

Executive Summary

The success of Yardstick™ and the changes to the way we plan and measure performance of our asset provision has led some local authorities and parks agencies to investigate various ways of identifying both user and non user desires and assessment of parks provision and levels of service.

The ParkCheck project is based around the establishment of a series of core questions developed centrally through a technical group. The questions were designed to identify the importance of specific park services and amenities to participating respondents then measure the degree of satisfaction respondents had with these services and amenities of the park in question. Nine generic importance and satisfaction questions were agreed upon as follows in Table 1:

Table 1 Nine Survey Core Questions

1. Gardens and Trees	2. Children's playgrounds	3. Seats and tables
4. Toilets	5. Sport surfaces	6. Cleanliness
7. Grass maintenance	8. Paths and tracks	9. Shade.

Two questions were asked of the respondents in relation to the nine areas above:

1. HOW IMPORTANT are the following facilities to you using the scale provided?
2. HOW SATISFIED are you with the condition and quality of the facilities using the scale provided?

In addition to the nine questions above, authorities were given the opportunity to insert two of their own optional questions. Each member organisation identified all its accessible existing parks and split these into the four categories of Destination Park, Neighbourhood Park, Sports Ground and Other. A selection of parks was randomly selected to research in the project.

A total of 1275 completed surveys were collected over the six week period by the six participating authorities. The conclusions to the research are as follow:

In Relation to Destination Parks;

- Overall park users are satisfied with gardens and trees, Grass Maintenance and Paths and Tracks
- Some difference between importance and satisfaction exists across authorities in Children's Playgrounds and shade
- There is a gap between expectations and service delivery with the provision of Seats and Tables, Toilets, and Cleanliness
- In all instances service delivery exceeds expectations in the area of Sports Surfaces.

In Relation to Neighbourhood Parks;

- Overall park users are satisfied with the level of Sports Surfaces and Paths and Tracks provided in Neighbourhood parks
- There is a gap between expectations and service delivery with Gardens and Trees, Children's Playground, Seats and Tables, Toilets, Cleanliness, Grass Maintenance and Shade. Neighbourhood Park users want an improvement these areas.

In Relation to Sports Parks;

- Some difference between importance and satisfaction exists across all authorities in Gardens and Trees, Children's Playgrounds and Sports Surfaces
- There is a gap between expectations and service delivery with Seats and Tables, Toilets and shade. Park users want an improvement in this area
- Some difference between importance and satisfaction exists across most authorities in Cleanliness, Grass Maintenance and Paths and Tracks.

In Relation to Other Parks;

- There is a gap between expectations and service delivery in Gardens and Trees, Seats and Tables and Toilets. Park users want some improvement in these areas.
- There are minor differences between importance and satisfaction exists across authorities in Sports Surfaces, Cleanliness, Grass Maintenance, Paths and Tracks, Shade and Children's Playground. Park users want a minor improvement in these areas.

Methodology & Project Background

Project Background

Introduction

The success of Yardstick and the changes to the way we plan and measure performance of our asset provision has led some local authorities and parks agencies to investigate various ways of identifying both user and non user desires and assessment of parks provision and levels of service.

The ParkCheck concept and basic methodology was developed by Chris Rutherford of Prophet IAM Ltd in association with Stephen Bunting of Hastings District Council and later supported by a technical group of parks officers.

The ParkCheck pilot has been run in close association with SIL Research, who have provided a number of specific inputs to the project to ensure that the results are credible and in keeping with required market research business practice.

Objectives

Parks managers need information to enable them to manage substantial assets, daily, in accordance with the communities' desires, to ensure operational efficiencies and plan for long-term sustainable asset maintenance and investment.

Yardstick generally provides quantitative information while ParkCheck is intended to provide the qualitative information.

The LTCCP encourages a greater emphasis on stating what a Council has to do in terms of "community outcomes" and one of the ways to test this is through good performance measures followed by effective monitoring of those performance measures to determine if the outcomes are actually being achieved.

Therefore objectives for surveying users to gather this type of information include:

- To influence resource allocation and budget setting
- To inform and make choices between competing priorities
- To assist in setting customer based service levels
- To drive asset management planning
- To measure how well we are doing
- To assist in setting and measuring performance measures
- To enable interaction with the customer, and not least
- To assist in meeting LGA 2002 compliance by being able to measure outcomes as defined in the LTCCP.

Technical Group

An industry Technical Group has overseen the pilot project in 2006.

The Technical Group is:

Stephen Bunting (Hastings DC) - Chairperson
Charles Foulds (Palmerston North City)
Alison Ellery (Rotorua DC)
Terry McMillan (Gisborne DC)
Eric Sim (Wanganui DC)
John Rich (Thames Coromandel DC)

Project Partners/Consultants

Chris Rutherford (Prophet IAM Ltd)
Brian Milne (Prophet IAM Ltd)
Jayson Kelly (Prophet IAM Ltd)
Virgil Troy (SIL Research Ltd)

Following the pilot project and assuming that the project continues the technical group will meet annually to review and adjust questions and provide feed back on the report formats. It is expected 70% of the questions will remain predominantly the same over a period of years to enable trend type information and improved performance to be measured. Members will be able to request "annual" questions that will be considered for inclusion.

ParkCheck Tool Box

An information pack was released to member organisations that included:

- Agreement to be signed and returned to project manager to confirm that information has been read and conditions of membership are to be complied with
- Guidelines for undertaking survey on site
- Process for identifying "random" parks of each park category type
- Project information sheet to hand out to park users
- Answer flip charts
- Name badge format
- Annual questionnaire.

Questionnaire

The project is based around the establishment of a series of core questions that were developed centrally through the technical group. It is likely, in future, that questions will be limited to an agreed maximum number which can be asked comfortably in a typical timeframe of 5 to 8 minutes on site.

The questionnaires have been completed in hard copy format, numbered and returned to the project manager upon completion. The data collected has been entered, via a web page into the project data base generally at the conclusion of each day's collection.

On site Survey Time of Year

The annual question book will be released in a hard copy format by December each year and the surveys undertaken between January and February each year (Monday 9 January and Friday 17 February 2006).

Audits of completed questionnaires

One of the requirements of participation in the project was that a % of the completed questionnaires will be audited. Each member organisation was required to identify a project auditor who was a different person from those undertaking the on site surveys. The auditor was provided with a few specific questions that were asked by telephone of those who responded to the questions. Random samples of 10% of the total interviewed were contacted as part of the audit and this was completed during the process of interviews not at final conclusion of the process.

Training for Survey

Each member organisation was provided with user survey training. The training undertaken by the project manager's team was offered on the member site, and collectively at a technical group meeting in Hastings.

Who undertook surveying

Participating organisations arranged to undertake the user surveys directly and in this regard any one or combination of the following approaches were adopted.

- Summer students
- Ranger or Parks staff
- Organisation customer services staff
- Contractor

Park Categories

Each member organisation identified all its accessible existing parks and split these into the four categories of Destination Park, Neighbourhood Park, Sports Ground and Other.

1. Destination Park – Likely to be the “major” reserve in the area it is located. Residents and visitors are likely to be willing to travel to, and, from the community that they live in to access the reserve. The reserve may enjoy a particular advantageous location (such as river edge) or have recreational assets of a higher quality than a local or neighbourhood reserve. It is likely that a Destination reserve will have a mix of “special location” and appealing recreational assets together with providing a high amenity value through landscape features and planting. Quality toilets, regional scale playground, well-maintained amenity planting, paths, lighting, family picnic facilities (barbecue, picnic tables etc) and developed car parking facilities are all likely to be provided.
2. Neighbourhood Park - A developed urban reserve designed for ease of pedestrian access. The reserve will be easily accessible. The reserve is likely to be well maintained, free draining, have flat or gently undulating grassed areas, be safe and provide an attractive welcoming ambiance to the immediate local community. Neighbourhood reserves may host children’s play equipment, seating, amenity lighting, paths and attractive amenity planting.
3. Sports Ground - A sports ground is a reserve that is designed for, and used for, organised sport. The reserve is likely to have formally maintained sports turf for a mixture of winter and/or summer sport. The sports turf areas are likely to be maintained to an appropriate standard for the sports code use. Toilets, changing facilities and car parking are likely to be available and some reserves may have resident sports club facilities.
4. Other - This category incorporates other parcels of reserve that don’t fit into the categories above. It could include camp grounds, cemeteries, esplanade reserve or walkways.

It is acknowledged that some parks may contain elements of more than one of the park categories however the member will need to identify the most suitable category.

Any parks which are not accessible were not included in the survey.

Members provided a list, in .xls format, of its accessible parks by category. The project manager, using a random sampler, selected the sites to be surveyed for the categories of Neighbourhood, Sports field and Other Parks and advised each member organisation of the selected parks. All Destination Parks were surveyed (it was assumed that on average there were 3 or less Destination Parks for each organisation)

Number of surveys to be completed

The intention of the project was to provide a level of confidence of 95% for the entire group findings as a representation of the parks that were surveyed.

Each member organisation was required to undertake the following:

Table 2 Number of Surveys to be completed

Destination Park	30 surveys per park
Neighbourhood Park	30 surveys across category
Sports field	30 surveys across category
Other	30 surveys across category

As presented in Table 2, assuming that a member had 3 Destination Parks this would amount to a total survey number of 180 surveys. The project is costed on the basis of 180 returns per member.

Members were able to undertake a greater number of surveys and a separate additional cost was negotiated to process the extra surveys.

“Pet” Parks

Where a member wished to survey a particular park (excluding Destination Parks as these are all surveyed), they used the standard survey format and completed their own survey the results of which were submitted to the project manager and recorded as pet parks.

Standard Deviation

Standard deviation was used as a measure of the degree to which respondents provided similar or dissimilar responses. Therefore, as presented in Table 3 Standard Deviation Example: Overall Satisfaction by Authority below, the standard deviation of respondents rating less than one means that most respondents gave similar ratings that were very close to the mean (average) score.

Table 3 Standard Deviation Example: Overall Satisfaction by Authority

Authority	Mean	Sample Size	Std. Deviation
Thames Coromandel District	4.14	238	.604
Palmerston North City Council	4.26	186	.658
Wanganui District Council	4.10	181	.857
Rotorua District Council	4.49	180	.664
Hastings District Council	4.25	177	.644
Gisborne District Council	3.99	307	.563
Total	4.18	1269	.676

Return of Questionnaires

Each member organisation made a return of all the completed questionnaires to the project manager including a completed record of the audits undertaken by the appointed date (Friday 17 February 2006).

SIL Research reviewed and checked the quality of the surveys and matched these hard copy records with those electronic submissions made via the web page directly into the data base.

Report

The report in a format that can be presented to Senior Managers, Councillors or Trust Boards is to be prepared and released to members and the wider industry by May 2006.

Membership

Continuity of membership will enable the project to be sustainable and provide confidence in the validity of information gathered over a period of years. It will also provide the ability to benchmark from previous years. Membership will be invited again from mid 2006 assuming the pilot project is successful and is seen to be sustainable. Membership will be open to all parks providers including Councils, DoC, Trusts and private park owners.

Costs

The costs for membership in 2007 are \$4,500 + gst per annum for three years of membership or \$5,000 + gst for a single year of membership for the standard 180 user surveys.

Further information / comments

If you are interested in this project and would like to be kept informed of progress please register an interest through contacting one of the Prophet team:

Jayson Kelly (Dunedin)
Brian Milne (Christchurch)
Chris Rutherford (Tauranga)

jayson@prophetiam.com
brian@prophetiam.com
chris@prophetiam.com

Conclusions

The conclusions section presents a summary result by park type. It compares each area researched by authority.

Destination Parks

- **Gardens and Trees:** Overall park users are satisfied with gardens and trees at destination parks
- **Children's Playground:** Some difference between importance and satisfaction exists across most authorities in this area
- **Seats and Tables:** In all instances there is a gap between expectations and service delivery. Park users want more seats and tables
- **Toilets:** In all instances there is a gap between expectations and service delivery. Park users want an improvement in toilets at destination parks.
- **Sports Surfaces:** In all instances service delivery exceeds expectations
- **Cleanliness:** In all instances there is a gap between expectations and service delivery. Park users want an improvement in cleanliness at destination parks.
- **Grass Maintenance:** Overall park users are satisfied with the level of grass maintenance
- **Paths and Tracks:** Overall park users are satisfied with the level of paths and tracks
- **Shade:** A minor difference between importance and satisfaction exists across authorities in this area. Some users would like a little more shade in destination parks.

Neighbourhood Parks

- **Gardens and Trees:** In all instances there is a gap between expectations and service delivery. Park users want an improvement in Gardens and Trees at neighbourhood parks
- **Children's Playground:** In all instances there is a gap between expectations and service delivery. Park users want an improvement in Children's Playground at neighbourhood parks
- **Seats and Tables:** In all instances there is a gap between expectations and service delivery. Park users want an improvement in Seats and Tables at neighbourhood parks
- **Toilets:** In most instances there is a gap between expectations and service delivery. Park users want an improvement in Toilets at neighbourhood parks.
- **Sports Surfaces:** Overall park users are satisfied with the level of Sports Surfaces
- **Cleanliness:** In all instances there is a gap between expectations and service delivery. Park users want an improvement in Cleanliness at neighbourhood parks.
- **Grass Maintenance:** In most instances there is a gap between expectations and service delivery. Park users want an improvement in Grass Maintenance at neighbourhood parks
- **Paths and Tracks:** Overall park users are satisfied with the level of Paths and Tracks
- **Shade:** In all instances there is a gap between expectations and service delivery. Park users want an improvement in Shade at neighbourhood parks.

Sports Parks

- **Gardens and Trees:** some difference between importance and satisfaction exists across all authorities in this area
- **Children's Playgrounds:** Some difference between importance and satisfaction exists across all authorities in this area
- **Seats and Tables:** In all instances there is a gap between expectations and service delivery. Park users want an improvement in this area
- **Toilets:** In all instances there is a gap between expectations and service delivery. Park users want an improvement in this area
- **Sports Surfaces:** Some difference between importance and satisfaction exists across most authorities in this area
- **Cleanliness:** Some difference between importance and satisfaction exists across most authorities in this area
- **Grass Maintenance:** Some difference between importance and satisfaction exists across some authorities in this area
- **Paths and Tracks:** Some difference between importance and satisfaction exists within some authorities in this area

- **Shade:** In all instances there is a gap between expectations and service delivery. Park users want an improvement in this area.

Other Parks

- **Gardens and Trees:** In all instances there is a small gap between expectations and service delivery. Park users want some improvement in this area.
- **Children's Playground:** Some difference between importance and satisfaction exists among some authorities in this area
- **Seats and Tables:** In all instances there is a gap between expectations and service delivery. Park users want an improvement in this area
- **Toilets:** In all instances there is a gap between expectations and service delivery. Park users want an improvement in this area
- **Sports Surfaces:** Some minor difference between importance and satisfaction exists across all authorities in this area
- **Cleanliness:** In all instances there is a small gap between expectations and service delivery. Park users want a minor improvement in this area.
- **Grass Maintenance:** Some minor difference between importance and satisfaction exists across all authorities in this area.
- **Paths and Tracks:** Some minor difference between importance and satisfaction exists across all authorities in this area
- **Shade:** Some difference between importance and satisfaction exists across all authorities in this area.

Park Activities

Park activities by park type are presented in the charts below. Chart 1 below presents the frequency each activity was reported. In response to the question “what are you planning to do (or what have you done) in the park today” the following charts reflect the responses given. People were able to identify more than one activity that they undertook at the park during their visit. Supervision of children followed by Picnic and BBQ activities were mentioned the most. Other activities are broken down into common groups and are presented in Chart 2.

Chart 1 Destination Park Activities

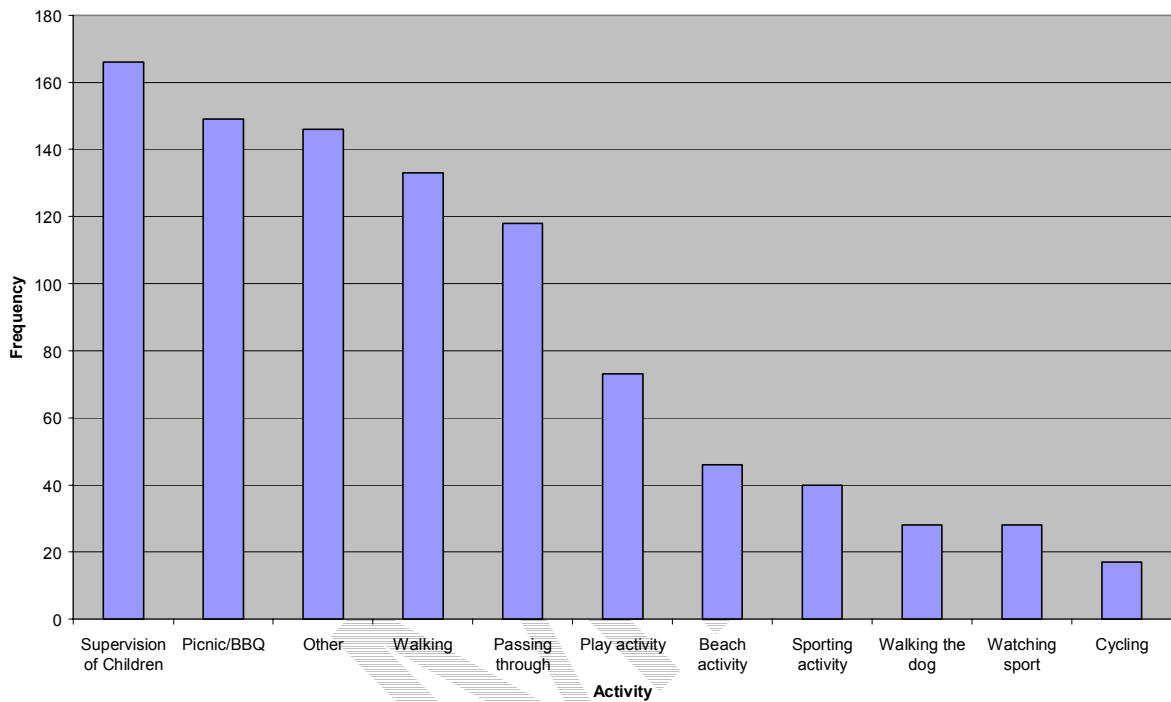


Chart 2 Destination Park "Other Activities"

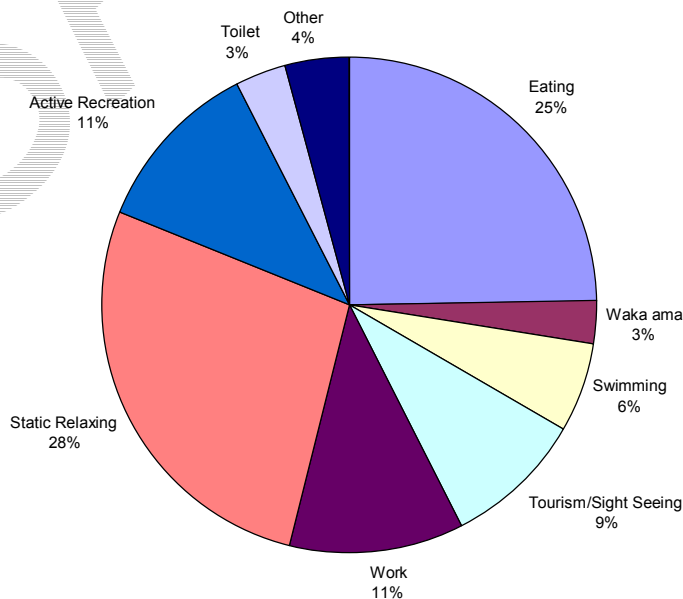


Chart 3 below presents the frequency each activity was reported. In response to the question “what are you planning to do (or what have you done) in the park today” the following charts reflect the responses given. People were able to identify more than one activity that they undertook at the park during their visit. Supervision of children followed by passing through and walking activities were mentioned the most. Other activities are broken down into common groups and are presented in Chart 4

Chart 3 Neighbourhood Park Activities

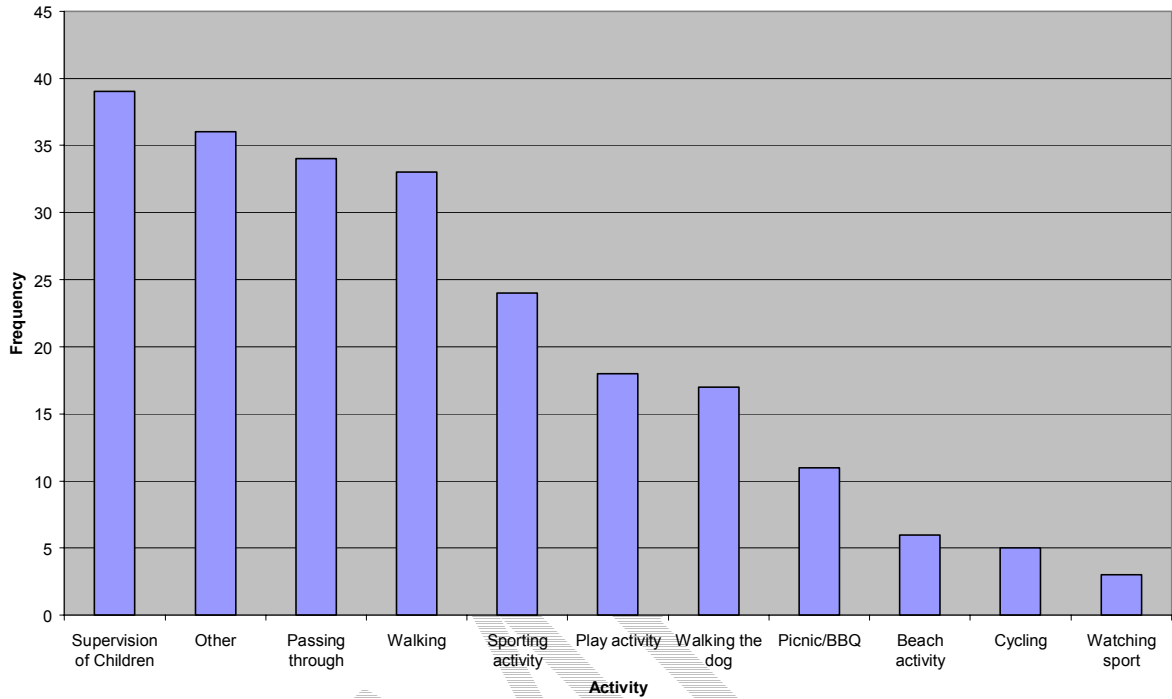
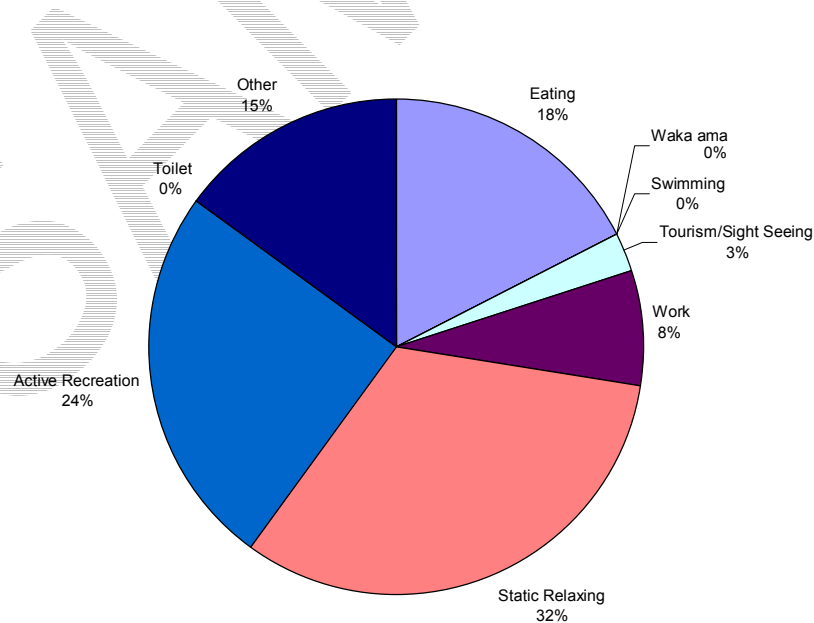
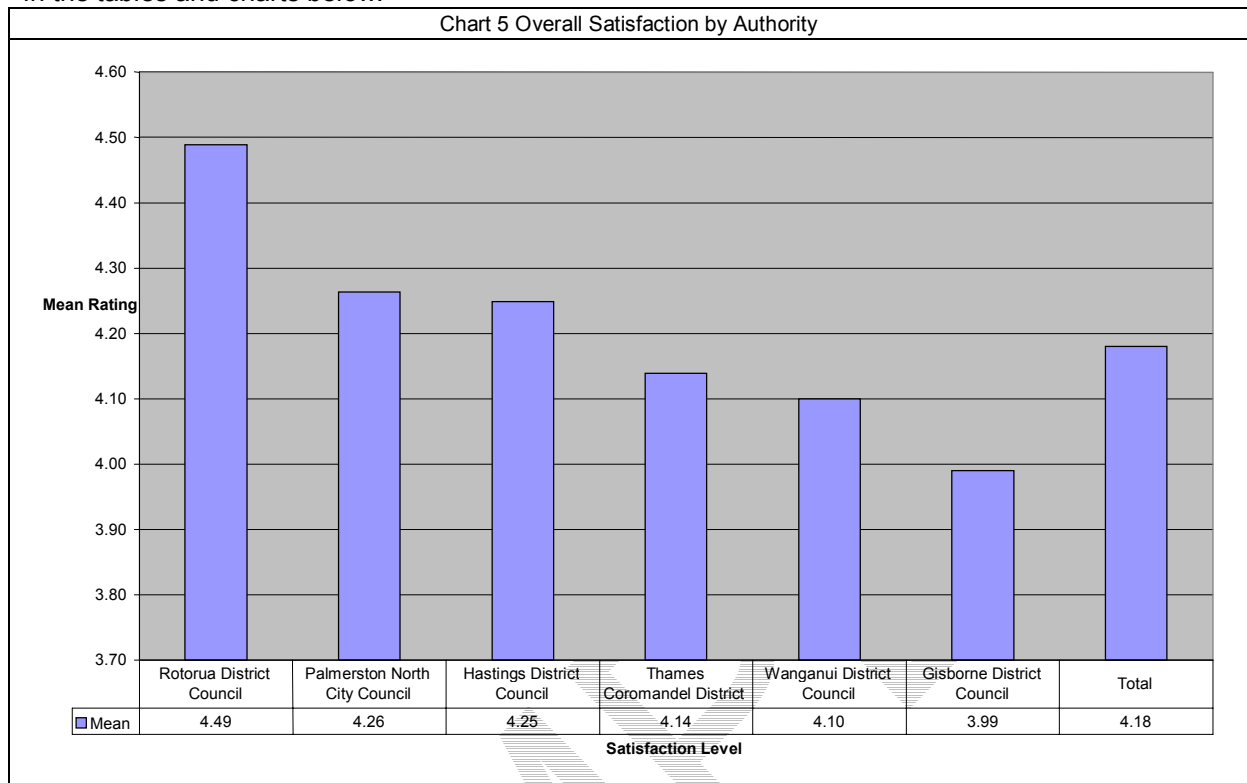


Chart 4 Neighbourhood Park "Other Activities"



Comparative findings

Overall Satisfaction of all respondents by authority, park type and park type by authority are presented in the tables and charts below.

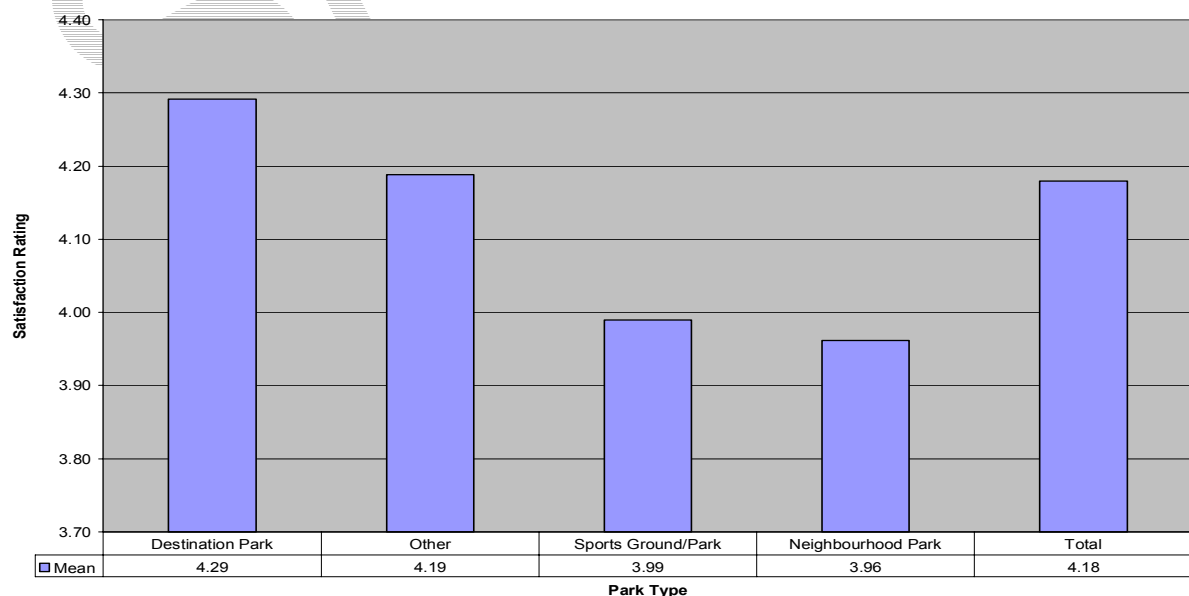


As presented in Table 4 below, the standard deviation of respondents rating is less than one which means that most respondents gave similar ratings that were very close to the mean score.

Table 4 Overall Satisfaction by Authority

Authority	Mean	Sample Size	Std. Deviation
Thames Coromandel District	4.14	238	.604
Palmerston North City Council	4.26	186	.658
Wanganui District Council	4.10	181	.857
Rotorua District Council	4.49	180	.664
Hastings District Council	4.25	177	.644
Gisborne District Council	3.99	307	.563
Total	4.18	1269	.676

Chart 6 Overall Satisfaction by Park Type



Neighbourhood Parks

Chart 7 below presented the findings of the Gardens and Trees in Neighbourhood Parks. Some difference between importance and satisfaction exists across all authorities in this area. In all instances there is a gap between expectations and service delivery. Park users want an improvement in Gardens and Trees at neighbourhood parks.

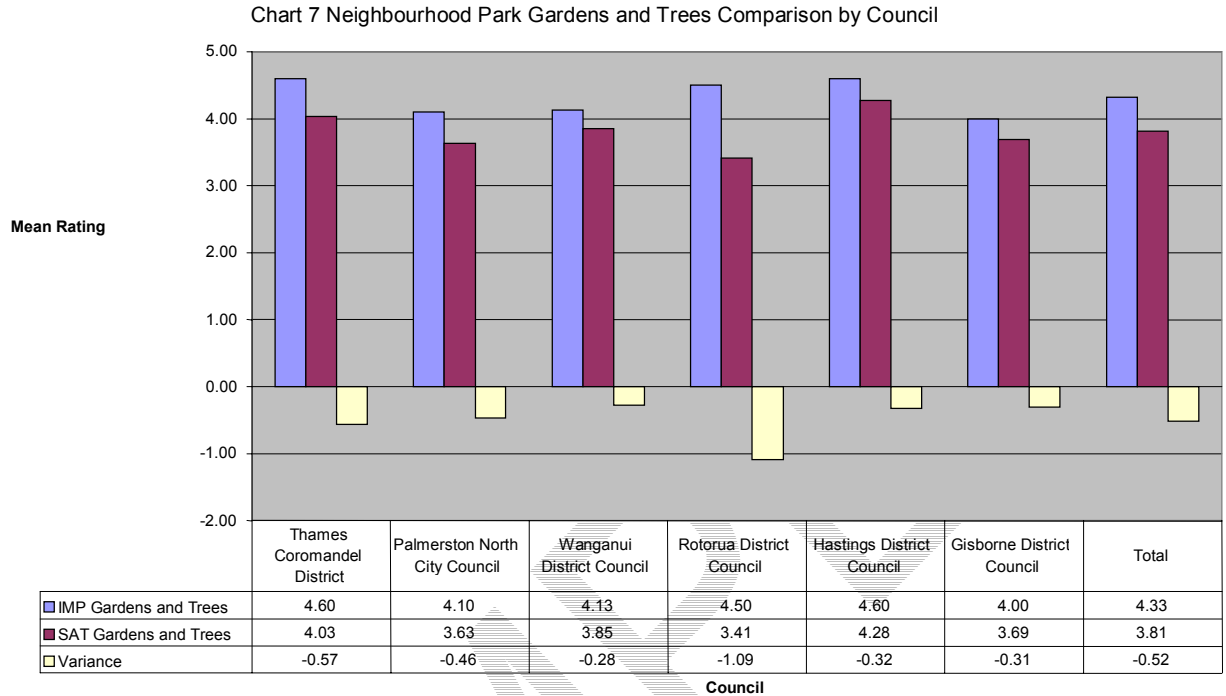


Chart 8 below presented the findings of the Children's Playground in Neighbourhood Parks. Some difference between importance and satisfaction exists across all authorities in this area. In all instances there is a gap between expectations and service delivery. Park users want an improvement in Children's Playground at neighbourhood parks.

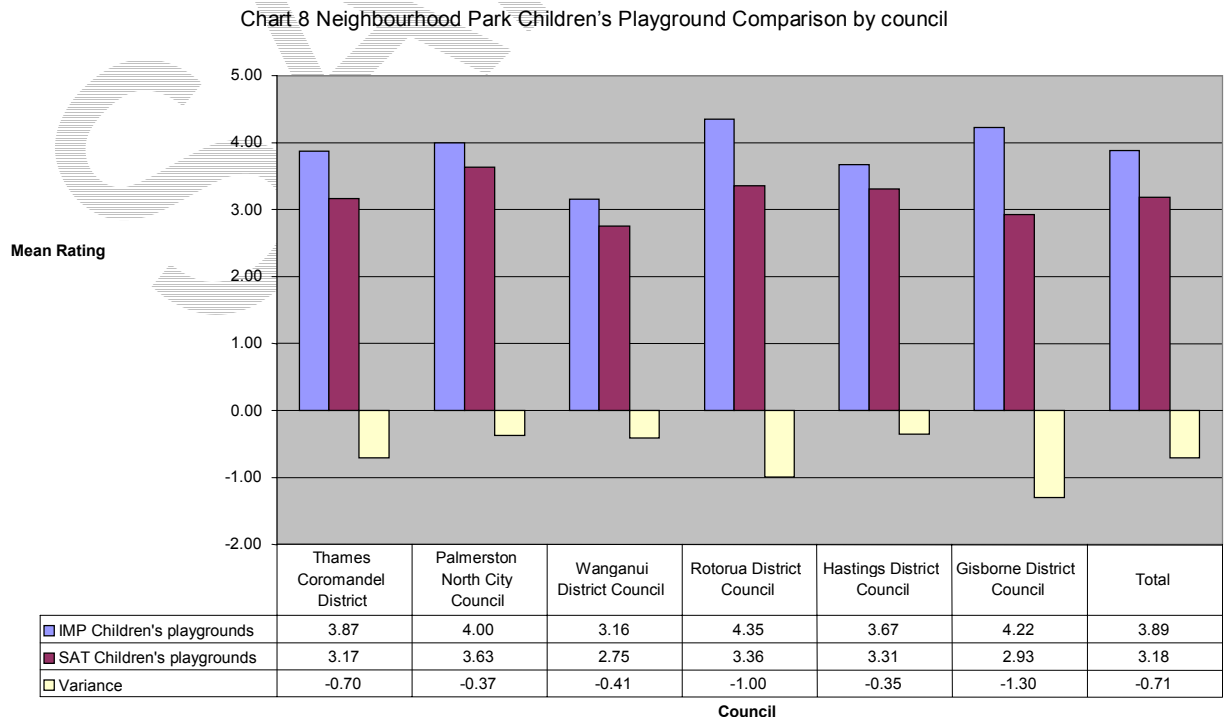


Chart 9 below presented the findings of the Seats and Tables in Neighbourhood Parks. Some difference between importance and satisfaction exists across all authorities in this area. In all instances there is a gap between expectations and service delivery. Park users want an improvement in Seats and Tables at neighbourhood parks.

Chart 9 Neighbourhood Park Seats and Tables Comparison by Council

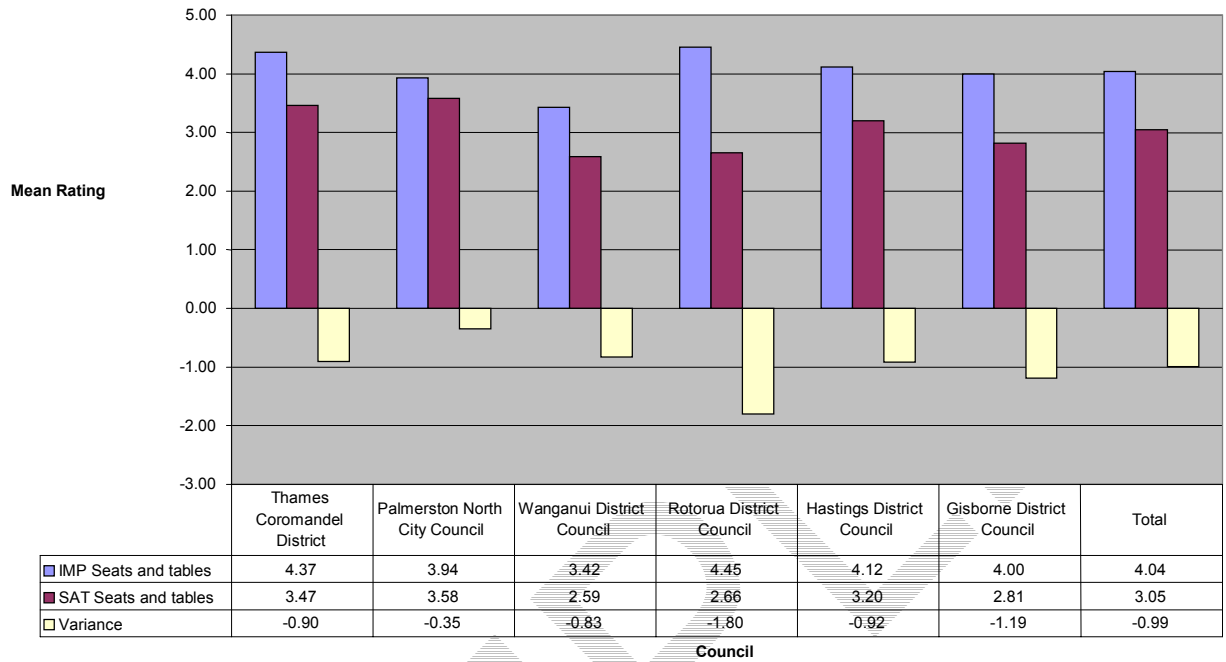


Chart 10 below presented the findings of the Toilets in Neighbourhood Parks. Some difference between importance and satisfaction exists across all authorities in this area. In most instances there is a gap between expectations and service delivery. Park users want an improvement in Toilets at neighbourhood parks.

Chart 10 Neighbourhood Park Toilets Comparison by Council



Chart 11 below presented the findings of the Sports Surfaces in Neighbourhood Parks. Little difference between importance and satisfaction exists across all authorities in this area. Overall park users are satisfied with the level of Sports Surfaces.

Chart 11 Neighbourhood Park Sports Surfaces Comparison by Council

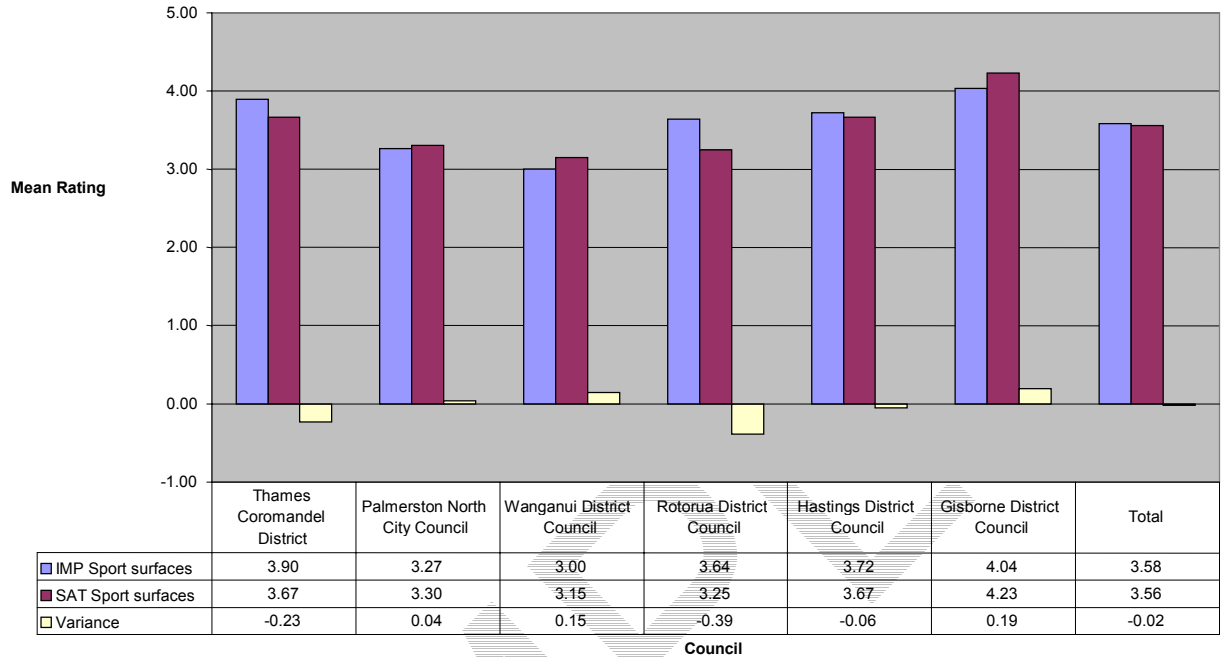


Chart 12 below presented the findings of the Cleanliness in Neighbourhood Parks. Some difference between importance and satisfaction exists across all authorities in this area. In all instances there is a gap between expectations and service delivery. Park users want an improvement in Cleanliness at neighbourhood parks.

Chart 12 Neighbourhood Park Cleanliness Comparisons by Council

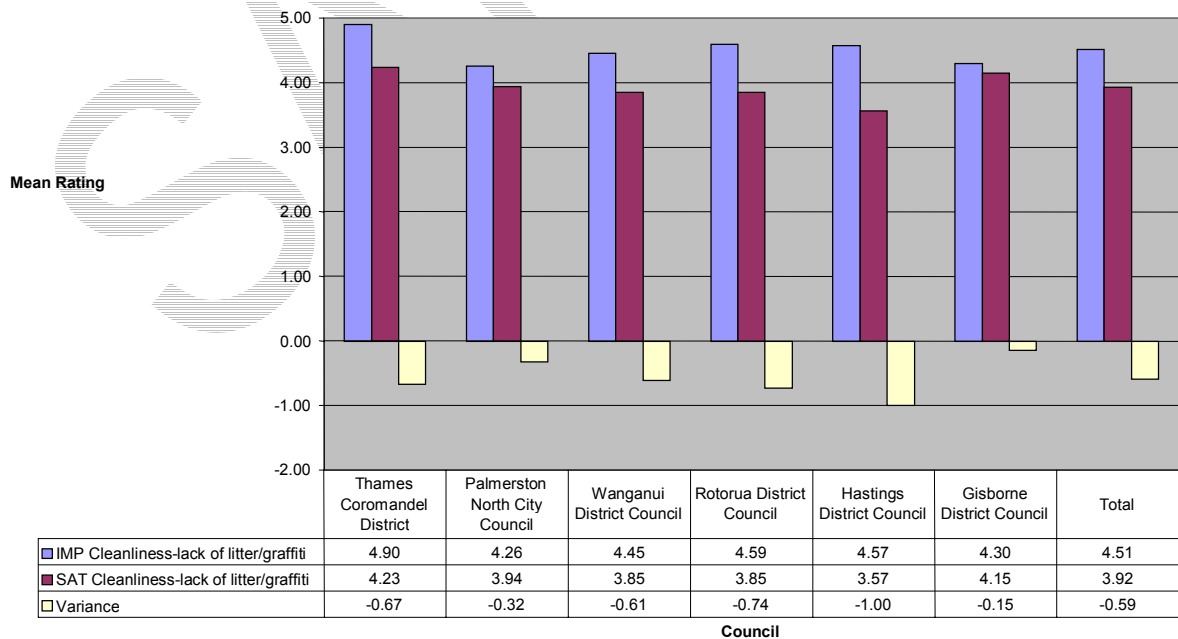


Chart 13 below presented the findings of the Grass Maintenance in Neighbourhood Parks. Some difference between importance and satisfaction exists across all authorities in this area. In most instances there is a gap between expectations and service delivery. Park users want an improvement in Grass Maintenance at neighbourhood parks.

Chart 13 Neighbourhood Park Grass Maintenance Comparisons by Council

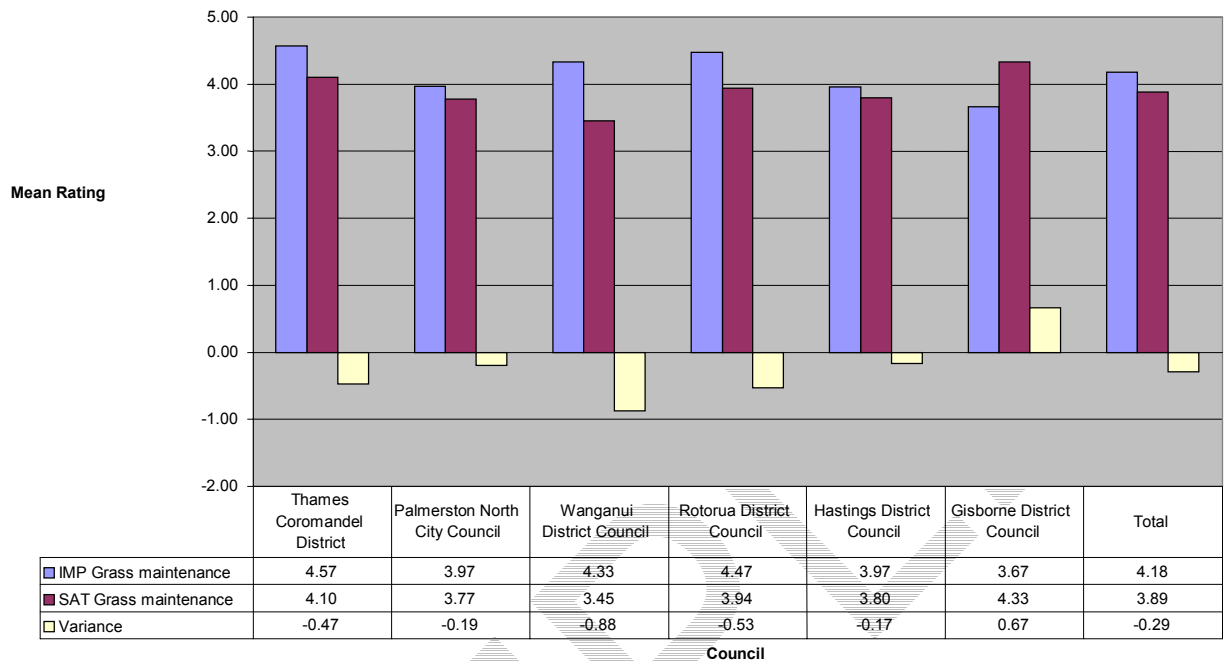


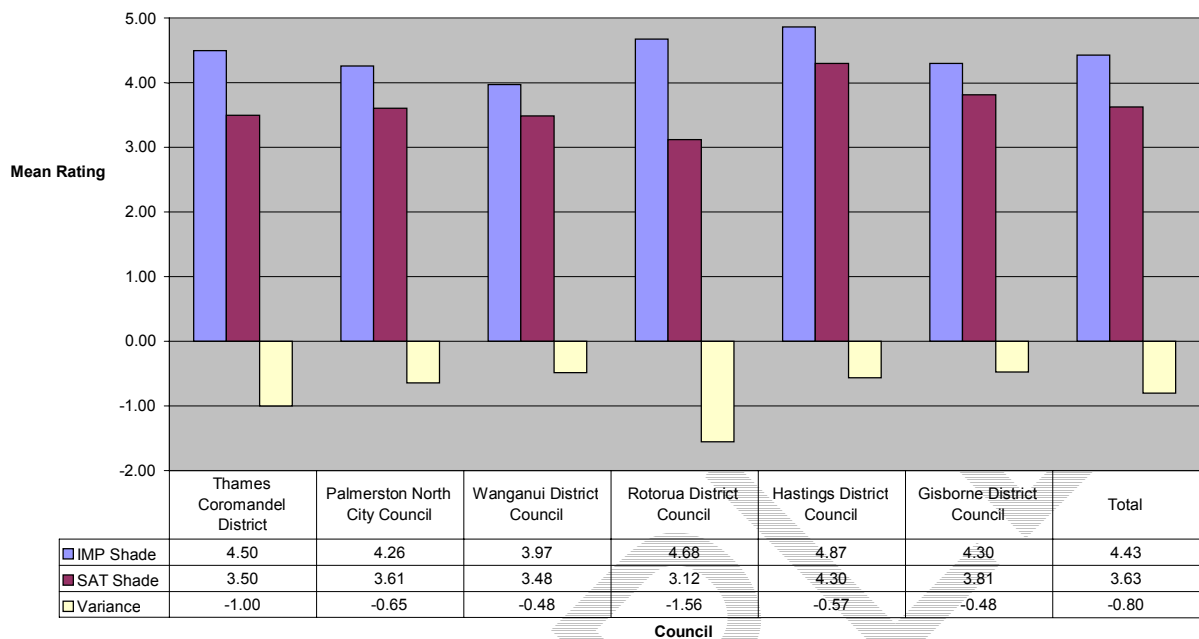
Chart 14 below presented the findings of the Paths and Tracks in Neighbourhood Parks. Little difference between importance and satisfaction exists across all authorities in this area. Overall park users are satisfied with the level of Paths and Tracks.

Chart 14 Neighbourhood Park Paths and Tracks Comparison by Council



Chart 15 below presented the importance of and satisfaction with Shade in Neighbourhood Parks. Some difference between importance and satisfaction exists across all authorities in this area. In all instances there is a gap between expectations and service delivery. Park users want an improvement in Shade at neighbourhood parks.

Chart 15 Neighbourhood Park Shade Comparisons by Council



Sports Parks

Chart 16 Sports Grounds Toilets Comparison by Council

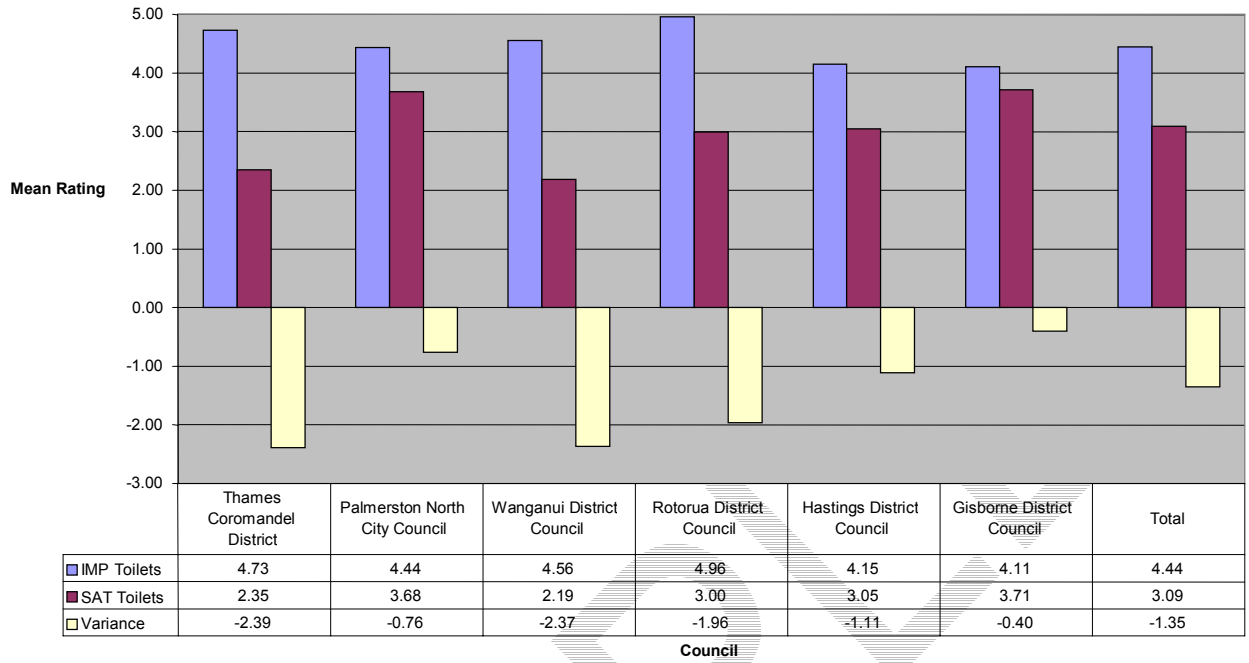


Chart 17 below presented the findings of the Sports Surfaces in Sports Parks. Some difference between importance and satisfaction exists across most authorities in this area.

Chart 17 Sports Grounds Sports Surfaces Comparison by Council

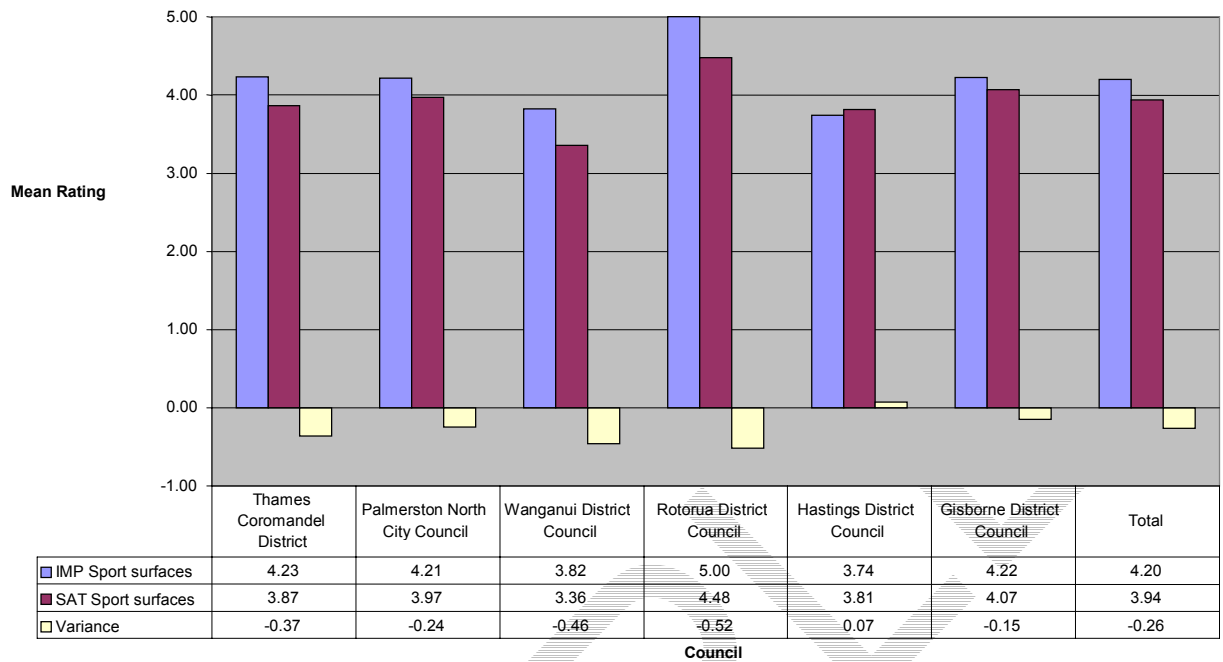
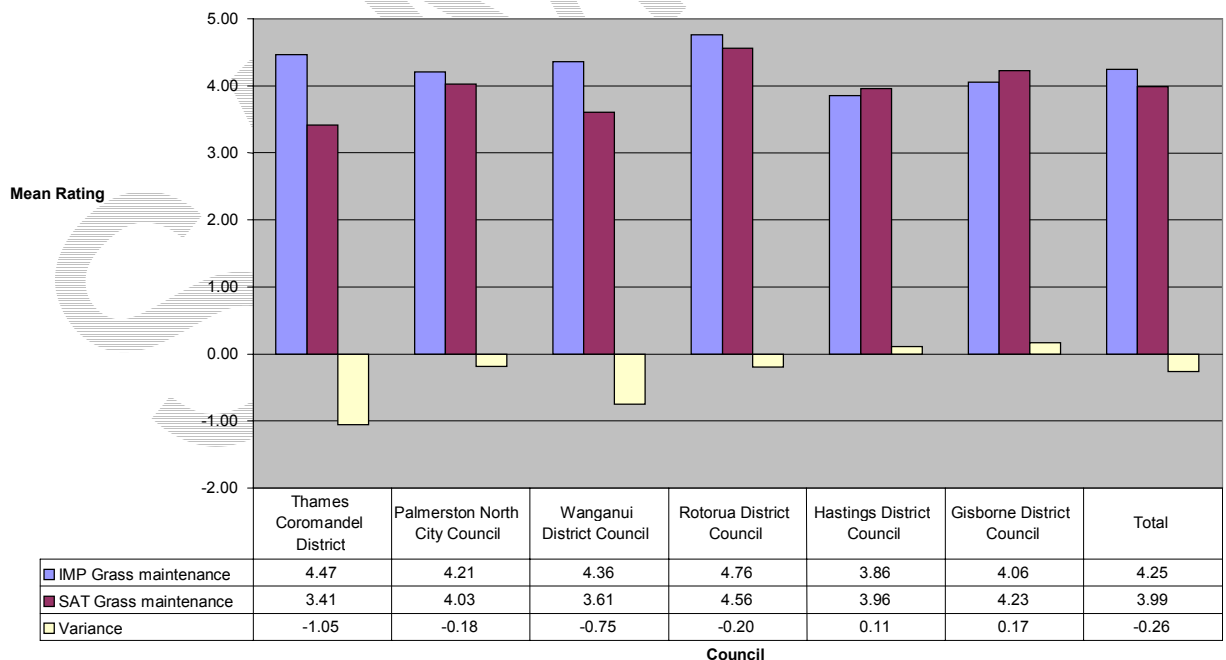


Chart 18 below presented the findings of the Grass Maintenance in Sports Parks. Some difference between importance and satisfaction exists across some authorities in this area.

Chart 18 Sports Grounds Grass Maintenance Comparison by Council



Hastings District Council

Specific findings based on the Hastings District Council data will now be presented. First an overview of the survey period weather conditions will be presented graphically, followed by visitor frequency table, then the importance and satisfaction data table. The outcomes of the destination parks data will be presented in tables followed by a graph of satisfaction levels per park with associated variance levels.

Chart 19 Hastings Survey Weather

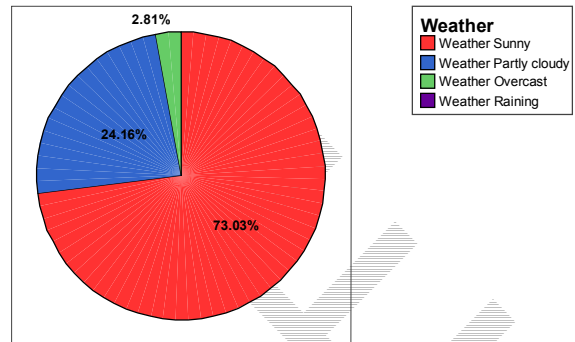


Chart 19 on the right presents the weather conditions present when running the Hastings District Council ParkCheck survey.

As presented in the chart Weather was sunny 73.03%, partly cloudy 24.16% and overcast 3.81%.

Table x below presents visitor frequency based on park type, highest 1-7 day usage occurred in Sports parks followed by neighbourhood parks.

Table 5 Hastings Parks Visitor Frequency (%)

	Destination Park	Neighbourhood Park	Sports Ground/Park	Other	Total
Everyday	8.89	20.69	17.24	3.33	11.24
Several times a week	22.22	31.03	48.28	6.67	25.28
About once a week	12.22	3.45		3.33	7.30
About once a fortnight	4.44	6.90	20.69	6.67	7.87
About once a month	11.11	20.69		3.33	9.55
About 2-6 times a year	7.78			20.00	7.30
About once a year	8.89			10.00	6.18
Less than once a year				3.33	0.56
First visit	24.44	17.24	13.79	36.67	23.60
Not sure/don't know/irregular				6.67	1.12
Total	100.00	100.00	100.00	100.00	100.00

Table 6 below presents importance and satisfaction data based on park type. A 1-5 scale was used where 1=Totally Unimportant and 5=very important and 1=very dissatisfied and 5=very satisfied.

Table 6 Hastings Park Data

	Neighbourhood Park	Sports Ground/Park	Other	Destination	Total
IMP Gardens and Trees	4.60	4.35	4.65	4.69	4.62
SAT Gardens and Trees	4.28	3.88	4.04	4.40	4.24
Variance	-0.32	-0.46	-0.62	-0.29	-0.37
IMP Children's playgrounds	3.67	3.74	4.17	4.27	4.04
SAT Children's playgrounds	3.31	3.26	3.50	3.97	3.66
Variance	-0.35	-0.48	-0.67	-0.31	-0.38
IMP Seats and tables	4.12	3.22	3.85	4.27	4.02
SAT Seats and tables	3.20	2.96	3.16	3.94	3.55
Variance	-0.92	-0.26	-0.69	-0.33	-0.47
IMP Toilets	4.42	4.15	4.65	4.58	4.50
SAT Toilets	2.30	3.05	3.37	3.87	3.53
Variance	-2.12	-1.11	-1.28	-0.72	-0.98
IMP Sport surfaces	3.72	3.74		3.85	3.80
SAT Sport surfaces	3.67	3.81		4.50	4.12
Variance	-0.06	0.07	0.00	0.65	0.33
IMP Cleanliness/lack of litter/graffiti	4.57	4.47	4.79	4.80	4.70
SAT Cleanliness/lack of litter/graffiti	3.57	3.90	4.45	4.18	4.07
Variance	-1.00	-0.57	-0.34	-0.63	-0.63
IMP Grass maintenance	3.97	3.86	3.47	4.43	4.09
SAT Grass maintenance	3.80	3.96	3.43	4.40	4.05
Variance	-0.17	0.11	-0.03	-0.03	-0.03
IMP Paths and tracks	3.86	3.11	4.15	4.50	4.17
SAT Paths and tracks	3.52	3.06	3.44	4.33	3.89
Variance	-0.34	-0.06	-0.70	-0.17	-0.28
IMP Shade	4.87	4.50	4.37	4.83	4.71
SAT Shade	4.30	4.03	3.65	4.63	4.33
Variance	-0.57	-0.47	-0.72	-0.20	-0.39
Overall Satisfaction	4.10	4.00	4.14	4.41	4.25

Hastings respondent gender, ethnicity, age groups resident location and time to walk to park (if local) are presented in the charts and tables below.

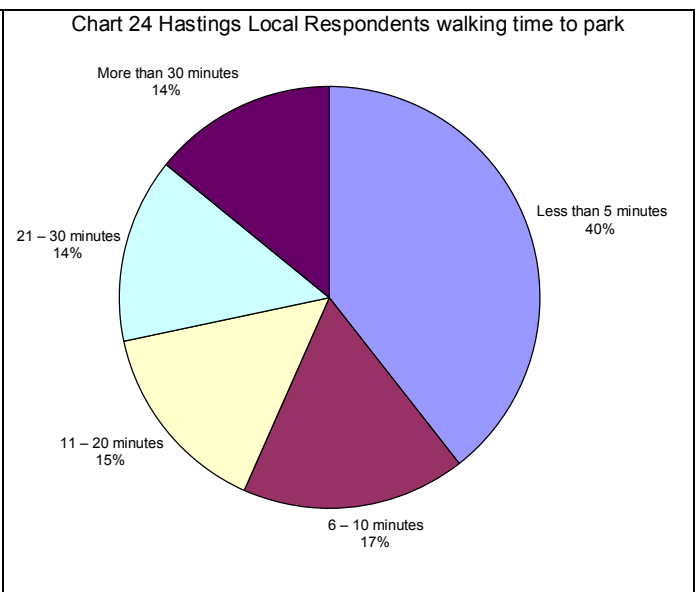
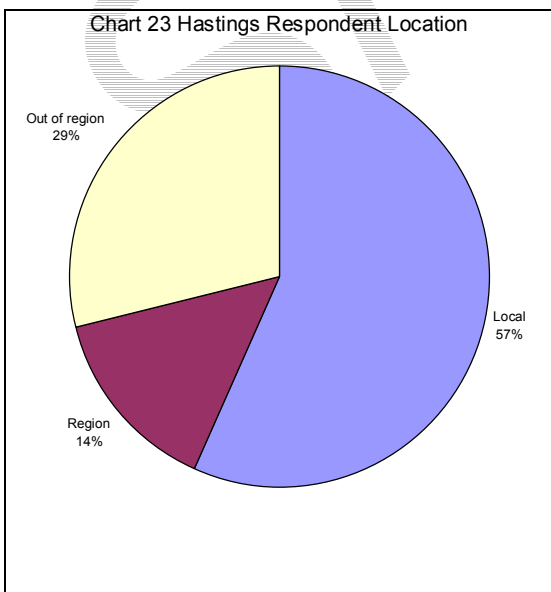
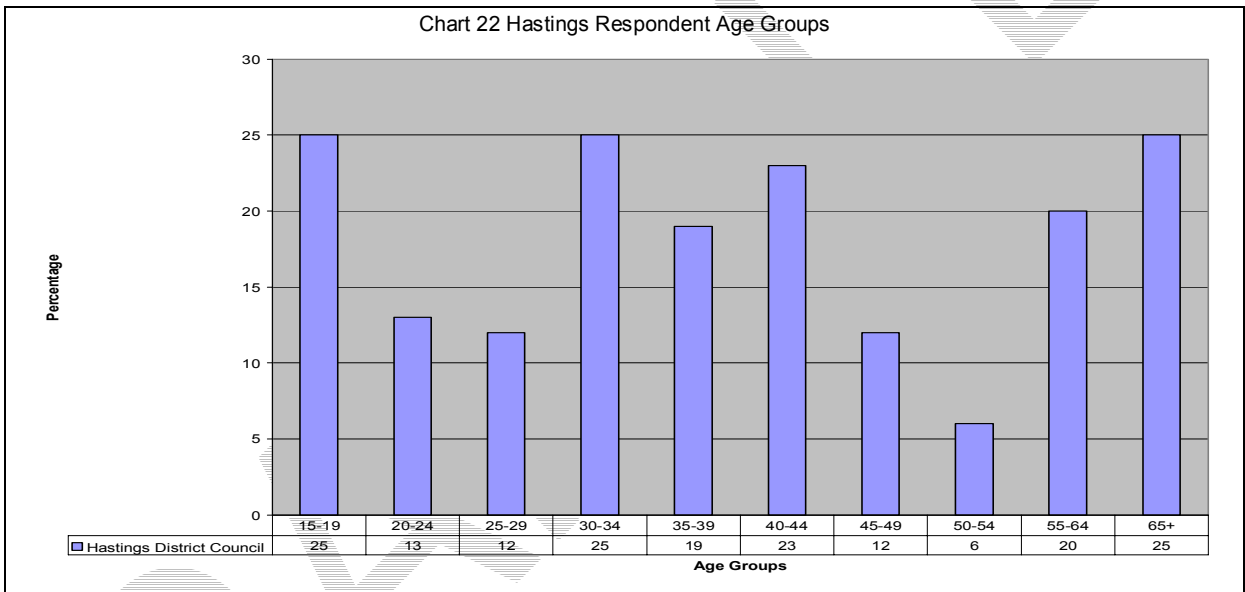
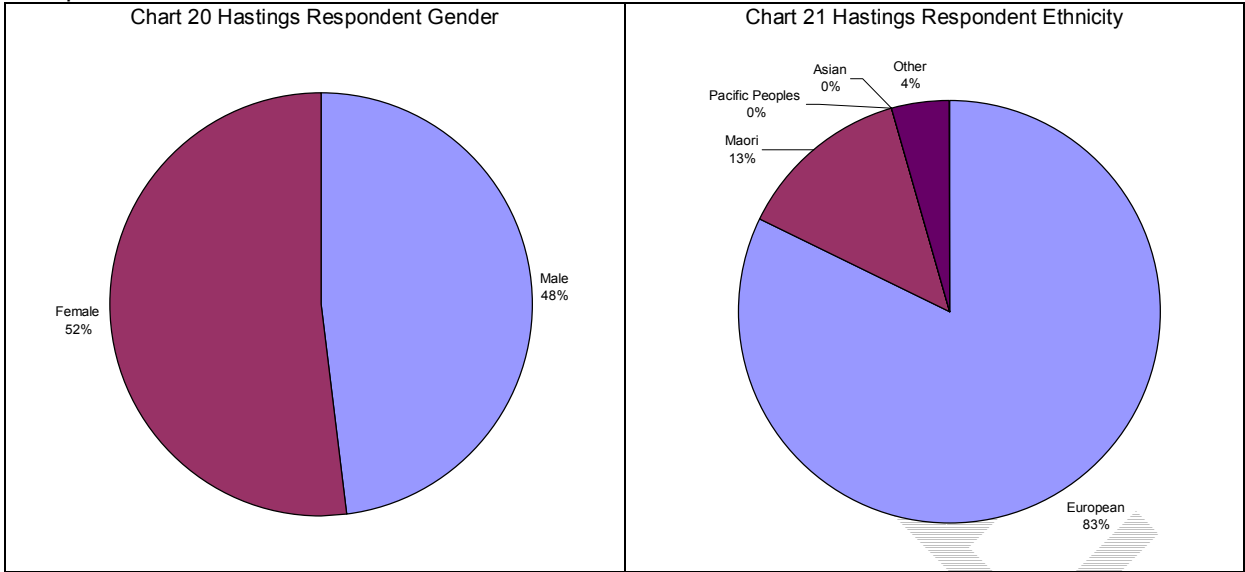


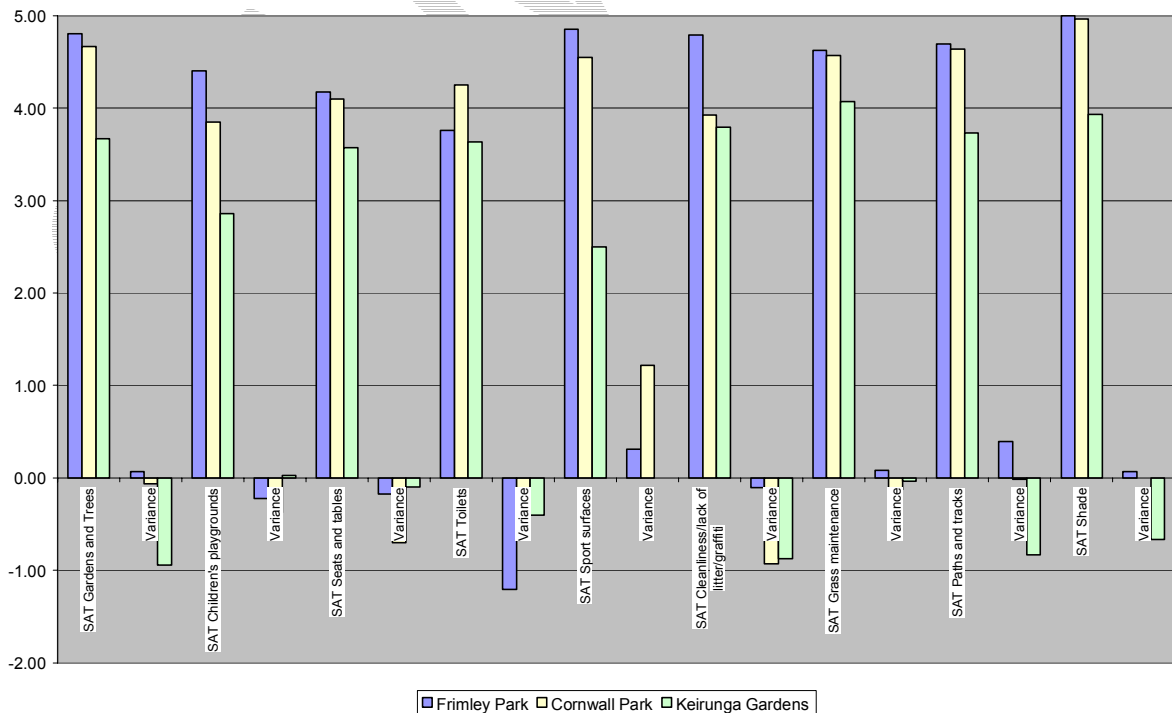
Table 7 below present's importance and satisfaction data for Hastings District Council Destination Parks. Again 1-5 scale was used where 1=Totally Unimportant and 5=very important and 1=very dissatisfied and 5=very satisfied.

Table 7 Hastings District Council Destination Parks Data

	Frimley Park	Cornwall Park	Keirunga Gardens
IMP Gardens and Trees	4.73	4.73	4.61
SAT Gardens and Trees	4.80	4.67	3.67
Variance	0.07	-0.07	-0.94
IMP Children's playgrounds	4.62	4.22	2.83
SAT Children's playgrounds	4.40	3.85	2.86
Variance	-0.22	-0.38	0.02
IMP Seats and tables	4.34	4.80	3.67
SAT Seats and tables	4.17	4.10	3.57
Variance	-0.17	-0.70	-0.10
IMP Toilets	4.97	4.77	4.03
SAT Toilets	3.76	4.25	3.63
Variance	-1.21	-0.52	-0.40
IMP Sport surfaces	4.54	3.33	2.50
SAT Sport surfaces	4.85	4.55	2.50
Variance	0.31	1.22	0.00
IMP Cleanliness/lack of litter/graffiti	4.90	4.85	4.67
SAT Cleanliness/lack of litter/graffiti	4.79	3.93	3.79
Variance	-0.11	-0.93	-0.87
IMP Grass maintenance	4.54	4.69	4.10
SAT Grass maintenance	4.62	4.57	4.07
Variance	0.08	-0.13	-0.03
IMP Paths and tracks	4.30	4.65	4.57
SAT Paths and tracks	4.69	4.64	3.73
Variance	0.39	-0.01	-0.83
IMP Shade	4.93	4.97	4.60
SAT Shade	5.00	4.97	3.93
Variance	0.07	0.00	-0.67

Chart 25 below presents Destination Park satisfaction levels with associated variance levels. The greatest level of dissatisfaction (negative variance) is in the area of toilets followed by cleanliness. Greatest satisfaction and exceeding of expectations for the Destination parks is sports surfaces.

Chart 25 Hastings District Council Destination Parks - Satisfaction and Variance on Satisfaction



Hastings District Council (reduced sample)

Park Type	Parkname	Overall Satisfaction	Comments
Destination Park	Cornwall Park	Neither satisfied nor dissatisfied	Need more seating Need signage for toilets Ponds need cleaning
Destination Park	Cornwall Park	Neither satisfied nor dissatisfied	Broken glass on sports grounds
Destination Park	Cornwall Park	Satisfied	Glass around the park
Destination Park	Cornwall Park	Satisfied	Need more lunch tables
Destination Park	Cornwall Park	Satisfied	Need more picnic tables Need playground equipment for older children Need toilets closer to playground Need to pave all paths
Destination Park	Cornwall Park	Satisfied	Wheelchair swing is often locked Toilets too far away Disabled swing often locked Wheelchair swing often locked
Destination Park	Cornwall Park	Satisfied	Need more picnic tables near playground area Need more seats and tables near play area
Destination Park	Cornwall Park	Very satisfied	Need more signage for toilets
Destination Park	Cornwall Park	Very satisfied	Need more toilets near playground Love the concerts in the park
Destination Park	Cornwall Park	Very satisfied	Sports grounds have too many leaves on them Roundabout in playground would be good
Destination Park	Frimley Park	Satisfied	Should expand the play area
Destination Park	Frimley Park	Satisfied	Tables need resurfacing
Destination Park	Frimley Park	Satisfied	Upgrade playground
Destination Park	Frimley Park	Very satisfied	Need disabled parking in park
Destination Park	Frimley Park	Very satisfied	Need more picnic tables
Destination Park	Frimley Park	Very satisfied	Need more rubbish bins
Destination Park	Frimley Park	Very satisfied	Need more seats and tables
Destination Park	Frimley Park	Very satisfied	Need more tables and chairs
Destination Park	Frimley Park	Very satisfied	No toilet paper in toilets Toilet door don't lock No toilet paper in toilets
Destination Park	Frimley Park	Very satisfied	Toilets sometimes locked Need more toilets Need another set of toilets Need baby facilities Need more shade
Destination Park	Keirunga Gardens	Neither satisfied nor dissatisfied	Need more garden beds Tracks need to be cleared of leaves
Destination Park	Keirunga Gardens	Neither satisfied nor dissatisfied	Need more bins Not enough Doggy Bins Empty bins are often left upside down
Destination Park	Keirunga Gardens	Neither satisfied nor dissatisfied	Need Drinking trough for dogs Plants need watering more regularly
Destination Park	Keirunga Gardens	Satisfied	Need more advertising for trains Need more rubbish bins
Destination Park	Keirunga Gardens	Satisfied	Need more seating Toilets are sometimes locked Need more shade
Destination Park	Keirunga Gardens	Satisfied	Need more tables Could have a coffee house
Destination Park	Keirunga Gardens	Very satisfied	Need more shade Flowers need watering Need more doggy bins
Destination Park	Keirunga Gardens	Very satisfied	Keirunga Gardens brings a lot of pleasure to a lot of people and so is important to maintain. Main path from car park needs sealing Female toilet lock needs repairing
Destination Park	Keirunga Gardens	Very satisfied	Need a big bin Need more advertising for the trains
Destination Park	Keirunga Gardens	Very satisfied	Need more bins Need more doggy bins Flowers need watering
Destination Park	Keirunga Gardens	Very satisfied	





Survey Form

Hello, my name is _____ from [insert authority], How are you? Today were a conducting a three minute survey of park users, all participants go into the draw to win one of 10 [Insert prize]. It takes about five minutes to complete; would you be interested in taking part

1. How often do you visit [name of park]?		2. How long are you planning to stay in the Park today? (write in)										
3. What are you planning to do (or what have you done) in the park today? (Can select more than one option – write in)		4. If other mentioned write here:										
5. Thinking about your visit today HOW IMPORTANT are the following facilities to you using the scale provided?												
6. Thinking about your visit today HOW SATISFIED are you with the condition and quality of the facilities using the scale provided?												
Facility	Importance (circle one only)						Quality/Satisfaction (circle one only)					
▪ Gardens and Trees	1	2	3	4	5	d/k	1	2	3	4	5	d/k
▪ Children's playgrounds	1	2	3	4	5	d/k	1	2	3	4	5	d/k
▪ Seats and tables	1	2	3	4	5	d/k	1	2	3	4	5	d/k
▪ Toilets	1	2	3	4	5	d/k	1	2	3	4	5	d/k
▪ Sport surfaces	1	2	3	4	5	d/k	1	2	3	4	5	d/k
▪ Cleanliness/lack of litter/lack of graffiti	1	2	3	4	5	d/k	1	2	3	4	5	d/k
▪ Grass maintenance (condition/maintenance)	1	2	3	4	5	d/k	1	2	3	4	5	d/k
▪ Paths and tracks	1	2	3	4	5	d/k	1	2	3	4	5	d/k
▪ Shade	1	2	3	4	5	d/k	1	2	3	4	5	d/k
▪ Option1 – (to be added by authority)	1	2	3	4	5	d/k	1	2	3	4	5	d/k
▪ Option2 – (to be added by authority)	1	2	3	4	5	d/k	1	2	3	4	5	d/k
7. OVERALL , how satisfied are you with the facilities of this park? (circle one)							1	2	3	4	5	
8. What other comment(s), if any, would you like to make about the park/facility? (write in)												

9. Where are you from? (write in)		10. If local, how long would it take to walk home from here? (write in)	
11. What age group do you fit in? (write in)		12. Which ethnic group best describes you? (write in)	
13. So we may enter you in the draw to win _____, could you please provide us with a name and contact phone number? (circle one)			Yes 1
14. Name (write in) :			No 2
15. Contact Number (write in) :			

That completes the survey, thank you for your time.
Researcher complete rest of survey

16. Gender (circle one)	Male = 1	Female = 2	17. Time completed (write in)			
18. Day (write in)	19. Weather (circle one)	1 	2 	3 	4 	
Day: _____ Month: _____ 2006						