

GROUNDWORK REPORT

Hanley Park

A Participatory Consultation with the Users of Hanley Park

Summer 2010

Why it was done

The overall aim of the community consultation was to carry out detailed interviews with the users of Hanley Park to establish why they use the Park and how they think it could be improved. We also observed levels of activity in the park allowing us to create baseline user data. The secondary aim was to identify participants who were interested in being kept informed about any developments within the park and may want to undertake training in community research in the future.

This information could be used to support future bids to fund any identified improvements or activities

How it was done

- Interviews with the park users – Visitor Survey
- Headcounts
- Observation walks
- 'On the One Hand' tool
 - Using two cut outs of hands we asked people to put positive things about the park on one hand and on the other things which they felt were negative.
- Wish list
 - We asked people to think what they would do within the park if money was no object.
- 'Planning for Real'
- Pie chart
- Ranking line

Over 800 people were either observed or interviewed.

People from every age group visited the park during the time the consultation was done.

Nearly 80% were aged 20-44.

About half the park users were white and half non-white.

What we found out

- Hanley Park is a well respected park, which is given a score of 8 for its overall quality on a scale of 1 to 10 (1 – Poor, 10 – Excellent). One respondent described it as her 'garden'.
 - It is visited for a variety of reasons and activities including:
 - Walking
 - Physical activities (sports)
 - Cycling/ Skateboarding
 - Relaxing
 - Playing
 - Fishing
 - For its value as a green space
 - It is used by a wide range of age groups and mixed ethnic groups as seen on the observational walks; however this was not reflected in the sample surveyed.
 - 53% of the people surveyed visit the park at least once a week, with 20% visiting daily.
 - The majority of visitors travel a short distance taking 0-5 minutes, however it does attract people from further away, and this is particularly true when people attend events in the park, reflected by those surveyed at the Common Ground Arts Event.
 - People travel to the park in a variety of ways, possibly unusually the majority of people travel by car to the site (37%), followed by walking to the park (35%).
 - People feel that the Park makes a meaningful contribution to:
 - Nature and wildlife, and is managed in an environmentally friendly way
 - Local Heritage
 - This contribution is reflected in the desire to see improvements to the Pavilion (71%).
 - People feel that Hanley Park is not celebrated or promoted as well as it could be.
 - The public toilets are also a top priority (71%) for those surveyed when considering improvements within the park.
 - People seem happy with the quality of the children's play facilities, which may be a reflection of the investment made recently into these facilities.
 - When questioned about things which could improve the park, the top two ideas were:
 - Cafe/ Visitor Centre – 12.5%
 - More staffing within the park – 11%
- The desire for more staffing within the park, reflects the issues with anti-social behaviour and the fact that a number of individuals commented on how they felt unsafe in the park, this was heightened after dark.
- There is interest in an event and activity programme within the park, particularly nature and wildlife themed activities (11%).
 - This interest was supported by the positive responses to the final questions:
 - Would you like to become involved in a Hanley Park 'friends' group? 37%
 - Would you like to take part in further consultation about Hanley Park? 55%
 - Would you like to be kept informed about events and activities in parks and open spaces in Stoke-in-Trent? 53%

Groundwork West Midlands
(Stoke-on-Trent and Staffordshire)
Albany Works, Moorland Road,
Stoke-on-Trent, ST6 1EB

Telephone 01782 829900
marie.powell@groundwork.org.uk
www.westmidlands.groundwork.org.uk

