



Nonsuch Park Visitor Survey 2014

Report prepared for: Nonsuch Park Joint Management Committee

Date: June 2014

Please contact the Epsom & Ewell
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Visitor Survey 2014
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Nonsuch Park Visitor Survey 2014

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Nonsuch Park Visitor Survey 2014

Summary of main findings:

- The Nonsuch Park Visitor Survey ran for a period of seven weeks (7 March to 25 April 2014). The survey was available in both paper and electronic format. In total, 651 survey responses were received (512 paper based surveys and 139 electronic surveys).
- The majority of respondents were female (64%, n=343) and 36% (n=196) were male. Almost a third of respondents (32%, n=180) were over 65 years old. When asked about ethnicity, the majority of respondents (86%, n=482) described themselves as British white or English white. In terms of religious beliefs, six in ten respondents (62%, n=340) said they were Christian
- Only eight percent (n=45) of respondents indicated they have a disability according to the Equalities Act of 2010
- Almost nine in ten respondents (87%, n=553) indicated that they visit the park on more than one occasion per month - with more than half (55%, n=349) visiting weekly, and over a quarter (27%, n=171) visiting on a daily basis
- Almost three quarters of respondents (74%, n=513) travel to the park on foot, one fifth (20%, n=135) travel by car, and 6% (n=39) by bicycle
- The most popular reason for visiting the park was to 'Go for a walk' (46%, n=253). This was followed equally by 'Enjoy the flowers/trees,' and 'For peace and quiet' (26%, n=144). However, visiting the park for a 'Children/family outing' was most popular amongst the 35-44 age group
- The park's top three positively rated aspects are:
 1. Tree cover (86%, n=530)
 2. Grass areas (85%, n=529)
 3. Accessibility (84%, n=488).
- The park's top three negatively rated aspects are:
 1. Sports facilities (34%, n=135)
 2. Facilities for children (25%, n=118)
 3. Toilets (23%, n=126).
- Regarding 'the park in general,' eight in ten respondents (81%, n=497) rated the park positively, 17% (n=105) rated the park fair, and only 2% (n=13) rated the park negatively

- The three most prevalent reasons/suggestions for using Nonsuch Park more often or staying for longer include the need for:
 1. Children's facilities or a children's playground area (17%, n=73)
 2. Café improvements (16%, n=69) – including: Café seating, size of café, wider menu/range of food, longer opening hours, better/cheaper prices, and/or improved service
 3. Responsible dog control (15%, n=65) – including: Better dog control, the need for dogs to be on leads, dog fouling, multiple dog walkers, and/or less dogs.
- The majority of respondents (61%, n=380) indicated they would like to see designated cycle or footpaths in the park
- The majority of respondents expressed concerns about multiple dog walking (65%, n=410) and dog fouling (57%, n=355)
- When considering improving the visitor experience, the majority of respondents indicated they were knowledgeable about the history of the park (89%, n=570), and consider the park's heritage to be important (86%, n=545). However, only a minority would like to get involved in protecting and promoting the park's heritage (24%, n=145), or would be interested in participating in volunteer activities in the park (18%, n=113)
- Of the respondents that took part in this survey, 82 people kindly provided their names and contact information for future volunteering opportunities. This information will be passed onto the manager of Nonsuch Park for future volunteering opportunities.

**They had their say
500 years ago.**



**It's about time we
got your views!**

The Nonsuch Park survey
available from the Nonsuch Pantry
or online

www.epsom-ewell.gov.uk/nonsuchsurvey2014

**Be part of the
history of Nonsuch**



**Take part in the
Nonsuch Park
survey...**

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Objectives and methodology:

The survey was conducted by the Epsom & Ewell Borough Council on behalf of the Nonsuch Park Joint Management Committee. The Committee is responsible for ensuring Nonsuch Park meets the needs of local residents, visitors and develops in a sustainable way. As the park's current management plan is now five years old and requires rewriting, this survey seeks to inform the new plan and how to make the park even better.

Questionnaire Development:

The questions were developed in liaison with the Nonsuch Park Joint Management Committee and the subject areas include:

- Frequency of visiting the park
- Method of travel to the park
- Reasons for visiting the park
- Opinion on various aspects of the park
- Encouraging more use of the park or staying for longer
- Improving visitor experience
- Volunteering opportunities

Methodology:

The Nonsuch Park Visitor Survey was launched on 7 March 2014 in both paper and electronic format and ran for a three week period initially. The deadline was extended to 25 April 2014 to boost survey responses. Posters promoting the survey were placed in strategic locations around the park, and paper copies were available from the park's café. The survey was also promoted on the EEBC's main website, and promoted via Twitter and Facebook with links to the electronic version: www.epsom-ewell.gov.uk/nonsuchsurvey2014

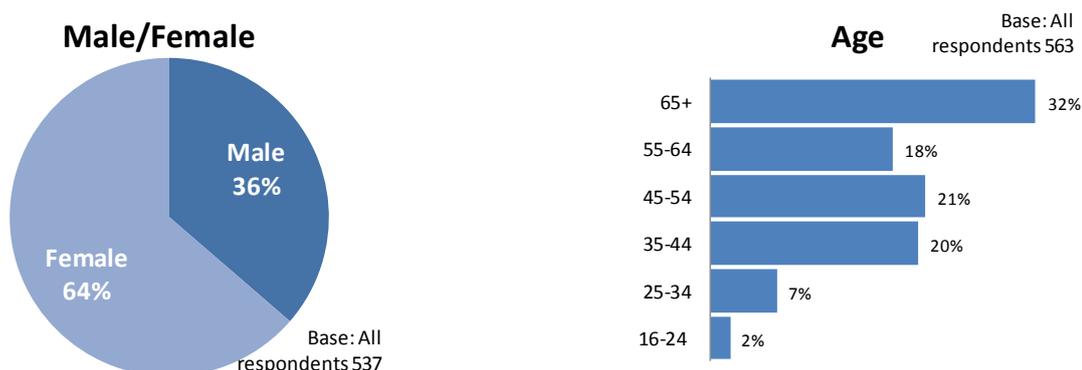
In total, 651 survey responses were received. Responses to the electronic questionnaires were automatically imported into the survey design and analysis package (SNAP v11). The paper returns were sent to an outside agency for data inputting, then merged with the online version. The results were analysed by the Council's Consultation and Communication team.

The figures in this report are calculated as a proportion of respondents who answered each question – excluding No Reply responses. Percentages in a particular chart might not always add up to 100%, as this may be due to rounding, or that a respondent is allowed to give more than one answer to the question.

Respondent profile and equalities monitoring:

Age and gender:

Respondents were asked their gender and which age group they fit into. The majority of respondents (64%, n=343) were female and 36% (n=196) were male. Eighteen respondents (3.4%) indicated their gender identity was different from the sex they were assigned at birth. Based on age groupings, almost a third of respondents (32%, n=180) were over 65 years old. This was followed by responses from the 45 to 54 age group (21%, n=119), then 35 to 44 age group (20%, n=115), and 55 to 64 age group (18%, n=101). Very few responses were received from people aged under 25 (2%, n=11).

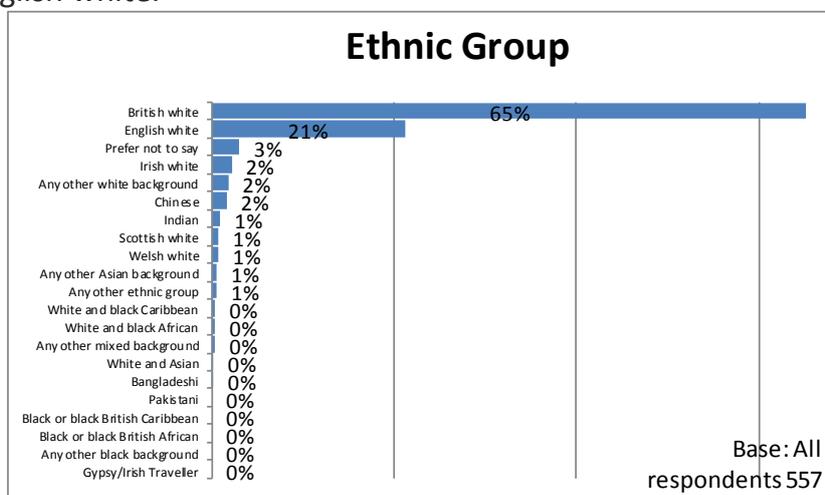


It should be noted that the age and gender profiles remain fairly similar to the previous Nonsuch Park survey (2011, Male: 57%, Female: 41%).

Other demographics:

Only eight percent (n=45) respondents indicated they have a disability according to the Equalities Act of 2010. A person has a disability for the purposes of the Act if he/she has a physical or mental impairment which has a substantial and long term adverse effect on his/her ability to carry out normal day-to-day activities.

When asked about ethnicity, the majority of residents (86%, n=482) described themselves as British white or English white.

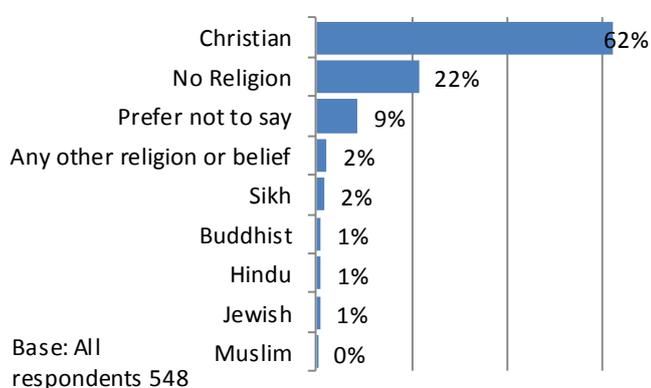


In terms of religious beliefs; six in ten of respondents (62%, n=340) said they were Christian, and 22% (n=118) said they were not religious. When asked about their sexual orientation, 81% (419) said they were heterosexual, 9% (n=47) gay woman or lesbian, 8% (n=40) preferred not to say, 2% (n=11) bisexual, 0.4% (n=2) 'Other,' and 0.2% (n=1) gay man.

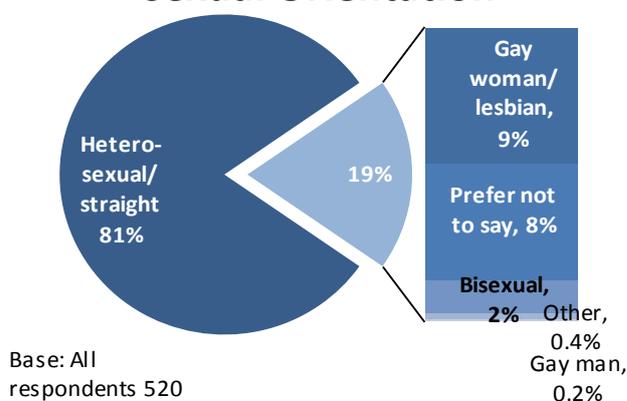
When asked about marital status; 69% (n=368) of respondents were married or in a civil partnership, 14% (n=76) were single, 9% (n=47) widowed, 5% (n=9) divorced, and 3% (n=17) separated. Eight percent of respondents (n=43) said they had been pregnant or on maternity leave in the last two years, whilst 5% (n=27) preferred not to say.

The graphs below illustrate respondents' profile and equalities monitoring statistics:

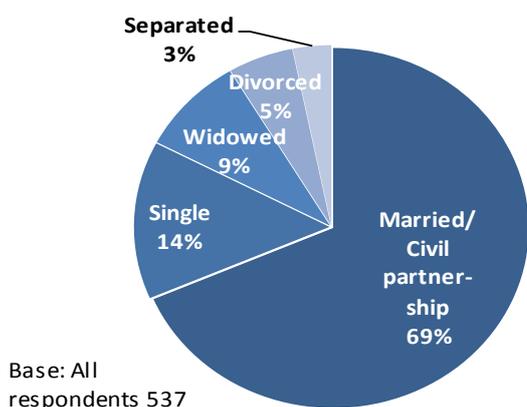
Religion or Belief



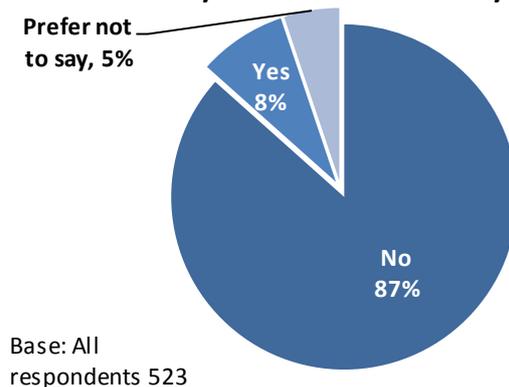
Sexual Orientation



Marital status



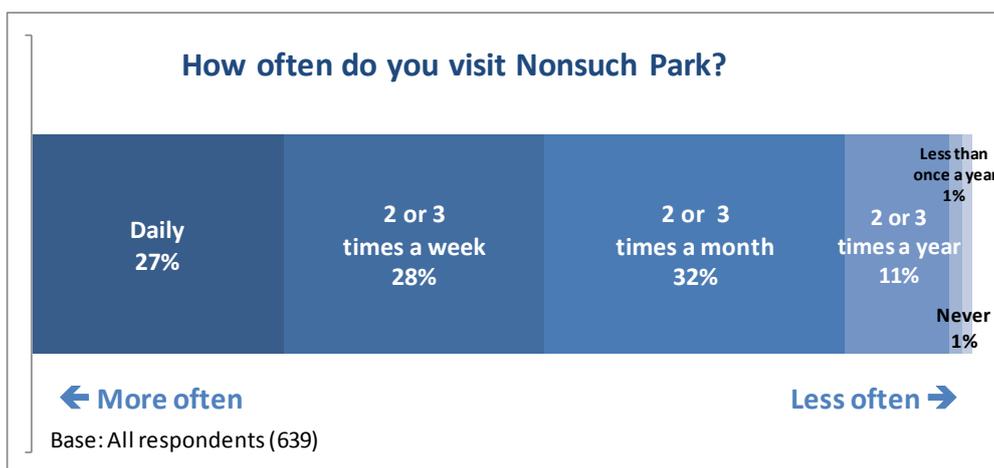
Have you been pregnant and/or on maternity leave in the last two years?



Analysis of results:

Frequency of visiting Nonsuch Park:

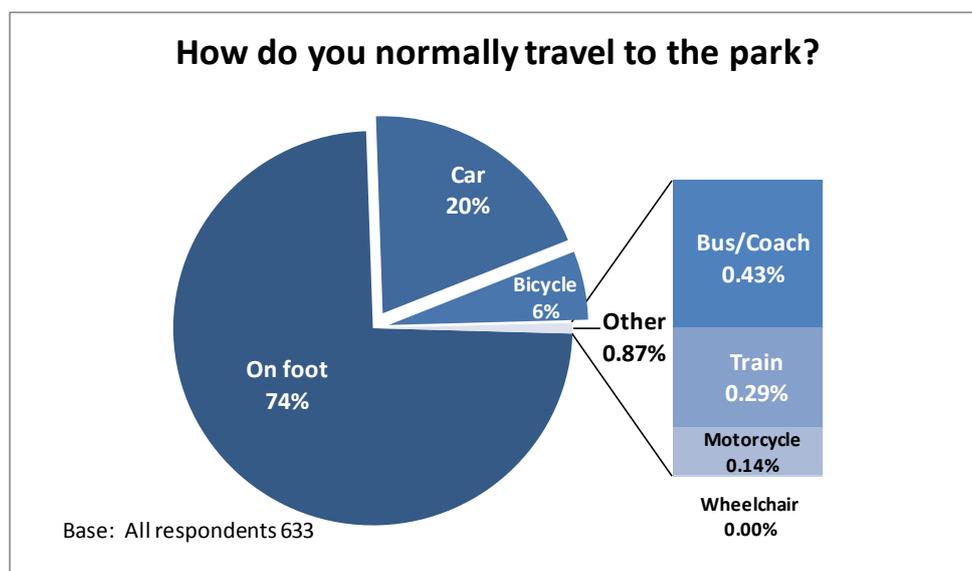
Almost nine in ten respondents (87%, 553) indicated that they visit the park on more than one occasion accusation per month - with more than half (55%, 349) visiting weekly, and over a quarter (27%, 171) visiting on a daily basis. 11% (71) of respondents stated they visit the park at least two or three times a year, with only 1% (15) visiting less than once a year, or not at all.



The frequency of visiting the park remains broadly similar to responses received in the 2011 survey, which also reported the largest portion of people visiting the park at least once or twice a week, if not most days, or every day.

Method of travelling to Nonsuch Park:

Almost three quarters of respondents (74%, 513) travel to the park on foot. One fifth of respondents (20%, n=135) travel to the park by car, and 6% (n=39) travel by bicycle. Less than 1% of respondents travel to the park by bus/coach (n=3), by train (n=2), or motorcycle (n=1). None of the respondents reported they travel to the park by wheelchair (motorised or non-motorised).



Reasons for visiting Nonsuch Park:

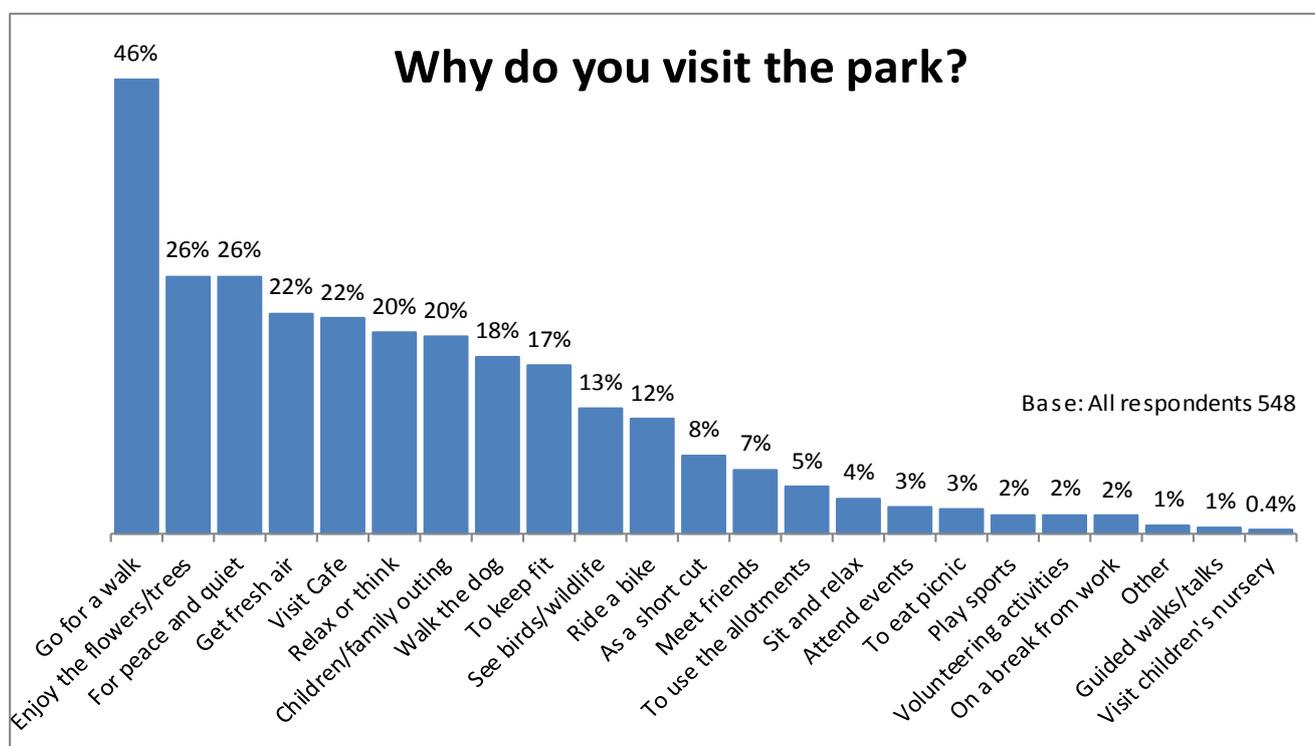
This section looks at the reasons for visiting the park (respondents were asked to choose up to three reasons). The most popular reason for visiting the park was to go for a walk (46%, n=253). This was followed equally by 'Enjoy the flowers/trees' and 'For peace and quiet' (26%, n=144). Additional reasons for visiting the park include:

- Get fresh air (22%, n=123)
- Visit Café (22%, n=120)
- Relax or think (20%, n=112)
- Children/family outing (20%, n=110)
- Walk the dog (18%, n=99)
- To keep fit (17%, n=94)
- See birds/wildlife (13%, n=70)
- Ride a bike (12%, n=64)
- As a short cut (8%, n=44)
- Meet friends (7%, n= 36)
- To use the allotments (5%, n=26)
- Sit and relax (4%, n=20)
- Attend events (3%, n=15)
- To eat picnic (3%, n=14)
- Play sports (2%, n=11)
- Volunteering activities (2%, n= 11)
- On a break from work (2%, n=10)
- Other* (1%, n= 5)
- Guided walks/talks (1%, n=4)
- Visit children's nursery (0.4%, n= 2)

* An analysis of the 'Other' category includes the following reasons:

- Cycle touring club
- Work
- Park runs
- Running
- Running (park run).

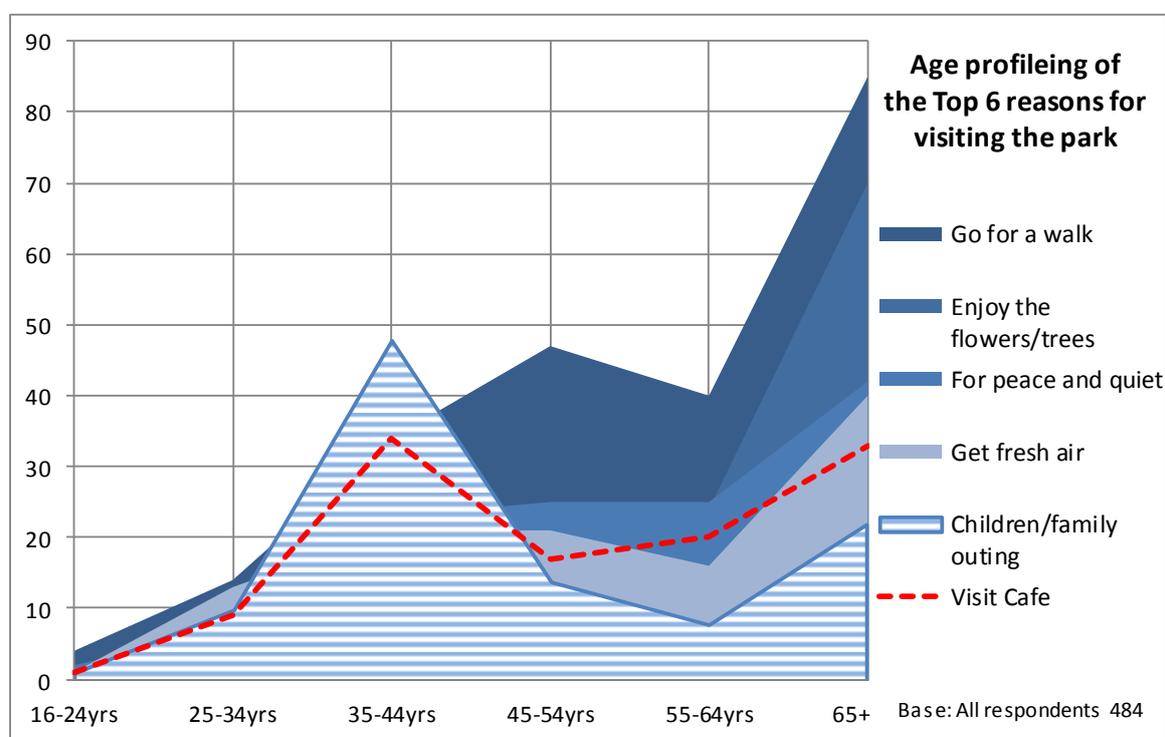
The chart below illustrates popular reasons for visiting the park:



The reasons for visiting the park remain similar to the responses received in the 2011 survey, although the order of preference has changed slightly:

Comparison of popular reasons for visiting the park 2014 & 2011	
<u>2014 Nonsuch Park Survey:</u>	<u>2011 Nonsuch Park Survey:</u>
<ol style="list-style-type: none"> 1. Go for a walk 2. (Tie) 'Enjoy the flowers/trees' + 'For peace and quiet' 3. Get fresh air 4. Visit Café 5. Relax or think 	<ol style="list-style-type: none"> 1. Get some fresh air 2. For a walk 3. Enjoy the beauty of the surroundings 4. (Tie) Enjoy flowers/trees + To keep fit 5. (Tie) For peace and quiet + Walk the dog

When looking at the age profile of the top seven reasons for visiting the park, visits to the park are most popular amongst the 65+ age group. However, visiting the park for 'Children/family outing' or to 'Visit Café' is more popular amongst the 35-44 age group (see chart below).



Opinion of aspects of the Park:

This section looks at peoples' opinions relating to various aspects of the park.

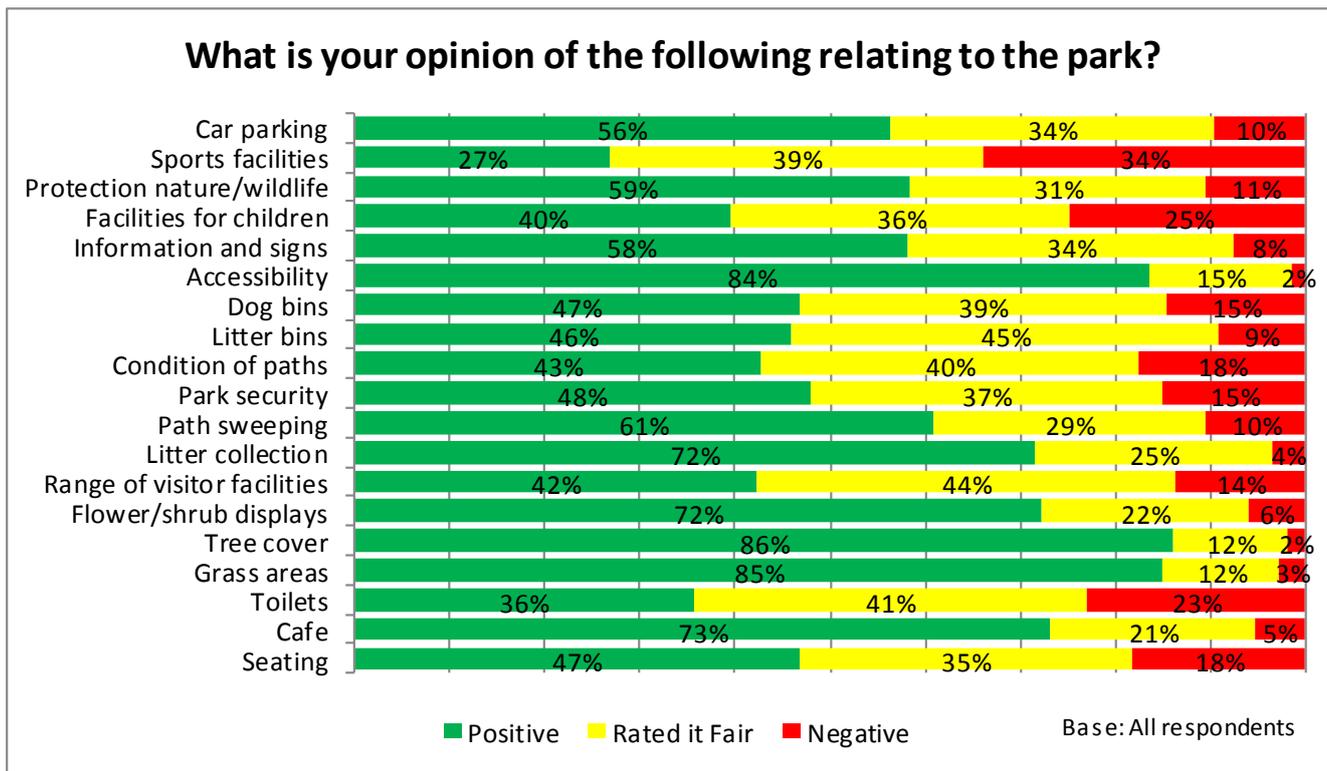
The three most positively rated aspects include:

- Tree cover (86%, n=530)
- Grass areas (85%, n= 529)
- Accessibility (84%, n=488).

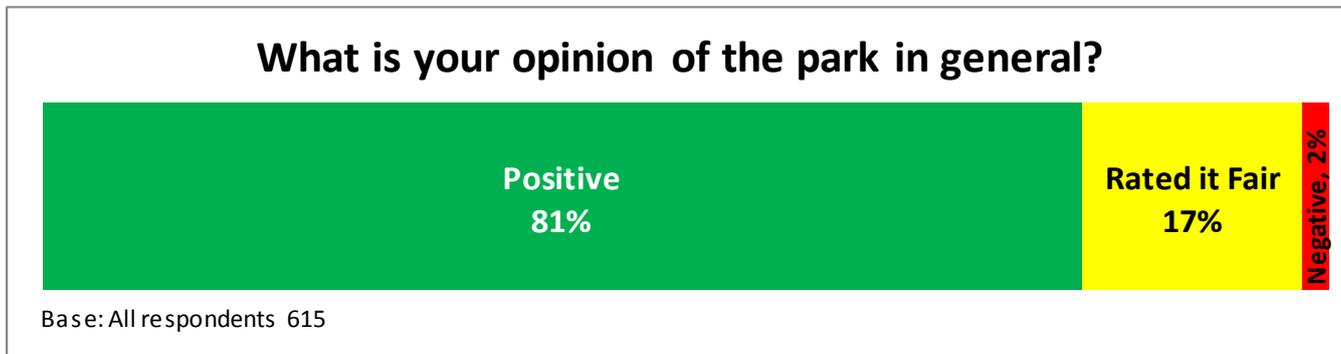
The three most negatively rated aspects include:

- Sports facilities (34%, 1 n=35)
- Facilities for children (25%, n=118)
- Toilets (23%, n=126).

The graph below illustrates the full list of respondents’ opinions relating to the park:



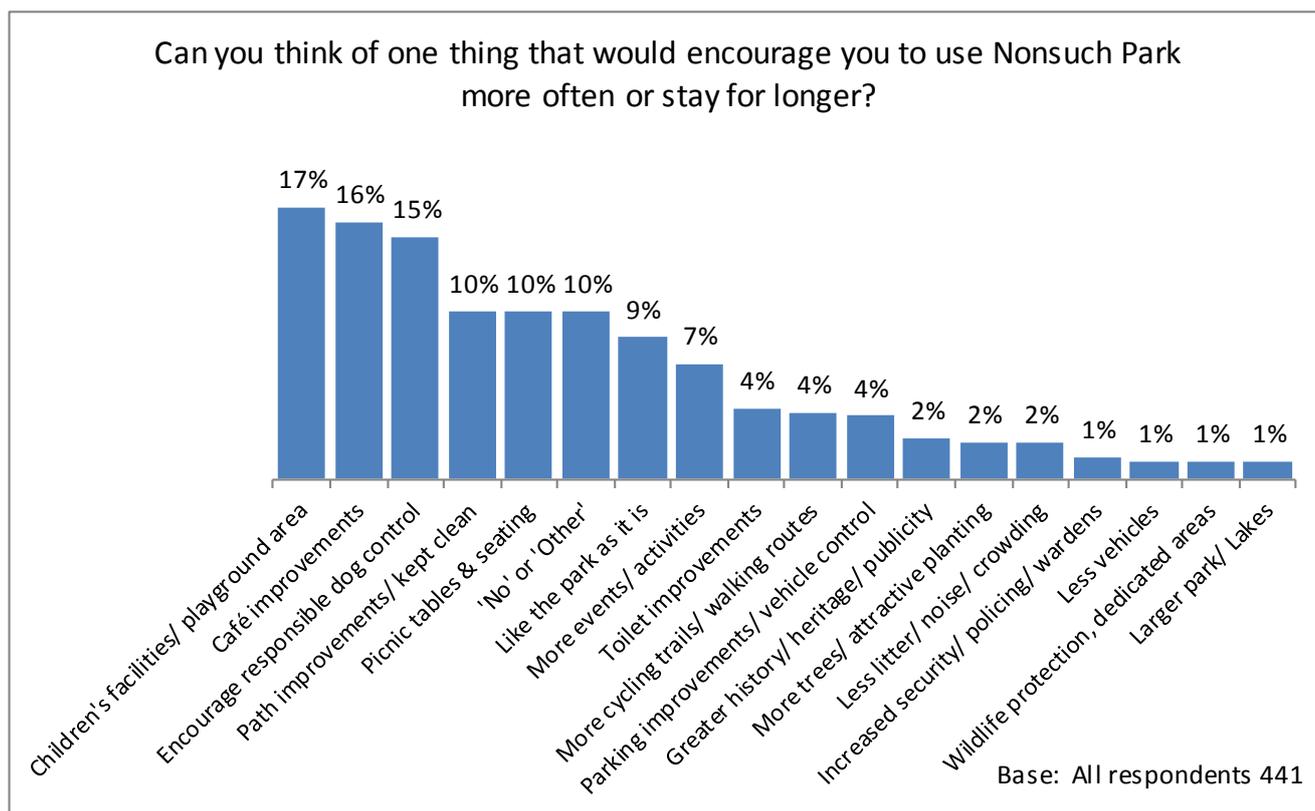
When asked about ‘the park in general,’ eight in ten respondents (81%, n=497) rated the park positively, 17% (n=105) rated the park fair, and only 2% (n=13) rated the park negatively.



Visiting or staying for longer:

This section looks at reasons or suggestions for using Nonsuch Park more often or to stay for longer. The three most prevalent reasons include the need for:

1. Children’s facilities or a children’s playground area (17%, n=73)
2. Café improvements (16%, n=69)
3. Responsible dog control (15%, n=65).



When drawing comparisons with the 2011 survey; both café improvements and the need for a children's play area remain the top two reasons for encouraging people to use Nonsuch Park more often or to stay for longer. Also, the need for responsible dog control has risen from fifth place in the 2011 survey to third place in the 2014 survey.

A more detailed analysis of the literal responses are listed below:

An analysis of, "Can you think of one thing that would encourage you to use Nonsuch Park more often or stay for longer?" (Base 441):		
Groups:	Major Themes:	Examples:
1. Children's facilities/ playground area	Almost one sixth (16%, n=73) of respondents cited the need for children's facilities or a children's playground area	<ul style="list-style-type: none"> Naturalistic children's playground A clearly designated and well maintained children's play area More areas for the kids to play in such as an adventure trail or adventure playground I would love to see some of the wood from the fallen trees used to create a play area for children in one of the low footfall areas A nice swing park for young children More play areas for children - swings, climbing frames, etc.

An analysis of, "Can you think of one thing that would encourage you to use Nonsuch Park more often or stay for longer?" (Base 441):		
Groups:	Major Themes:	Examples:
2. Café improvements	Secondly, (16%, n=69) respondents cited the need for Café improvements. This included a range of responses: Café seating, size of café, wider menu/range of food, longer opening hours, better/cheaper prices, and/or improved service.	<ul style="list-style-type: none"> • I think more should be made of the Cafe area, especially more seating • A nice cafe/restaurant with varied menus and more room/space to sit outside (terrace) • More seating at the cafe and a wider menu • More efficient service in the cafe and better seating inside and out of the cafe area • Better choice of food at the café • Cafe having longer opening hours • If the cafe opening hours were extended • Cheaper café • The price charges at Bovingdons at the cafe are too high. £2.50 for a slice of cake is extortionate • Fairer prices at the cafe.
3. Encourage responsible dog control	Thirdly, (15%, n=65) respondents cited the need to encourage responsible dog control. This included a range of responses: The need for better dog control, the need for dogs to be on leads, dog fouling, multiple dog walkers, and/or less dogs.	<ul style="list-style-type: none"> • Dogs to be kept under better control by owners • Encourage or enforce responsible dog handling. I have been chased by uncontrolled dogs far too many times • I have a dog but am often afraid and intimidated by large numbers of dogs being walked by professionals and others. I avoid the morning completely. More policing of dog fouling needed • Making it safer and not allowing dog walkers to have packs of dogs all running over at my one dog! • Fewer dog walkers with packs of dogs • If people with dogs were more responsible for them or dogs on leads and 'no no' for dog walking companies • Too many places with dog mess and dangerous dogs running around • There are too many dogs, and professional dog walkers, and the park is littered with excrement.
4. Path improvements/ kept clean	10% (n=45) of respondents cited the need for pathway improvements and the need to keep the paths clean.	<ul style="list-style-type: none"> • Paths are not kept clear of leaf chutney. In some months of the year the paths are unsafe and unusable by cyclists • Wider paths so kids can cycle/scoot without meeting pedestrians head first • Making the paths less waterlogged in the winter. They get far too muddy, the deep puddles cover the width of path and people are forced to walk/cycle on the grass which becomes another mud-bath • Better drainage on paths • Some paths get very muddy in wet weather. Drains need to be kept clear.

An analysis of, "Can you think of one thing that would encourage you to use Nonsuch Park more often or stay for longer?" (Base 441):		
Groups:	Major Themes:	Examples:
5. Picnic tables & seating	10 % (n=45) of respondents cited the need for picnic tables and more seating	<ul style="list-style-type: none"> • Picnic style seats with attached tables so you can sit around with a family rather than on a line on a bench (floor impractical for elderly), and can work with laptop and books etc. • more seating dotted around to relax in comfort • More benches along walkways to rest on.
6. 'No' or 'Other'	10% (n=45) of respondents cited either 'No' or a response that was not categorised	<ul style="list-style-type: none"> • Better weather! • Could you arrange for more sunshine • More free time • Lack of people to go with me! • Perhaps some drinking water fountains around the park • It is too crowded now - too touristy.
7. Like the park as it is	9% (n=38) of respondents cited they are happy with the park as it is	<ul style="list-style-type: none"> • Not really - I like it as it is • Keep it as it is • No, happy with the Park as it is • No. Park is just great as it is.
8. More events/ activities	7% (n=31) of respondents cited the need for more activities	<ul style="list-style-type: none"> • More events in the summer. Boot sales • More to see and do - e.g. interpretive trails, activities • More organised family activities and events • One off events, jousting, archery medieval fairs etc.
9. Toilet improvements	4% (n=19) of respondents cited the need for toilet facility improvements, including additional toilets.	<ul style="list-style-type: none"> • The much needed upgrade and maintenance of the toilet facilities (especially in the Café area) and includes cleaning at specified times during the day • Better toilets with baby change facilities • More toilets more widely distributed, cleaner toilets • Toilets need more frequent attention due to heavier human traffic.
10. More cycling trails/ walking routes	4% (n=18) of respondents cited the need for more cycling trails and walking routes.	<ul style="list-style-type: none"> • A running track or route, and bike track or route, and a walking route with information about the park as you walk around • Signposted walks, e.g. 3km walking route • Provide a circular walk or trail for walking and cycling around the park from the A24 car park • Dedicated cycle paths • A circular walking route (or routes) to avoid having to return to the same route by starting point.

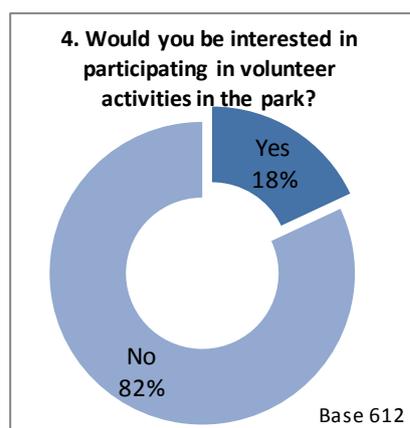
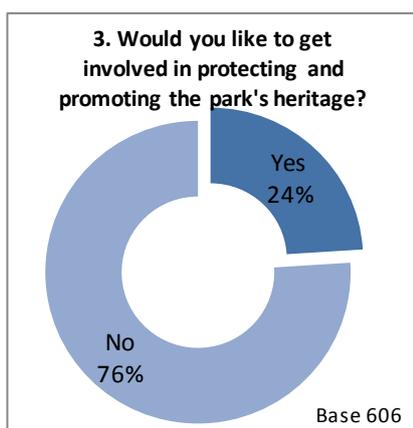
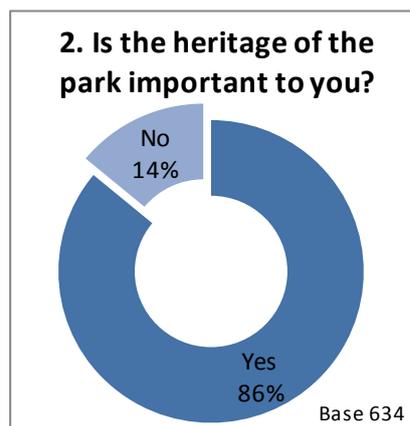
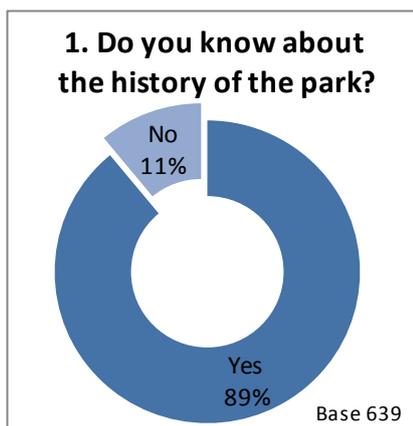
An analysis of, "Can you think of one thing that would encourage you to use Nonsuch Park more often or stay for longer?" (Base 441):		
Groups:	Major Themes:	Examples:
11. Parking improvements / vehicle control	4% (n=17) of respondents cited the need for parking improvements or better vehicle control	<ul style="list-style-type: none"> • More car parking because it gets extremely busy on weekend mornings so we tend to go elsewhere for our walk • Better bigger car parks • Re-surfacing the London Rd car park • Pave or tarmac fully the car parks • I think something should be done about the speed that some cars drive at from the main gates to the house. Speed signs are not enough.
12. Greater history/ heritage/ publicity	2% (n=11) of respondents cited the need for greater history, heritage, or publicity about the park	<ul style="list-style-type: none"> • History and heritage. The original site of the Nonsuch Mansion could be a heritage site or of historical importance • Take advantage of the Nonsuch palace history • More awareness of events of things going on in the museum • Would also be historically interesting to have boundaries of Nonsuch Palace marked out in a sympathetic way to get better idea of scale and location and foster interest • A clearer definition of the site of the Henry VIII Palace. Need to embed some stones (setts) delineating the walls of the palace.
13. More trees/ attractive planting	2% (n=10) of respondents cited the need for more trees and greater variation in planting	<ul style="list-style-type: none"> • I would love to have more and different trees • More flowering areas • More planting both formal and informal • More formal gardens.
14. Less litter/ noise/ crowding	2% (n=10) of respondents cited concerns with litter, noise or crowding	<ul style="list-style-type: none"> • Better litter collection; better control over commercial activities in the park (such as the British Military Fitness groups that create too much noise) • The priority should be given to peaceful recreation, not noisy sport • Not so many rowdy games • If it were not so crowded, no development please.
15. Increased security/ policing/ wardens	1% (n=6) of respondents cited the need for increased security, policing, or wardens	<ul style="list-style-type: none"> • It would give a greater sense of security if more staff were patrolling • Better roads and pavements, cleaner park, better security • Park security - motorbikes often heard in the park! • Security of area.

An analysis of, "Can you think of one thing that would encourage you to use Nonsuch Park more often or stay for longer?" (Base 441):		
Groups:	Major Themes:	Examples:
16. Less vehicles	1% (n=5) of respondents cited the need for less vehicles	<ul style="list-style-type: none"> • Less cars and better access for walking into the park • Fewer motor vehicles driving to the Mansion House and the adjacent car park • Do not expand car parking • Reduction in motor traffic.
17. Wildlife protection Dedicated wildlife & recreation areas	1% (n=5) of respondents cited the need for wildlife protection or dedicated wildlife & recreation areas	<ul style="list-style-type: none"> • Dedicated wildlife areas.... bird hide, maybe? • Better protected wildlife/birdlife area • Better protection for wildlife • Reinstate the bird aviary.
18. Larger park/ Lakes	1% (n=5) of respondents cited the need for a larger park or a park with lakes/pond	<ul style="list-style-type: none"> • If it was larger • If it were possible, a lake with ducks, etc. • If the soak away for water was a proper pond, attracting birds and other wildlife.

Improving visitor experience:

This section looks at how much people agree with various statements which describe different ways to improve the visitor experience of Nonsuch Park:

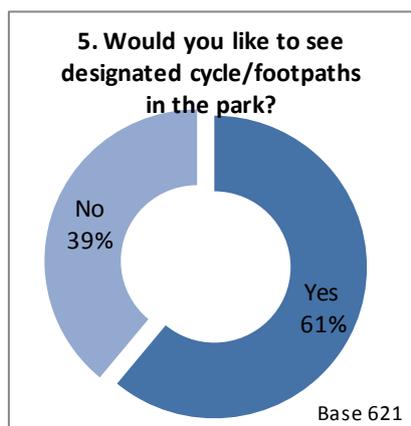
1. Do you know about the history of the park?
2. Is the heritage of the park important to you?
3. Would you like to get involved in protecting and promoting the park's heritage?
4. Would you be interested in participating in volunteer activities in the park?



From the responses above, it can be seen that the vast majority of respondents are knowledgeable about the history of the park (89%, n=570), and consider the park's heritage to be important (86%, n=545). However, only a minority would like to get involved in protecting and promoting the park's heritage (24%, n=145), or would be interested in participating in volunteer activities in the park (18%, n=113).

The 2011 survey shows a similar pattern, with only a minority interested in joining 'Friends of the Park Group,' or are interested in participating in volunteer activities in the park.

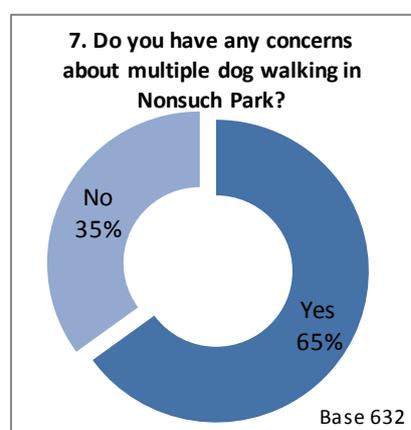
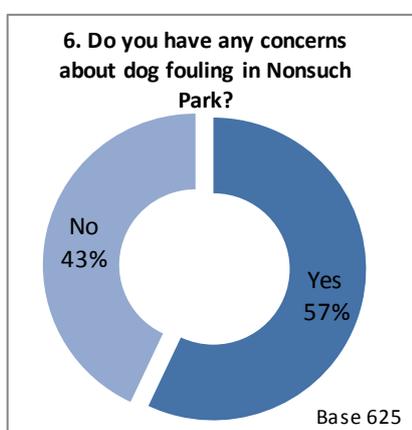
5. Would you like to see designated cycle/footpaths in the park?



The majority of respondents (61%, n=380) indicated they would like to see designated cycle or footpaths in the park. Pathway improvements also scored fourth place when people were asked about one thing that would encourage them to use Nonsuch Park more often or to stay for longer (see page 12, 'Visiting or staying for longer').

The 2011 survey also reported a greater portion of people in agreement for designated cycle/footpaths.

6. Do you have any concerns about dog fouling in Nonsuch Park?
 7. Do you have any concerns about multiple dog walking in Nonsuch Park?



From the responses above, it can be seen that the majority of respondents express concerns about dog fouling (57%, n=355) and multiple dog walking (65%, n=410). Encouraging responsible dog control was also the third most frequent concern when people considered reasons for using the park more often or staying for longer (see page 12, 'Visiting or staying for longer').

The 2011 survey shows a similar pattern, with a greater portion of people expressing concerns about dog fouling and multiple dog walking in the park.

Volunteering opportunities:

In response to the question on getting involved in volunteering activities for the park, 82 people kindly provided their names and contact information. This information will be passed onto the manager of Nonsuch Park for future volunteering opportunities.

Conclusion:

The results of the survey show that people visit the park on a regular basis. Almost nine in ten respondents visit the park on more than one occasion per month - more than half visiting weekly, and over a quarter visiting on a daily basis. Most people travel to the park on foot, which would suggest they live nearby, or in close proximity to the park. Visiting the park for a walk and to enjoy the flowers, trees, fresh air, peace and quiet, and to visit the café were among the top reasons for visiting the park. Whilst the age profile of respondents shows that almost a third of respondents are over 65 years old, visiting the park for a children/family outing or to visit the café is more popular amongst a younger age group (35-44 age group).

The most positively rated aspects of the park include its tree cover, grassy areas, and accessibility. Whilst the vast majority of respondents' opinion of the park was positive (81%, n=497), the lack of sports facilities, facilities for children, and the park's toilets were scored negatively.

Respondents have suggested the need for children's facilities or children's playground in the park, as well as café improvements, and responsible dog control as the top three reasons/suggestions for using the park more often or staying for longer. The majority of respondents also indicate the need for designated cycle/footpaths, and express concerns about multiple dog walking, and dog fouling.

As a result of the survey, 82 people have kindly provided their names and contact information for future volunteering opportunities. Overall, the Nonsuch Park Visitor Survey is very positive with a few developmental areas identified.