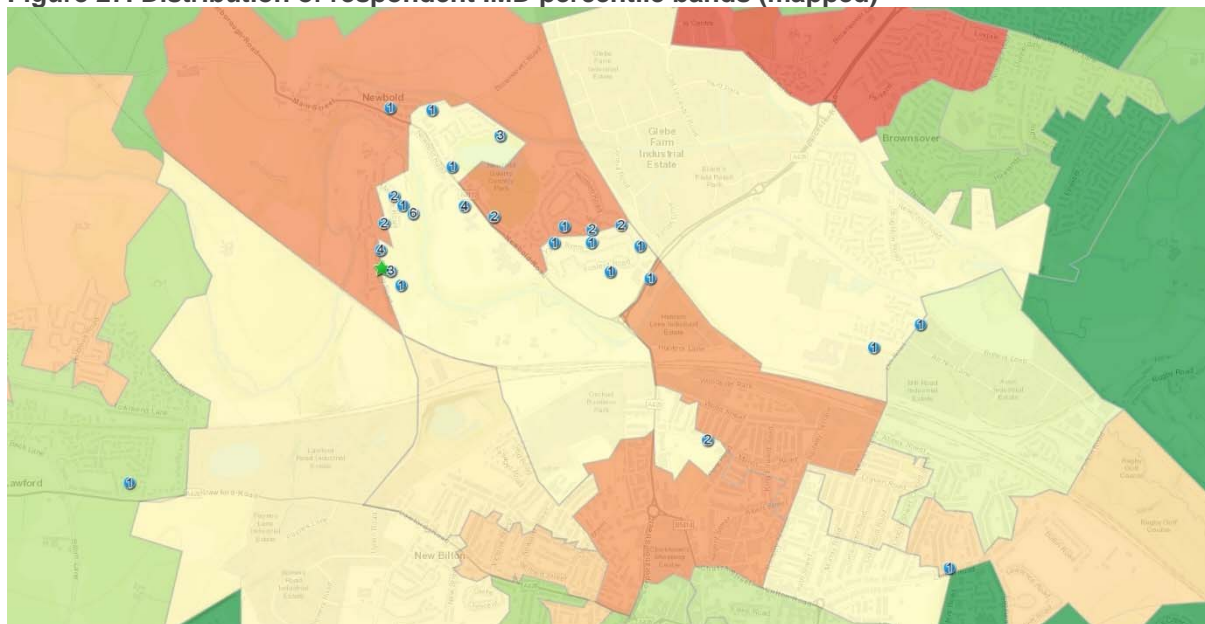
Respondent IMD Percentiles	Onsite Survey (%)	Offsite Survey (%)	ALL (%)
21%-30%	22.0%	23.0%	42.4%
41%-50%	18.0%	24.6%	40.7%
61%-70%	6.0%	1.6%	6.8%
71%-80%	0.0%	1.6%	1.7%
81%-90%	0.0%	1.6%	1.7%
91%-100%	0.0%	6.6%	6.8%
Not Specified	54.0%	41.0%	46.8%
Grand Total	100.0%	100.0%	100.0%

Figure 26. Distribution of respondent IMD percentile bands

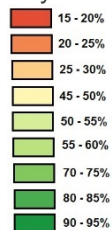


A mapping exercise was undertaken to illustrate where most local users came from. The map shows the boundaries of LSOAs and the colours the relative deprivation of that area. As outlined above, this shows the largest proportion as coming from areas in the 20-25% and 25-30% most and deprived areas.

Figure 27. Distribution of respondent IMD percentile bands (mapped)



Key to deprivation mapping (dark = most deprived; dark green = least deprived)



7. Conclusions, Learning and Recommendations

7.1 Summary of Findings

Visits and use

71.4% of respondents indicated that use of the play area was one of their top three reasons followed by use of the multi-use games area and seeing wildlife/being in a natural environment (both 27.6%)

To 'be active / get exercise' was the most popular reason to use the site.

Just over 70% of all of users said they travelled less than a mile, illustrating that it is local people who have used the park most.

Nearly two thirds (65.4%) said that they walked to the park (the most popular mode of travel for both offsite and face-to-face respondents). 44.4% of respondents said that they walked to other parks before Centenary park opened, which is 21% less than those who walk to Centenary Park.

People used the park most 'with just my child / children' (33.7%); followed by 'with friends' (25%). This suggests that the park has already become a site for families and socialising; although around one in five people said that they had come on their own.

Satisfaction

In terms of satisfaction, over 90% of respondents indicating they were either 'satisfied' (31.7%) or 'very satisfied' (61.5%) with their visit to the park.

Frequency

62.1% of all respondents said that they visited Centenary Park as soon as it opened. In total, 60.2% of respondents indicated that they used the park at least once a week or more. This is a greater frequency of use than use of parks before Centenary park opened.

A majority of respondents had never come onto the site before it was redeveloped – 58.3%. their visits were likely to be less frequent than those to Centenary Park – with only 52.3% indicating they went once a week or more.

Impact

Being more active was the area which was rated at 5 (the highest impact) in making a significant impact (32.7%) said this, with an additional 34.6% rating it at 4.

- 50% of respondents answered 4 or 5 when asked if it meant they accessed nature more than they previously did and this had the second highest rated average (3.44).
- 42.6% answered 4 or 5 when asked if they met more people than they did before.
- 60.2% answered 4 or 5 when asked if it helped them to feel better about themselves (and an average rating of 3.49 overall).
- 59.8% rated the impact of their visit on their happiness at 8, 9 or 10 (out of 10).
- 59.4% rated the impact of their visit on their happiness at 8, 9 or 10 (out of 10).

Volunteering

17.5% of all respondents - said that they had volunteered in relation to the site before it was opened, since or both. Valuing this at living wage levels, there was a £60 contribution per person who had volunteered.

Value

The average value placed on the park by users was £3.64 per visit.

Fields in Trust Protection

77.2% rated Fields in Trust protection important or very important, with 67.3% indicating very important, suggesting that they value this status. 96% of people said that they would return.

7.2 Process Learning

Partnership working - between the council, local community and user groups as well as with funders and Fields in Trust - was central to the park's development. The way that this was undertaken has had a number of benefits:

- The involvement of the Community Partnership, particularly in carrying out the consultation, brought a range of networks and other organisations into the process (such as the local primary school in particular).
- The Community Partnership also maintained a visible presence in the community during consultation and development as well as since, allowing an interchange between council and local residents to allay concerns and most importantly, to listen to what residents actually wanted.
- This has been very important subsequently in terms of the current levels of satisfaction with the park and the use of its facilities.
- The partnership approach and work with the local community has helped to improve relationships between the council and the local community and has also helped to ensure that the facility they have ended up with is something that is both wanted and needed.
- The work that has been put in to date is given significant protection through the engagement with Fields in Trust, ensuring that the benefits felt are long term and protected.

The involvement of a cross-section of the community has also helped to ensure that there is a range of things for people to do there and a range of people doing them – it's not just about play areas for kids, but also about providing access to the 'natural environment'.

There was an intersection of ambitions for the site – around getting people out, active and engaging with nature - and this has translated into increases in activity and access to green spaces for many site users.

The council had a broader strategic aim (its Green Spaces Strategy) of ensuring there are more green spaces across Rugby – with specified outcomes of improved emotional health and wellbeing, physical health, reduction in social isolation etc. This provided a strategic focus for the park development, with activities linked directly to these outcomes. Our research suggests that the park is contributing to these outcomes.

The strategic approach, focused on specific social outcomes for people has helped get the support of other public bodies – such as the Public Health Authority who supported funding for the Green Gym equipment.

Links with wildlife organisations, such as the Warwickshire Wildlife Trust and Butterfly Conservation was useful in helping deliver what the community was asking for, but also in delivering something that could have an impact beyond the local area. For example, the site has the potential to become a national exemplar with regards to encouraging the growth of rare butterfly species and has already been visited by groups from across the country.

substance.