

Place-making and Innovation Executive Advisory Board

Stoke Park Proposed Masterplan EAB Summary Paper

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1.0 Background:

The production of the Stoke Park Masterplan is listed in the Council's corporate plan as a corporate priority under the 'Community' theme and priority of 'Enhancing sporting, cultural, community and recreational facilities' with the aim of:

'In consultation with existing users and other stakeholders, produce a masterplan for Stoke Park to make it a vibrant community park and visitor destination.'

The Stoke Park consultation has been completed with a representative sample of the borough's residents, including both users and non-users, and clubs and stakeholders. In total 1968 responses were received.

2.0 Consultation and evidence base to inform a new masterplan

The Stoke Park public consultation was completed in late 2017 and the results analysed and collated in early 2018. Officers have now reviewed the responses, examined feedback from the Green Flag award assessment and looked at the services' Stoke Park management plan to set out a proposed brief for the park and programme of delivery. The evidence base used is set out in the following appendices:

Appendix 1 – Discover Stoke Park - sets out key facts about Stoke Park as it stands currently

Appendix 2a – Consultation responses - sets out key themes arising from the consultation responses

Appendix 2b – Consultation responses - provides the full consultation report

Appendix 3 – Green Flag - summarises the Green Flag Award assessment feedback

Appendix 4 – Masterplan brief with evidence base.

3.0 Key outcomes:

Stoke Park is perceived very positively by residents and stakeholders, often called the 'lungs of Guildford' and noted as making Guildford a better place to live and work. It is well used, fulfils a significant role as a community hub for family activity and there is an appetite for improvement and community involvement

Key areas for examination, improvement and development as part of a masterplan are:

1. Improvement of catering facilities
2. Improvement and investment in play areas

3. Improvement of toilet facilities
4. Increased parking provision
5. Protection and enhancement of the parks heritage
6. Protection of nature and the environment
7. Enabling events and activities
8. Provision of appropriate sports pitches and facilities
9. Use and development of existing buildings notably Home Farm, Stoke Park Nursery, Greenark, and changing facilities

4.0 Delivery

The responses and evidence provide a source of guidance to the Council. The various areas for development have been split in to three areas for delivery, these are:

1. Stoke Park Masterplan – a distinct project that requires additional resources
2. Wider Parks Strategies listed in the Councils corporate plan – distinct deliverables for the Parks and Countryside service that may require additional resources
3. Day to day management – undertaken as part of service delivery within existing resources

4.1 Stoke Park Masterplan

Taking on board the feedback received, we propose the following brief and actions for Stoke Park across the three areas:

Stoke Park Brief

To produce a masterplan for the whole park that includes:

1. Catering – Replace the refreshment kiosk with a new purpose built café in an accessible location
2. Play Area – Refresh the existing play area including examination of size of play area, equipment, and facilities. Include options for additional play facilities and opportunities across Stoke Park
3. Parking – examine how additional car parking can be provided to facilitate use of the site within the restrictions of the Surrey Act (1/12th of the area of Stoke Park)
4. Heritage – Consider how heritage assets can be found, conserved, enhanced, interpreted and explored
5. Hard Infrastructure – examine the accessibility of the park including footpaths, signage, seating and drainage for the park and to wider environs
6. Nature and Wildlife – examine the opportunities for wildlife and nature for the park and links to other green spaces

7. Parks Assets – consider the Stoke Park assets and provide options and proposals that contribute to the park and to the Council's corporate objectives and strategies including Home Farm, Stoke Park Nursery, Greenark and disused pavilions.

4.2 Wider Parks Strategies:

1. Parks Strategy - listed in the corporate plan for delivery in 2021- A broader strategy to support overall service delivery including Stoke Park.
2. Pitch and Sports/Playing Pitch Strategy - listed in the corporate plan for delivery in 2021. This will be used to assess pitch provision and delivery across the borough including Stoke Park.
3. Parks Events Policy and Strategy - listed in the corporate plan for delivery in 2021. This will be used to inform how we enable events and where they should occur across the Council's parks and open spaces.

4.3 Day to Day Management:

1. Green Flag assessment and promotion for Stoke Park and our other Green Flag sites
2. Marketing and promotion for the service and sites
3. Development of stakeholder engagement and the existing friends of Stoke Park group
4. Review of maintenance resources for Stoke Park and the masterplan
5. Stoke Park centenary celebrations in 2025

5.0 Programme Management

In terms of programme and project management, it is likely that there will be multiple projects of varying scale, which will need to be assessed as work is progressed and delivered. Consequently, the delivery of the Stoke Park masterplan could become a programme of projects over a significant period of time; up to 15 years.

The strategy for delivery is set out below:

A) Resources and Governance (6 months)

1. Approval of funding for a project officer/manager
2. Appoint project officer/manager
3. Establish project board
4. Agree project scope
5. Establish terms of reference
6. Establish and manage risk register

B) Masterplan Procurement (9-12 months)

1. Clarify extent of master planning, deliverables, key projects and lots for procurement. Possible lots for procurement to deliver the required work could be:
 - i. Overall masterplan
 - ii. Café – feasibility study, outline design and costs

- iii. Built landscape – play facilities, conservation of heritage, signs, paths, car parks, bins, trees and planting, utilities - design and costs
 - iv. Building options – feasibility studies, outline designs and cost
2. Pre market engagement to identify procurement options, lots, market interest and likely costs.
 3. Agree procurement route
 4. Approval of funding
 5. Produce and issue tender(s) for Landscape Architect, Architect, Quantity Surveyor, Civil Engineer, Mechanical and Electrical Engineer, other consultants and associated surveys
 6. Appointment of consultants

C) Producing the masterplan (12 months)

1. Client engagement, feedback review and production
2. Technical surveys and feasibility studies
3. Obtain planning and statutory consultee advice
4. Identify costs, options analysis and business cases for development and funding streams
5. Produce masterplan (Concept plan(s) and report) for public consultation
6. Consult and review feedback

D) Developing the business cases (Timescale TBC)

1. Establish programme of projects and project programmes
2. Review resources and project lead(s)
3. Develop business cases for submission
4. Approval of business cases

E) Commissioning and delivery (Timescale TBC)

1. Funding applications
2. Detailed design and specifications
3. Procurement
4. Site works

6.0 Resources and Costs

The project is of a significant scale that will require additional officer resource combined with internal support services and external consultants. In anticipation of this scheme, Officers submitted a provisional capital bid (PL56 (p)) for £500,000 in 2017/18 to cover the staff costs and professional fees for delivering the masterplan.

It is anticipated that to deliver the proposed masterplan inclusive of lots 1, 2, 3 and 4 will incur professional fees of around £500,000 inclusive of onsite delivery. Work will be called off in stages to limit expenditure. Subsequent capital costs for delivery will then be assessed, business cases developed and funding will be applied for from various sources.

7.0 Questions for EAB

The EAB is asked to comment on:

- 1) The evidence base
- 2) The proposed brief as set out in section 4.0
- 3) Proposed strategy for delivery as set out in 5.0

8.0 Background Papers

Stoke Park Summary Management Plan

Stoke Park

**Parks & Leisure Services
Guildford Borough Council**

Introduction to the Proposed Stoke Park Masterplan

- Appendix 1 - Discover Stoke Park
- Appendix 2a – Consultation Summary
- Appendix 2b – Consultation Report
- Appendix 3 - Green Flag Report
- Appendix 4 – Masterplan Brief with Evidence Base



Appendix 1

Discover Stoke Park

1. Stoke Park is 52 hectares of green space (approximately 128 acres).

Facilities include:

- Visitor point
- ice cream parlour
- refreshment kiosk/cafe
- play area
- 2 lawn bowls greens
- 2 cricket pitches
- 4 tennis courts (2 can be converted to netball courts)
- 4 11-a-side adult football pitches (plus 2 9v9 junior pitches)
- 3 rugby pitches and 1/2 training areas
- 3 lacrosse pitches

- 6 rounders pitches
- 3 lacrosse pitches, 6 rounders pitches
- 1 grass athletics track
- Indoor bowls
- large paddling pool
- model boating pond
- skate park
- Wildwood Aerial Adventure
- mini golf course
- Japanese garden,
- sensory garden
- and a rose garden

2. Around a quarter of a million people visit Stoke Park Gardens alone. According to Visit England's 2017 figures, this puts Stoke Park at number 7 in the top free attractions in the region, above Guildford Cathedral at number 17 (parks are not included in their list).
3. We host a minimum of 800 sports related bookings per year.
4. Stoke Park was developed into a parkland country estate of 216 acres by William Aldersey in the late 1700s. The Guildford Corporation (later GBC) bought it in 1925, when 176 acres (71.2 hectares) were dedicated as public open space.
5. We have 66 trees that are older than 150 years, 19 of these are over 300 years old and 3 are 400 years plus, making them 'ancient trees' and therefore nationally important.
6. The Surrey Gardens Trust has included the park in a list of Historic Parks and Gardens (locally listing it as a significant non-designated site).

7. Six species of bat forage over Stoke Park, one of which is rare (Serotine).
8. Five bird species of UK BAP Priority Species/Species of Principle Importance are recorded in the park.
9. 305 invertebrate species are recorded living in Stoke Park; ten of these have a recognised conservation designation (Red Data or Nationally Scarce).
10. 281 plant species have been recorded. There are four plants recorded with conservation status (Red List, Surrey Rare Plant Register), 22 ancient woodland indicators, and 34 species of grassland conservation interest (exceeding the typical number for a Site of Nature Conservation).
11. Sections of the park were converted to allotments to feed residents during WW2. A map dated 29 January 1943, reveals locations for B.M.G pits (M1919 Browning machine gun) crossing the park in strategic locations.

Appendix 2a

2017/18 Stoke Park Consultation Summary

1,968 residents participated in the consultation and two-thirds of respondents visit the park at least once a week, with 79% visiting Stoke Park more than any other park.

“This research has highlighted Stoke Park as a popular and well frequented open space at the heart of Guildford, both geographically and communally. Often described during the qualitative phase as ‘the lungs of Guildford’, it is apparent that this community hub plays a central role in the town, harbouring facilities from which many local groups function and flourish.” *Stoke Park Consultation Report, Key Findings, 03/2018*

This is what residents said about the park:

- Guildford is a 'better place to work and live' because of Stoke Park.
- Stoke Park is a family venue, community hub as well as a stage for local events and attractions. Provision of facilities for children/ young people and sports clubs was particularly prevalent as important. Spending time with family (and friends) was the top answer for the reason for visiting the park, closely followed by going for a walk and visiting the play area.
- Over half of respondents would choose to improve or invest in play areas (68%), catering facilities (60%) and car parks (55%).
- Stoke Park is a hub for organised sports clubs; 28 different clubs were mentioned.
- Protecting, enhancing and marketing the heritage of Stoke Park is high on residents' agenda.
- Residents agreed there should be a role for Stoke Park in protecting the environment.

- Residents displayed a level of buy-in to the park that suggests there is a genuine appetite to engage in its development.

“I think we have the balance right. I would see it underdeveloped rather than overdeveloped. It is a lung for Guildford.”

Potential deficits and key drivers for change identified by residents’ responses are:

- Availability of parking spaces was rated as poor or very poor by 43% and over half would like investment in the existing car parks.
- Children, young people and play facilities are an important factor in the development of the park, with 92% agreeing that the park is an area for children and young people to play, higher than any other aspect identified.

- Despite two thirds of users saying they are satisfied with the current play area, over two thirds said that they would improve / invest in the play area if they were managing the park, perhaps reflecting the high importance of play facilities to respondents.
- Only 35% said they are satisfied with the current catering facilities.
- A quarter of users expressed dissatisfaction with toilet facilities, higher than for any other aspect. (*The toilets are being refurbished this financial year. Stoke Park toilets are very busy, only beaten by Tunsgate toilets for number of visits, and cleanliness was rated as the most important factor when visiting a park.*)
- Only a third of users are satisfied with the current provision for food in the park. 8 out of 10 users felt that catering facilities should be improved.

- Respondents said there is little communication between stakeholders and there is a desire to set up forums in which organisations work out how to work better together.
- Three-fifths wanted an increased number of grass and artificial sports pitches and/or investment in the existing pitches (*note: 19% of respondents are part of a sports club*).
- The Fireworks Fiesta and the County Show are the most popular events. 68% of users said they would pay to attend music events in Stoke Park as well, although Stakeholders highlighted the challenges of such events, including parking, litter and affects to the ground conditions. Stoke Park should be used for promoting health and wellbeing activities was also a popular response.
- Outdoor theatre, large screen cinema and small/informal/free music events were the most popular events respondents would like to see on the park.
- Only 39% were satisfied with the promotion and marketing of Stoke Park.

- A third felt the footpaths should be improved.
- 79% felt it was important that heritage features are protected and enhanced.
- 50% of non-users of the park said the Green Flag status would encourage them to visit the park.
- Three-fifths (63%) said it would be helpful and interesting to have more information on the history of Stoke Park.
- Over half (57%) said the role of Stoke Park should incorporate areas for wildlife and nature. 59% said there should be more areas for wildlife and 40% want to see more trees throughout the park.

“In summary, there are high levels of satisfaction throughout residents’ responses towards all aspects of the park and some strong steers on how residents may want to interact with the park and see it evolve. There is a sense that the park should not be subject to overdevelopment, retaining its function as an undulating open space, yet there are opportunities for improvement to facilities, cohesion, and communication.”

Stoke Park Consultation Report, Key Findings, 03/2018



GUILDFORD
BOROUGH

Stoke Park Consultation Report 2017/18

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1.0 Summary Findings

The results presented are the findings of research conducted amongst residents of Guildford Borough between 4th September 2017 and 27th November 2017. In total 1968 residents participated in the research: 1559 that took part in the 'users' consultation and 409 that took part in the 'non-users' consultation. Surveys were conducted via face to face & telephone interviewing with a representative sample of Guildford residents; an online consultation promoted by the Parks and Countryside team and via a postal Guildford Borough Council Citizens' Panel survey.

1.1 Headline Findings

Both 'users' and 'non-users' strongly agree that Guildford is a 'better place to work and live' because of Stoke Park.

Attendance and awareness of GBC parks and green spaces in Guildford is high, as are overall satisfaction levels.

Parking and catering facilities were identified as the primary areas for change; parking is the most significant barrier to attending and toilet and catering facilities drawing the lowest levels of satisfaction.

Appetite for a greater level of community involvement is high.

Stoke Park is considered a family venue, community hub as well as a stage for local events and attractions. Providing facilities for children/ young people and sports clubs was particularly prevalent.

Over half wanted and improvement or investment in play areas (68%), catering facilities (60%) and car parks (55%). There is additional community support for investment in the areas of heritage, nature and wildlife and sports pitches.

Protecting, enhancing and marketing the heritage of Stoke Park are prevalent on residents' agenda.

1.2 Key Findings Summary

While the fledgling evidence base indicates visitors to Stoke Park recall a positive user experience, the research identifies a wider, positive contribution the park has on residents, as a **'better place to work and live'** as a consequence. The identity of Stoke Park as perceived by residents is an open/ green space for primarily children and young people and sports clubs; additionally it is considered a space for families and a stage for local events and activities.

Residents displayed a level of buy-in to the park that suggests there is a genuine appetite to engage its development, supported by over 60% agreeing with community involvement in planning and running of the park and over a 25% seeking further involvement. **Although no direct comparisons can be made at this time to other parks to quantify the significance of this result, the research has provided a healthy pool of residents to test such future consultation and involvement.**

The caveat to this significant level of buy-in is the anticipated need to consider areas of development/ improvement raised by individuals/ communities. Parking (lack of space), facilities (specifically public toilets and catering) were prominent areas for development. The research also acknowledged the need to enhance its heritage elements, nature and wildlife, play areas and sports pitches.

The evidence indicating the need for investment should be considered with thoughtfulness; regarding public toilets, catering facilities and parking spaces, it suggests a level of dissatisfaction based on deficits in current provision. Regarding 'play areas' and sports pitches, dissatisfaction is not identified but instead that these are areas which are central to what many believe is the core function of Stoke Park. Similarly, 'heritage' and 'nature and wildlife' are not presented as areas of dissatisfaction but attracted a degree of support for investment, likely due to residents wishing to build the capacity of the park and improve their experience.

While the research is comprehensive and the sample of resident's representative, there is value in exploring further a number of areas. For example, while correlations and contradictions in the research can be interpreted, there are specific examples which, with a developed and specific evidence base could be used as a key driver to facilitate change. The correlation between 'non-users' perception of important facilities to a municipal park and recognising the potential deficits in Stoke Parks' facilities could be a tangible platform to make decisions; potentially increasing participation/ frequency, improving the user experience and/ or creating a more equitable standard across the Boroughs' parks and green spaces.

The tables below contain a brief headline summary of the main aspects of Stoke Park that visitors liked and what could be improved:

What visitors like:	Facilities / space for Children (half of visitors attend with children; the children's playground/park and paddling/splash pool were the main reasons given for visiting the park)
	Sports provision (a fifth of the users sample belonged to an organised club based at Stoke Park)
	Stoke Park makes Guildford a better place to live and work (94% said this)
	Maintenance of planting and gardens (low numbers thought that these could be improved)
	Overall satisfaction of GBC parks and open spaces is high
	Evidence of an appetite for community involvement

What could be improved:	Availability of car parking
	Catering (provision, location, opening hours, goods)
	Play areas (although respondents show high levels of satisfaction, they also feel that play areas require updating / modernising)
	Toilet facilities (provision and cleanliness)
	Improvements / increase in sports pitches (although this may not be possible due to topography)
	Promotion and marketing (two fifths were satisfied with this aspect and mentioned in qualitative work)
	Cohesion and communication between stakeholders
	Information and signage (mentioned in qualitative work and three-fifths said it would be helpful and interesting to have information on the history of Stoke Park)

1.3 Executive Summary

This research has highlighted Stoke Park as a popular and well frequented open space at the heart of Guildford, both geographically and communally. Often described during the qualitative phase as ‘the lungs of Guildford’ it is apparent that this community hub plays a central role in the town, harbouring facilities from which many local groups function and flourish. Whilst it is evident that a sense of pride and preservation is shared by its users, there exists an appetite to develop individual aspects of the park but not at the expense of overdevelopment or commercialisation.

“Stoke Park was gifted to Guildford for the people to use a lung. There is a really nice atmosphere where dog walkers can come, people without gardens and people who want to play sports. If you haven’t got much money, you go to Stoke Park and use the facilities. It is a resource for people of all backgrounds to enjoy.”

Respondents who used the park were almost unanimous (94%) in agreement that Stoke Park makes Guildford a better place to live and work which is a powerful advocacy of the benefits that the park provides to the borough. Respondents were also in strong agreement that the park should be used for promoting health and wellbeing activities and (82%) and there should be a role for Stoke Park in protecting the environment (74%). This was echoed in the findings of people who were not frequent users of the park who also provided the greatest levels of agreement for these three benefits providing a strong indication as to the identity of Stoke Park.

In respect of visiting trends, around half of those respondents who considered themselves regular users of Stoke Park (defined as users throughout this summary) made a journey to the park once or twice a week. More frequent still, 1 in 5 said that they visited Stoke Park daily, meaning that around two-thirds of respondents are attracted to the park and its facilities at least once a week, highlighting how integral Stoke Park is to the borough’s residents.

Respondents mainly travelled to Stoke Park by car or on foot (50% and 49% respectively) with only a small proportion using public transport. The most frequently used parking facility was Guildford College, used by over a quarter of those who travelled by car. Slightly less (23%) said that they parked close by at Lido Road / bowls club / Wildwood indicating that a high volume of motorists use this western side of the site when arriving in car.

Respondents who travelled by car to Stoke Park were generally positive towards the condition, safety and security of parking facilities. However, they were less positive when considering the availability of parking spaces with 43% rating this aspect poor or very poor. This supports the notion that parking may be saturated around Guildford College and Lido Road / bowls club / Wildwood. When asked if managing Stoke Park, over half of respondents mentioned that they would improve/invest in this aspect compared a quarter who said they would increase the number and a fifth stated they would keep as is.

There was also evidence of parking issues in this area when speaking to stakeholders:

“Car parking is an issue around the bowling club as it has always been free – commuters are using the car parks and walk through the park together with college students. To improve the park – they need to improve access to the park which needs to be controlled.”

This is perhaps indicative that parking issues could be solved through management rather than development.

Children and young people feature prominently when assessing the role of Stoke Park with around half of respondents that said that they tend to visit Stoke Park with children. The vast majority (92%) of users agreed that an ‘area for children and young people to play’ describes the role of Stoke Park, a higher level of agreement than for any other aspect, concluding that children, young people and play facilities are an important factor in the development of the park.

Two thirds of users were found to be satisfied with the current play areas at the park with just 1 in 10 expressing dissatisfaction. Around a third of respondents decided that there is a need for a further play area in Stoke Park; the most frequently specified location being near the skate park, suggesting that age specific facilities for children and young people may be more desirable to families with children of different ages.

Despite positive levels of satisfaction towards current play facilities, it was clear that users were keen for the play area to evolve at Stoke Park. Over two thirds said that they would improve / invest in the play area if they were managing the park. Around a quarter called for the play areas to be increased and only 1 in 10 users thought that the play area should be kept as it is. A popular action specified by users when considering the development of play facilities was to update and modernise equipment. In general, nevertheless, the play facilities at Stoke Park are deemed as more than satisfactory, a sentiment echoed by stakeholders:

“The park has a nice playground; it’s all pretty good really. I like a big open space.”
“Paddling pool is fantastic as is the skate board park. All the play equipment is in one place, its great and my kids have used it a lot of the years.”

Over half of users said that they typically stay in Stoke Park for over an hour and up to 5 hours or more, which indicates the need for suitable provision of facilities such as toilets, refreshments and seating. When asked how satisfied or dissatisfied with a range of the facilities at the park, over a quarter of users expressed dissatisfaction with toilet facilities, higher than for any other aspect.

When explored further during the qualitative phase of the research, location and cleanliness were specified areas of improvement. There were two further notable instances of dissatisfaction with facilities with 1 in 5 stating that catering and picnic/seating facilities were in need of improvement, thus providing a clear steer for development of provisions.

Throughout both the qualitative and quantitative fieldwork, respondents indicated a desire to improve catering facilities on the park with only a third of users satisfied with the current offerings. This was further supported by the fact that 8 out of 10 users felt that catering facilities should be improved, invested or increased in Stoke Park. Of those users who specified a lack of facilities as a reason why they do not visit Stoke Park more frequently almost half said that café facilities should

be improved. Anecdotally, current facilities were described as basic and that improvements would be a sound investment on the part of the Parks and Countryside team:

“The kiosk they have in Stoke gardens is quite basic – you just get a basic Nescafé. If you want to go on a cold winter’s day – there is no cover. There is no café nearby and they are in the town. I think that this is an area for improvement.”

“Catering wise they are missing a trick, not a lot here and when you have all these parents watching sports and standing around, they could and would spend money on coffees etc.”

Another important role that Stoke Park performs is that of a hub for organised sports clubs, providing health and wellbeing benefits to the local community. 82% agreed that the role of Stoke Park was to provide facilities for organised sport with around 1 in 5 confirming that they belonged to a club that uses the parks facilities. Over a third of this cohort said they were associated with the rugby club and a fifth said that they were members of the bowling club and Park Run. In total, 28 different clubs were mentioned by respondents. When speaking to stakeholders, including those involved directly in the running of such organisations, gaps emerged in the cohesion of clubs based at Stoke Park. It was found that there is little communication between stakeholders and a desire to set up forums in which organisations to work out how to work better together.

“There is no formal network amongst groups who use the park but we just know who’s who but it would be good to have one.”

Communication seems to be the first step in relation to organised sport. There was a feeling that organised events such as the Park Run is growing and compromises between organisations may need to be found in aspects such as parking, ground conditions and facilities.

“I do not receive any communications from the park and I know the Park Run team get frustrated around the lack of notice in terms of cancellations. Needs single ownership / point of contact, this would help improve communications and understanding.”

When considering development of sports facilities, 96% of respondents indicated that they would like to see grass sports pitches improved, invested or increased and 85% advocating the improvement or expansion of artificial features. There was a strong perception, when speaking to stakeholders that there are wider benefits to health and wellbeing in Guildford and the surrounding area which should drive the relationship between Stoke Park and organised sports.

When examining Stoke Park as an events space, it was found that the Fireworks Fiesta and the County Show drew more visitors than any other event and activity. The now defunct Guilfest was mentioned throughout the qualitative phase of the research and it was apparent that an event of a similar nature would be welcome on the park. This is supported by 78% of users who said that would attend music events in Stoke Park – albeit free of charge. Slightly less, (68%) said that they would be willing to pay for such an event. Stakeholders highlighted the challenges of such events, including parking, litter and affects to the ground conditions.

“Post event management is very good, it always a quick turnaround. Can get very muddy and dug up during an event but they always have it looking great again very quickly.”

“There could be more festivals on the park now that Guilfest has stopped.”

“It was sad that Guilfest ended as that was really good to have in the park”

Whilst 8 out of 10 users said that they visited Stoke Park more than any other park, open space or public gardens, it was clear that the most popular alternative was RHS Wisley, north east of the borough. Amongst those who considered themselves non-users or infrequent users of Stoke Park (visiting less than once a month) RHS Wisley was again, by far the most popular open space. Although no comparisons were made between the two sites during this research, it may be of use to explore this finding in the future.

Over 6 in every 10 respondents said that local communities should be more involved in the planning and running of the park. This was supported by the fact that when asked what they would do if they ran the park over 40% said they would increase community involvement, a third said they would improve it and just a quarter would keep it as it is. This highlights the perceived scope for improvement and better utilisation of the park and how it supports the local community.

This research has provided an unprecedented wealth of representative quantitative data together with rich qualitative feedback and will provide guidance in the development of this much loved resource at the heart of Guildford. There are high levels of satisfaction throughout the report towards all aspects of the park and some strong steers on how residents may want to interact with the park and see it evolve. There is a sense that the park should not be subject to overdevelopment, retaining its function as an undulating open space, yet there are opportunities for improvement to facilities, cohesion, communication and management.

“I think we have the balance is right. I would see it underdeveloped rather than overdeveloped. It is a lung for Guildford.”

“I just wouldn’t change it at all (the park). It’s just a lovely green space that’s quite undulating. It has some lovely trees in it that look great at this time of year. It’s a lovely open space that makes you feel that it is not in a town centre.”

2.0 Introduction

2.1 Background

“Our vision for Stoke Park is to conserve its historic parkland character and develop a vibrant destination park through a culture of excellence and good recreational opportunities.” Stoke Park management plan 2018-2028.

Stoke Park is Guildford’s largest and best-known park, and is described by local people as "the lungs of Guildford". It is an extremely diverse and well-used green space consisting of 52 hectares and has held the Green Flag Award for quality for the last 12 years.

Guildford Borough Council commissioned SMSR Ltd, an independent research company, to undertake a consultation on Stoke Park. The aim of the research was to survey residents and stakeholders in order to produce a report and summary that provides a resource of information for the Stoke Park management plan, the proposed Stoke Park master plan and external funding bids.

2.2 Report Structure

This report details findings from the consultation which was undertaken between 4th September 2017 and 27th November 2017.

The feedback has been presented in themes, with feedback being collated and reported under a number of aspects of Stoke Park. Included in the report are findings from both the qualitative and quantitative aspects of the consultation.

3.0 Methodology and Sample

It was important that the methodological approach was robust and wide-reaching and therefore it was decided that a combination of methodologies would be utilised to ensure representation and inclusivity.

Two scripts were provided to capture feedback from those who regularly use Stoke Park (users) and those who do not use the park frequently or not at all (non-users).

A number of in-depth interviews were also conducted with stakeholders, providing rich qualitative data to support the research and a summary has been included in this report.

The demographic breakdown of responses was as follows:

3.1 Users Survey

In total 1559 residents from across the Guildford Borough took part in the 'users' consultation across three methods: Face to face & telephone interviewing with a representative sample of Guildford residents; an online consultation promoted by the Parks and Countryside team and via a postal Guildford Borough Council Citizens' Panel survey.

Gender	Number	Percentage of sample
Male	672	43.1%
Female	864	55.4%
Transgender	1	0.1%
Not stated	22	1.4%

Age	Number	Percentage of sample
16-24	151	9.7%
25-34	240	15.4%
35-44	485	31.1%
45-54	313	20.1%
55-64	178	11.4%
65-74	158	10.1%
Not stated	34	2.2%

Ethnicity	Number	Percentage of sample
White	1310	84.0%
BME	160	10.2%
Not stated	89	5.7%

Method	Number	Percentage of sample
Face to face & telephone	821	52.7%
Online	677	43.4%
Panel	61	3.9%

Do you belong to a club that uses the park's facilities	Number	Percentage of sample
Yes	299	19%
No	1257	81%

If so, which ones?	Number	Percentage of sample*
Rugby Club	99	38%
Bowling Club	53	20%
Park Run	44	17%
Busy Lizzy	12	5%
Football Club	11	4%
Parafit (Now Bootcamp UK)	7	3%
British Military Fitness	6	3%
Godalming Athletics	6	2%
Running Club	5	2%
Charlotteville Cycling Club	4	2%
Fitstuff Running Club	3	2%
Ladies Fitness Camp	2	1%
Guildford Allotment Society	2	1%
Junior Park Run	2	1%
Scouts	2	1%
Tennis	2	1%
Weight Watchers	1	0%
Wild Wood	1	0%
Buggy Fit	1	0%
Softball	1	0%
Guildford Model Engineering	1	0%
Skateboarding Group	1	0%
Lacrosse	1	0%
Pug Meet Up	1	0%
Guildford High School	1	0%
Young Athletics Club	1	0%
Daisy Chain Café	1	0%

*percentage of number of respondents who provided a response (n=259)

3.2 Non-Users

In total 409 residents from across the Guildford Borough took part in the 'non-users' consultation across three methods: telephone interviewing; an online consultation and face to face interviewing.

The demographic breakdown of responses was as follows:

Gender	Number	Percentage of sample
Male	171	41.8%
Female	229	56.0%
Transgender	1	0.2%
Not stated	8	2.0%

Age	Number	Percentage of sample
16-24	17	4.2%
25-34	34	8.3%
35-44	39	9.5%
45-54	81	19.8%
55-64	66	16.1%
65-74	159	38.9%
Not stated	13	3.2%

Ethnicity	Number	Percentage of sample
White	380	92.9%
BME	15	3.7%
Not stated	14	3.4%

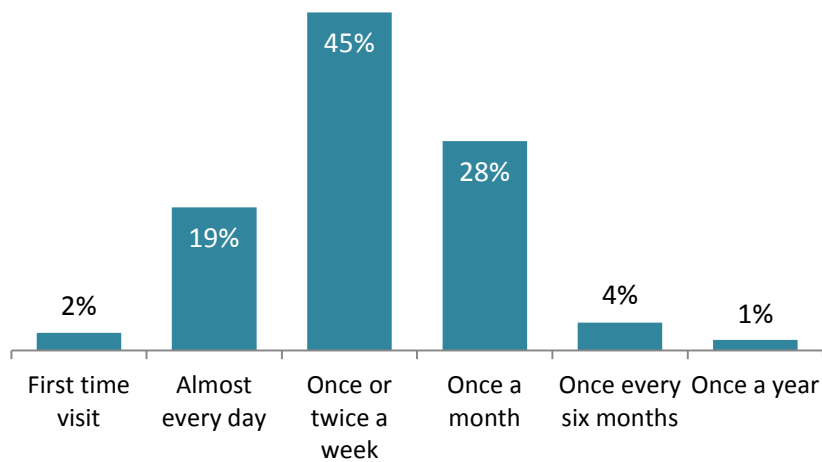
Method	Number	Percentage of sample
Telephone	250	61.1%
Online	128	31.2%
Face to face	31	7.6%

4.0 Findings

4.1 User Profile

Key Findings	64% visited Stoke Park at least weekly
	Around two-thirds (66%) said it was their primary reason for travelling
	68% spent between 30 minutes and 2 hours at the park
	The children's playground/park and paddling/splash pool were the main reasons given for visiting the park
	Over three-quarters (79%) visit Stoke Park more than any other park or open space
	Nearly half (47%) visit the park with children
	Most people travel to the park by car (50%) or by walking (49%)

Approximately how often do you visit Stoke Park?



Just under half (45%) of Stoke Park users said they visited the park once or twice a week, with just under a fifth (19%) saying they visited it nearly every day and 28% saying they visited it once a month.

Males used Stoke Park more frequently than female respondents, with 23% of males visiting nearly every day and half visiting once or twice a week compared to 16% of females who visited almost daily and 41% who visited once or twice a week. Those aged 16-24 (35%) and 65 and over (25%) were the most likely to visit almost every day, whereas those aged 35-44 (12%) were least likely to visit nearly every day.

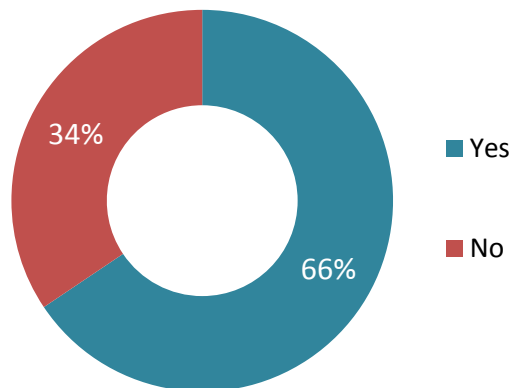
BAME respondents visit the park more frequently than white respondents with 24% of BAME respondents visiting almost every day and 49% visiting once or twice a week compared with 19% of white respondents who visit almost every day and 45% who visit once or twice a week. Respondents without a disability were most likely to visit once or twice a week (46%) where those with a disability were most likely to visit Stoke Park once a month (36%).

Respondents in education or training (35% almost every day and 47% once or twice a week) and those retired (26% almost every day and 43% once or twice a week) were the most frequent to visit Stoke Park. In contrast those not currently working or unemployed were the least frequent visitors to the park with just under two-fifths (39%) visiting once a month.

Those without children (26%) were more likely than those with children (15%) to visit almost every day, whereas those with children (47%) were more likely than those without children (41%) to visit the park once or twice a week.

Residents of Christchurch (33%) and Friary and St Nicolas (25%) were most likely to visit Stoke Park almost every day, whereas residents in Stoughton were the least frequent visitors with almost half (48%) visiting once a month.

When you visit Stoke Park, is it your primary reason for travelling?



Just under two-thirds (66%) stated that when they did visit Stoke Park it was there primary reason for travelling with the remaining 34% saying it was not there primary reason for travelling.

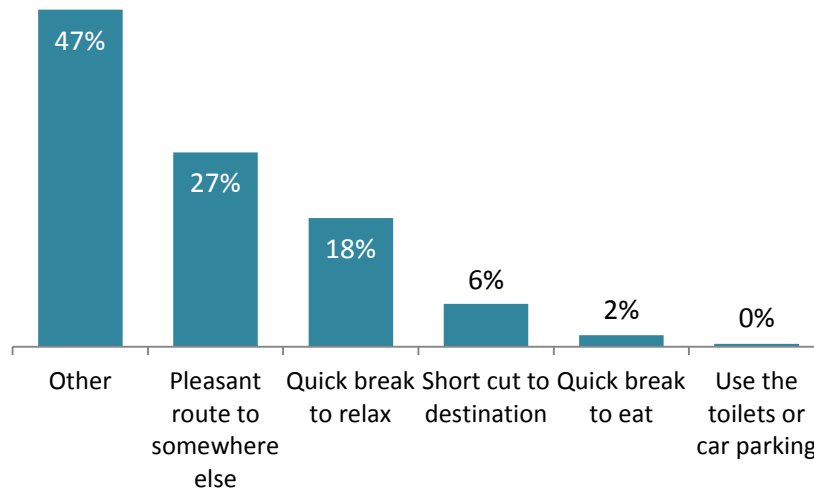
The following groups more frequently said it was there primary reason for travelling:

- Female respondents (68%)
- Those aged 16-24 (87%), 35-44% (70%) and 55-64 (70%)
- Respondents not currently working / unemployed (73%) and retired (70%)
- Respondents with children (72%)
- Residents living in Burpham (73%), Friary and St Nicolas (71%), Merrow (73%), Onslow (76%) and Westborough (73%)

These groups were, however, were less likely to say it was there primary reason for travelling to Stoke Park:

- Males (63%)
- Those aged 45-54 and 65+ (both 61%)
- Respondents with a disability (59%)
- Those in full-time employment (61%)
- Respondents without children (60%)
- Those who visit the park almost every day (59%)
- Residents living in Christchurch (60%) and Holy Trinity (59%)

If no, why do you visit Stoke Park?



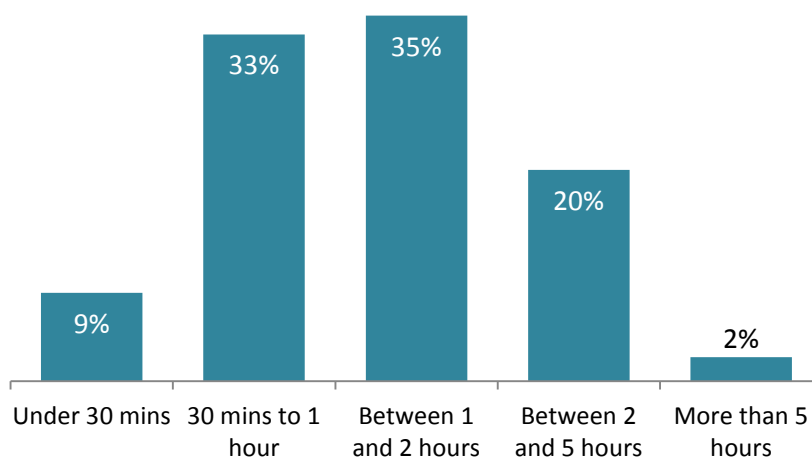
Respondents who said when they visit Stoke Park it was not their primary reason for travelling, were then asked what their main reason for travelling was. Nearly half (47%) said it was for an ‘other’ reason, 27% stated it was a pleasant route to somewhere else and just under a fifth (18%) said it was for a quick break to relax. The table below shows the responses of those that said ‘other’ with walking (24%) and for children (21%) being the most popular responses.

Please specify other		
Reason	Number	Percentage
Walking	28	24%
For children (incl. walking, cycling, scooters)	24	21%
Dog walking	20	17%
Children’s playground/park	17	15%
Running	17	15%
Exercise	15	13%
Paddling/splash pool	13	11%
Park run	10	9%
Rugby (e.g. Guildfordians)	10	9%

Please could I ask the main reason(s) that you visit Stoke Park?		
Reason	Number	Percentage
Children's playground/park	292	23%
Paddling/splash pool	221	17%
Walking	180	14%
Skate park	161	13%
For children (incl. walking, cycling, scooters)	128	10%
Relaxation/leisure	125	10%
Dog walking	123	10%

When asked the main reason why they visit Stoke Park, a total of 62 different reasons were given as to why respondents visit. The table above shows the most frequently given responses and shows the most frequently given response, with nearly a quarter of respondents mentioning it, was for the children's playground/park (23%). Under a fifth said they visited for the paddling/splash pool (17%), walking (14%) or the skate park (13%) with a tenth of those asked saying they visited for children, for relaxation or for dog walking.

How long do you typically stay in Stoke Park for?

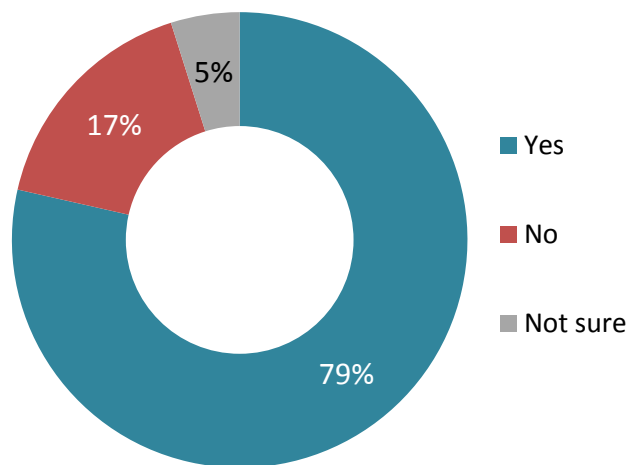


Over a third (35%) said they typically stayed in Stoke Park for between 1 and 2 hours, with slightly less (33%) saying they visited for between 30 minutes to an hour.

Respondents aged 16-24 (32%), 25-34 (29%) and 65 and over (28%) were the most likely to spend two hours or more at the park, with those aged 45-54 (17%) and 55-64 (12%) the least likely to spend over 2 hours in the park. Those who were not currently working/out of work (29%) were also more likely to spend over 2 hours at Stoke Park.

Residents of Ash South and Tongham (41%), Onslow (38%), Send (57%) and Tillingbourne (36%) were the most likely to spend over 2 hours in Stoke Park, whereas residents living in Christchurch (12%), Friary and St Nicolas (11%), Holy Trinity (11%) were least likely to spend over 2 hours visiting the park.

Would you say that you visit Stoke Park more than any other park open space or public gardens such as those owned by the RHS and the National Trust?



The majority of respondents (79%) said they visited Stoke Park more than any other park, open space or public gardens, with just less than a fifth (17%) that said this was not the case. A small minority (5%) were not sure whether Stoke Park was the park, open space or public garden the frequented most frequently.

Those more likely to say visit Stoke Park than another park, open space or public garden were:

- Males (83%)
- Those aged 16-24 (85%)
- BAME respondents (84%)
- Respondents in full-time employment (82%) or in education/training (84%)
- Respondents without children (82%)
- Frequent visitors: those who visit almost every day (93%) and once or twice a week (87%)
- Resident of Christchurch (89%), Friary and St Nicolas (83%), Stoke (87%), Stoughton (87%) and Westborough (84%)

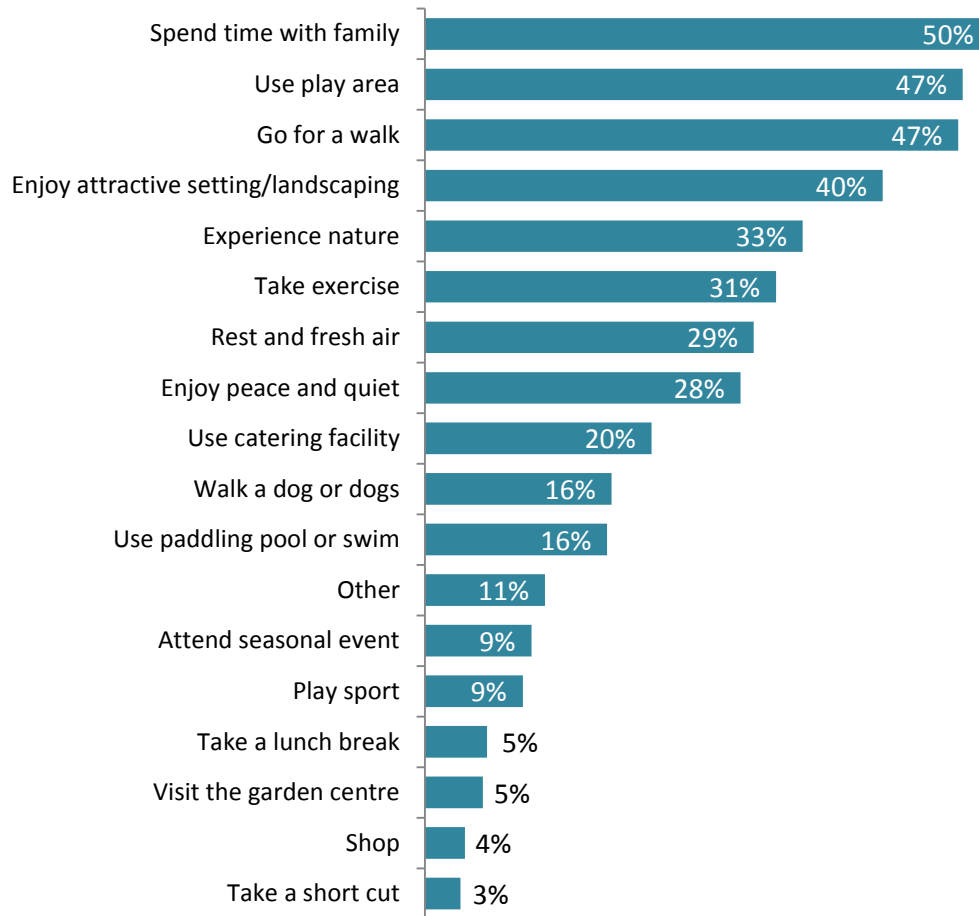
The following groups were less likely to say that Stoke Park was the park, open space or public garden they visited most frequently:

- Females (75%)
- Respondents aged 35-44 (74%)
- Respondents who visit less frequently: once a month (67%), once every six month (40%), once a year (27%)
- Those with a disability (76%)
- Respondents living in Ash South and Tongham (68%), Clandon and Horsley (71%), Normandy (67%), Send (67%), Shalford (73%), Tillingbourne (73%) and Worplesdon (73%)

If no, please could you tell me the park, open space or public garden that you visit most frequently?		
Park, open space or public garden	Number	Percentage
RHS Wisley	56	22%
Hatchlands park	16	6%
Sutherland memorial park (Burpham)	15	6%
National Trust (non-specific)	15	6%
Polesden Lacey	12	5%
Woking park	12	5%
Newlands Corner	12	5%

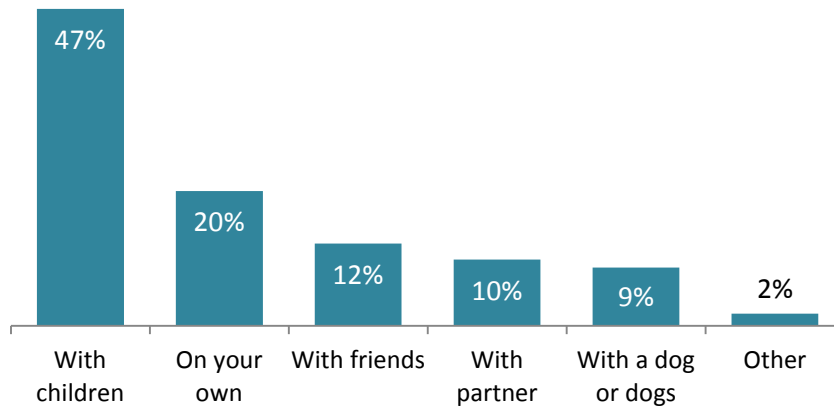
Respondents who didn't visit Stoke Park most frequently were then asked which park, open space or public garden they did visit most frequently. The table above shows the most frequently given responses and shows that RHS Wisley was the most popular response with over a fifth (22%) of respondents mentioning it.

Please could you tell me why you visit this park / open space / garden most frequently?



The main reason given for visiting this park was to spend time with family, with half of those asked giving this response, closely followed by to use the play area and to go for a walk (both 47%). Over a quarter mentioned enjoying the attractive setting/landscape (40%), to experience nature (33%), to take exercise (31%), rest and fresh air (29%) and to enjoy peace and quiet (28%).

Do you tend to visit Stoke Park...?



Nearly (47%) half of respondents stated they tended to visit Stoke Park with children, a fifth said they visited on their own and around a tenth stated it was with friends (12%), with a partner (10%) or with a dog or dogs (9%).

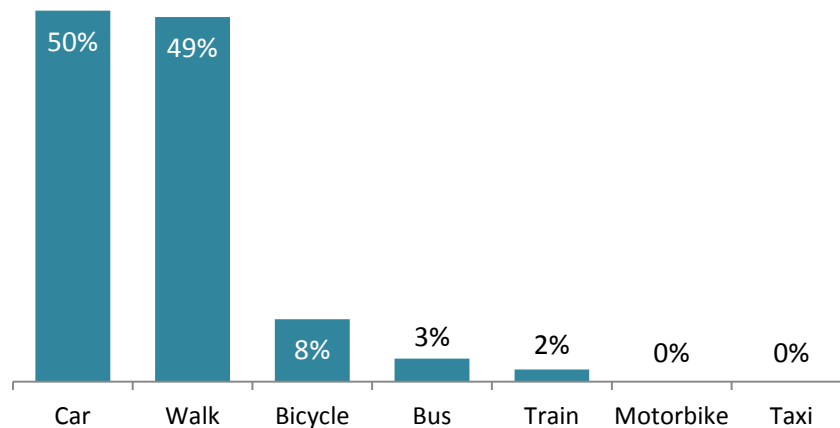
Female respondents (54%) were more likely to visit the park with children compared to males (39%), whereas males were twice as likely to visit with friends (18%) when compared to females (9%). Respondents aged 16-24 were most likely to visit Stoke park with their friends (54%), those aged 35-44 were most likely to visit with children (76%) and those aged over 55 were most likely to visit on their own (38% 55-64, 32% 65 and over).

Respondents with a disability were less likely to visit the park with children (27%) compared to those without a disability (49%) but were more likely to visit the park with a dog or dogs (18%) than those without a disability (8%). Respondents in a part-time job (63%) and those not currently working (69%) were the most likely to visit with children, respondents in education or training were the most likely to visit with friends (40%) and retired respondents were the most likely to visit the park on their own (38%).

Unsurprisingly, those with children were more likely to attend the park with children (75%) compared to those without children (15%), with respondents without children more likely to attend on their own (33%), with friends (19%), with a partner (19%) or with a dog or dogs (11%). Those who visit almost every day were the most likely to visit on their own (34%) with those visiting once a month the most likely to visit with children (56%).

Residents of Christchurch (28%) and Holy Trinity (24%) were the most likely to attend Stoke Park on their own, with residents of Burpham (57%) and Stoughton (70%) the most likely to attend with children.

Generally, how do you travel to Stoke Park?



Half of respondents said they generally travel to Stoke Park in the car, with slightly less (49%) saying they walk to Stoke Park. Less than a tenth travelled to the park on a bicycle with a small minority that used public transport to get to the park (3% bus and 2% train). No respondents reporting using a motorbike or taxi to travel to the park.

Respondents aged over 65 were the least likely to walk to the park (38%) and most likely to drive (62%), however, those age 55 to 64 were the most likely to walk to the park with 57% doing so. Respondents aged 16-24 were the most likely to cycle to the park (13%) as well as being the most likely to use public transport (11% bus and 9% train). Similarly retired respondents were less likely to walk (42%) and more likely to drive (57%) with those in education or training the most likely to cycle to the park (14%) or use public transport (8% bus and 7% train).

BAME respondents were more likely to walk to the park (57%) and less likely to use the car (42%), whereas the opposite was true for those with a disability with 42% that said they walk and 59% that used a car to travel to Stoke Park.

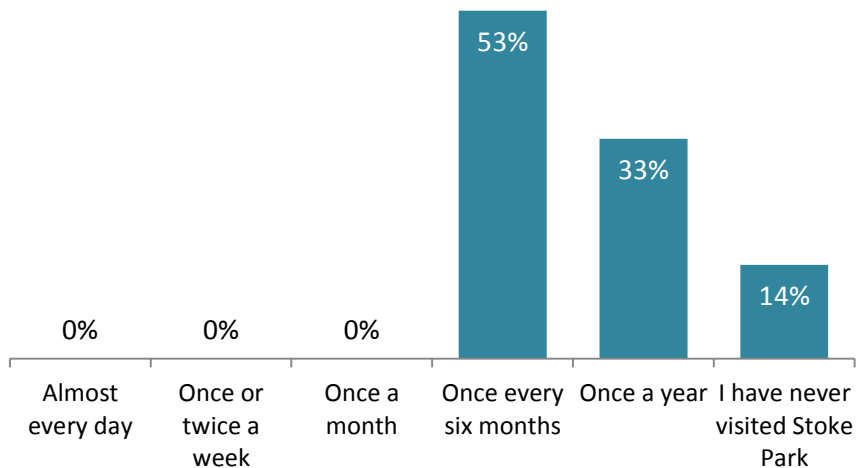
The more frequently respondents visited the park the more likely they were to walk with almost two-thirds (66%) of those using it almost every day reporting walking to the park whereas only 22% of those that visited once every six months walked to the park. The opposite held true for those driving to Stoke Park, with 32% of daily users travelling by car to the park, whereas those visiting once a month (59%) and once every six months (79%) reported travelling to the park by car more frequently.

Residents of Send (86%), Westborough (71%) and Worplesdon (71%) were the most likely to use a car to travel to Stoke Park, whereas residents of Christchurch (76%), Friary and St Nicolas and Holy Trinity (both 73%) were the most likely to walk to Stoke Park.

4.2 Non Users Profile

Key Findings	Over half (53%) visited Stoke Park once every six months. 14% had never visited the park.
	Around three-quarters (74%) had visited a park or open space other than Stoke park in the last year
	Two-fifths (42%) said they generally found out about attractions, places of interest and parks and open spaces online – in general.
	Over a quarter (27%) visited RHS Wisley
	The majority (85%) were satisfied with parks and spaces provided by Guildford Borough Council

Approximately how often do you visit Stoke Park?

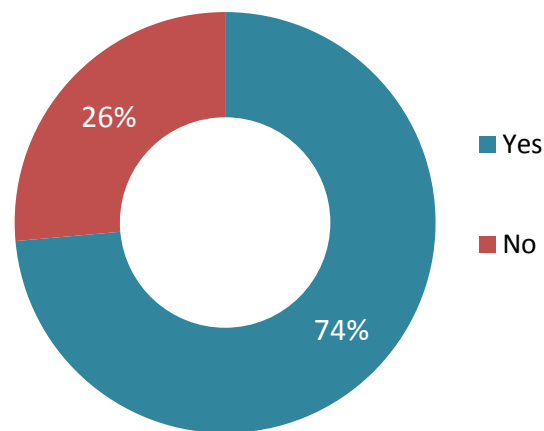


Among non-frequent and non-users of Stoke park over half (53%) reported using the park once every six months, a third used the park once a year and over a tenth (14%) said that they had never visited Stoke Park.

Respondents over the age of 65 were the most likely to say they had never visited Stoke Park with over a fifth (21%) that said they had never done so. A fifth of retired respondents also said that they had never visited Stoke Park. Respondents with a disability more frequently reported that they had never visited with 22% that stated this was the case.

Residents in Ash South and Tongham (48%) were the most likely to have said that they have never visited Stoke Park.

Have you visited a park, open space or public garden (e.g. RHS, National Trust) other than Stoke Park in the last 12 months?



Just under three-quarters (74%) of non-users said they had visited a park, open space or public garden other than Stoke Park in the last 12 months, with 26% that said they had not done so.

The following were more likely to have attended a park, open space or public garden other than Stoke Park in the past 12 months:

- Those aged 25-34 (76%), 35-44 (77%), 45-54 (79%) and 55-64 (82%)
- Respondents in full-time employment (80%)
- Respondents with children (79%)
- Residents of Christchurch (82%), Merrow (77%) and Stoughton (90%)

The following were less likely to have reported visiting another park, open space or public garden:

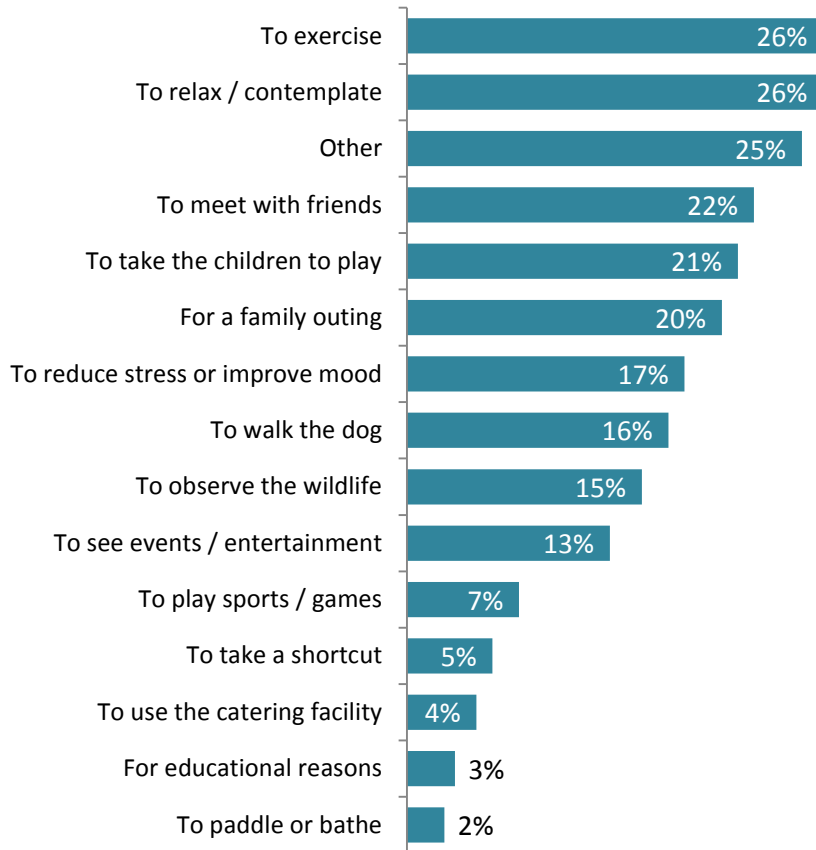
- Males (70%)
- Respondents aged 16-24 (53%) and 65 and over (67%)
- Respondents that are retired (68%)
- Those with a disability (67%)
- BAME respondents (66%)
- Residents of Ash South and Tongham (52%) and Stoke (54%)

Please could you tell me which park, open space or public garden (e.g. RHS, National Trust) that you have used most frequently in the last 12 months?

Response	Number	Percentage
RHS Wisley	82	27%
National Trust (non-specific)	33	11%
Newlands Corner	26	9%
Castle grounds	22	7%
Other	13	4%
Whitmoor Common (Worplesdon Road)	11	4%

Those that reported visiting a park, open space or public garden other than Stoke Park in the last 12 months were asked which park, open space or public garden they had visited most frequently. In total 119 different responses were given. The table above shows the most frequently given responses and shows that RHS Wisley was the most popular response with over a quarter (27%) mentioning this.

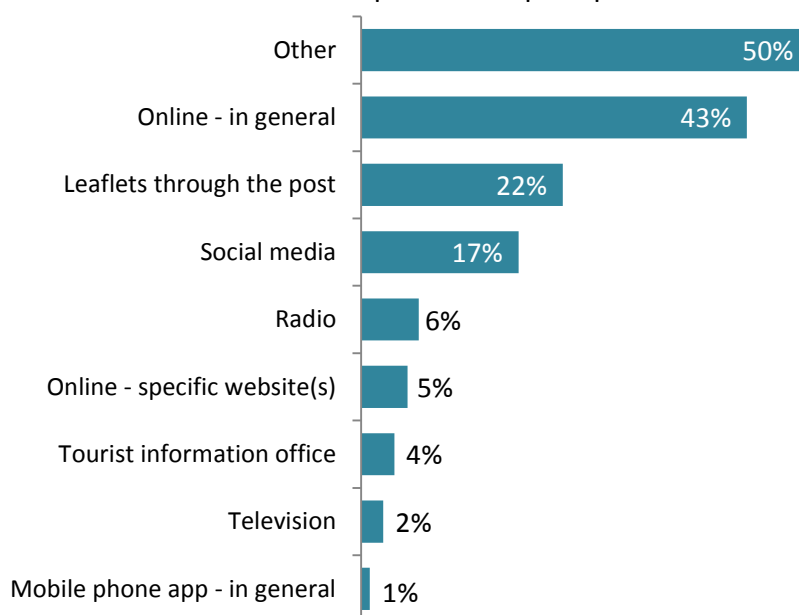
Can you tell me the main reasons why you visit this park or open space?



Over a quarter of respondents said the main reason they visit this park or open space was to either exercise (26%), to relax or contemplate (26%) or for other reasons (25%). Social and family reasons were also seen as an important factor as to why respondents visited this park or open space as over a fifth mentioned the reason being was to meet with friends (22%), to take the children to play (21%) or for a family outing (20%). The table below shows the most popular answers respondents gave when they said they visited the park for 'other' reasons.

Can you tell me the main reasons why you visit this park or open space? Please specify other.		
Response	Number	Percentage
Enjoying the scenery/nature (flowers etc.)	24	32%
To go for a walk	11	15%
Location	9	12%
Fresh air/ambience	9	12%

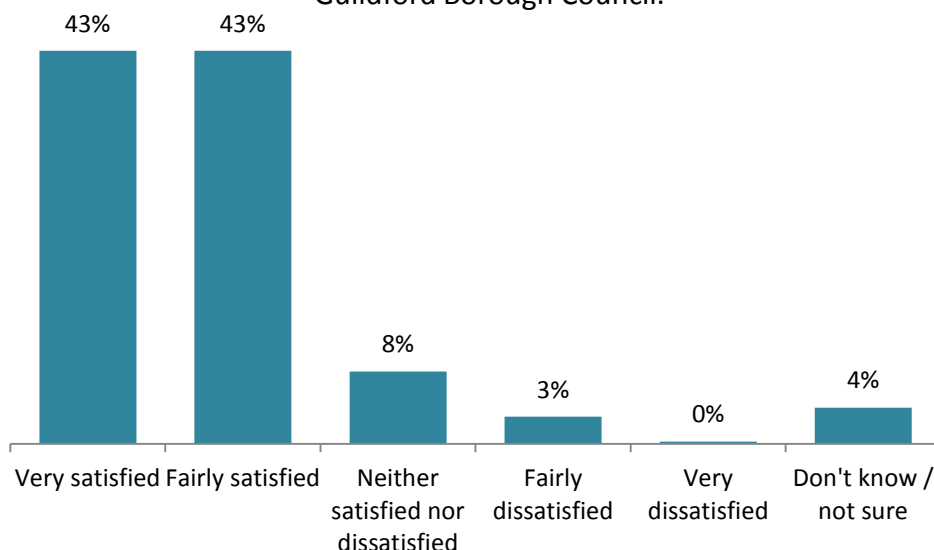
How do you generally find out about attractions, places of interest or parks and open spaces?



When asked how they find out about attractions, places of interest and open spaces, half of all respondents said it was through 'other' means or methods with slightly fewer (43%) saying they found out online – in general. Around a fifth of respondents said they either found out from leaflets through the post (22%) or from social media (17%). The table below shows the responses people gave when they said 'other', with over a third that mentioned word of mouth (34%) and 23% that said they found out about attractions, places of interest and open spaces from newspapers.

How do you generally find out about attractions, places of interest or parks and open spaces? Please specify other.		
Response	Number	Percentage
Word of mouth	69	34%
Newspaper (non-specific)	46	23%
Advertisements/posters	17	8%
Magazine (non-specific)	16	8%
Local knowledge	16	8%
National Trust information	12	6%
Surrey Advertiser	11	5%

Please indicate how satisfied or dissatisfied you are overall with the parks and open spaces service provided by Guildford Borough Council.



The majority of non-users (85%) were satisfied overall with the parks and spaces service provided by Guildford Borough Council, with an equal split between those that are very satisfied and those that are fairly satisfied (both 43%). Only 3% mentioned dissatisfaction with the parks and open spaces service provided by Guildford Borough Council, with less than a tenth saying they were neither satisfied nor dissatisfied (8%).

Less than two-thirds (64%) of those aged 35-44 were satisfied with the parks and open spaces service provided by Guildford Borough Council with this rising considerably when considering those aged 45-54 (90%), 55-64 (88%) and 65 and above (89%). **When taking into account younger respondents, 16-24 (82%) and 25-34 (82%), they were found to be generally around a fifth more satisfied than those aged 35-44 and a tenth less satisfied than respondents 45+.**

Self-employed respondents (79%) and those not currently working (75%) were less likely to be satisfied with the overall parks and open spaces service provided by Guildford Borough Council whereas retired respondents (89%) were the most satisfied with the parks and open spaces service.

Over nine-tenths of respondents with a disability (91%) reported satisfaction with the parks and open spaces service, 7% higher than those without a disability (84%). BAME respondents (81%) signified lower levels of satisfaction in comparison to white respondents (87%) as did those with children (78%) when compared to those without children (87%).

Nearly all respondents residing in Merrow (97%) were satisfied with the parks and open spaces service with satisfaction levels also exceeding 90% amongst residents of Friary and St Nicolas (92%) and Stoughton (90%).

Please indicate how satisfied or dissatisfied you are overall with the parks and open spaces service provided by Guildford Borough Council. Why do you say that?

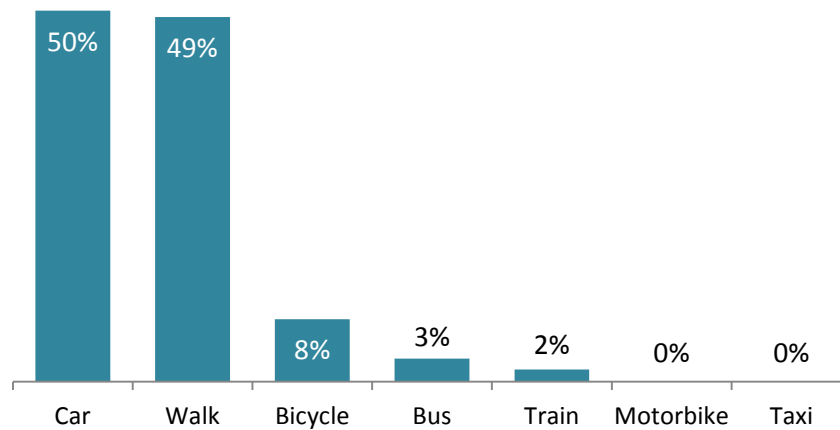
Response	Number	Percentage
Well maintained/clean	112	31%
Generally good/happy	70	19%
A large amount of places to choose from	40	11%
Good open/green space	37	10%
Good appearance	19	5%
I don't have much experience/don't visit them	18	5%

When asked why they were either satisfied or dissatisfied with the parks and open spaces service provided by Guildford Borough Council just under a third (31%) stated it was because the parks and open spaces are well maintained and clean and less than a fifth (19%) said it was because the parks are generally good and they are generally happy with them.

4.3 Car Parking

Key Findings	Half rely on a car to travel to Stoke Park
	Around a quarter park at Guildford College (28%) or at Lido Road car park / bowls club / Wildwood (23%)
	43% felt the availability of parking spaces was poor or very poor
	Over half (55%) wanted to see an improvement or investment in car parks; a quarter wanted an increased number of car parks
Contradictions & correlations	43% said the availability of parking spaces was poor but only 25% wanted an increased number of car parks
	Both the survey and the in-depth interviews identified the lack of available car parking as an issue
	Lack of parking was the main reason given (17%) as to why users don't use Stoke Park more frequently
	86% of non-users and 83% of users felt car parking facilities were important when visiting a park or open space
Questions to be explored	Why do only a quarter want an increased number of car parks when 43% mentioned dissatisfaction with the availability of parking spaces?
	Lack of spaces was frequently mentioned by respondents. Where would they like to see these extra spaces? Would they rather expand a current car park or build a new one? If so where?

Generally, how do you travel to Stoke Park?



More respondents said that they generally travel to Stoke Park by car than by means, with half of those asked saying they used a car to travel, slightly more than those that walked (49%).

Respondents aged over 65 (62%), retired respondents (67%) and those with a disability (59%) were more likely to drive than other respondents. Those that used the park less frequently were also more likely to rely on the car to travel to Stoke Park as 59% of those visiting once a month and 79% of those visiting once every six months reported using a car to travel to Stoke Park. Residents of Send (86%), Westborough (71%) and Worplesdon (71%) were the most likely to rely on a car to travel to Stoke park when compared to residents of other wards within Guildford.



Over a quarter of those who travel to Stoke Park by car said they mainly parked at Guildford College car park (28%) with just under a quarter (23%) stating they parked at Lido Road car park / bowls club / Wildwood. Less than a fifth (18%) said they parked on the street, with around a tenth saying they parked at Spectrum Leisure Centre (12%), Nightingale Road car park (9%) or Burchatts Farm Barn / London Road car park (8%).

Female respondents (34%) tended to be more likely than males (21%) to park at Guildford College car park, whereas males were more likely to park at Burchatts Farm Barn / London Road car park (12%) or Lido Road car park / bowls club / Wildwood (28%) when compared to females (5% and 20% respectively).

The older the respondent the less likely they were to park at Guildford College car park with those mainly using that car park decreasing from 36% among 16-24 year old and 35% among 25-34 year olds down to 20% for those aged 55-64 and 17% for those aged 65 and over. Those aged 65 and over were, however, a fifth more likely to park at Lido Road car park / bowls club / Wildwood (43%) than any other age group.

Respondents in part-time employment (41%) and those not currently working (39%) were more likely to park at Guildford College car park and retired respondents were more likely to park at Lido Road car park / bowls club / Wildwood (45%).

Respondents with children were more likely to park at Guildford College car park (33%) compared to those without children (21%) whereas the opposite was true for those parking at Lido Road car park / bowls club / Wildwood with a fifth of those with children parking there in comparison to 30% of those without children.

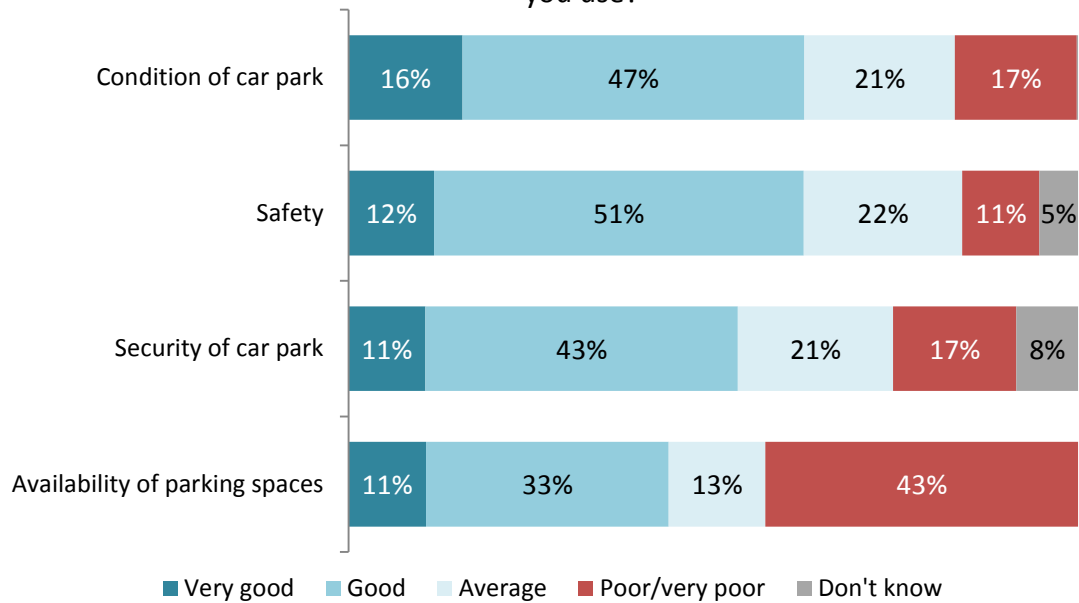
The more frequently the respondent visited the greater the likeliness of parking at Lido Road car park / bowls club / Wildwood as two-fifths of daily users stated they mainly parked here but this fell to 15% for those that visited once a month and 11% to those that visited once every six months.

Residents of Clandon and Horsley (43%), Stoughton (38%) and Westborough (36%) were more likely to park at Guildford College car park. Residents of Torplesdon (38%), Tillingbourne (32%), Shalford (33%) and Burpham (34%) were more likely to have mainly used Lido Road car park / bowls club / Wildwood when visiting Stoke Park.

If you travel by car, where do you mainly park? Please specify other		
Response	Number	Percentage
Rugby club	8	57%
Parks and leisure staff car park	1	7%
Local private car park	1	7%
Dropped off by parents	1	7%
Partners workplace	1	7%
Friend's house	1	7%
Endmore Avenue	1	7%

Of those that said they parked at another car park, 8 respondents (57%) stated they parked at the Rugby club with all other choices receiving only one response (7%).

And please tell me how you rate the following at the car park that you use?



Over three-fifths (62%) felt the condition of the car park they use and the safety of the car park was either very good or good with over half (53%) that felt the security of the car park was very good or good. For these three statements on the car park they use responses of average were all slightly above a fifth with responses of very poor and poor below a fifth.

Respondents were less positive when asked to consider the availability of parking spaces with only slightly more rating this aspect as very good or good (44%) than those that rated it very poor or poor (43%); 13% stated they felt it was average. The lack of car parking was the most frequently given reason as to what prevents respondents from using Stoke Park more frequently, with 17% that gave this as a reason.

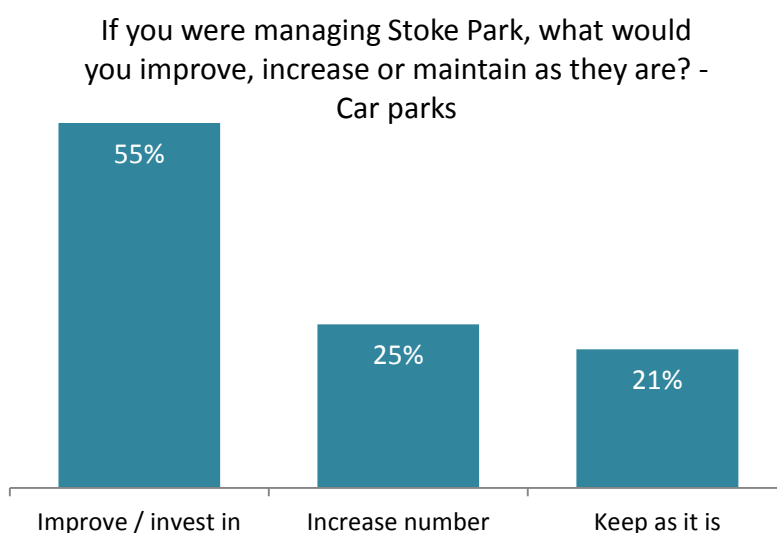
The following groups tended to be more positive towards these statements regarding car parks:

- Male respondents
- Those aged 16-24 and 45-54
- BAME respondents
- Respondents in full-time employment and those not currently working
- Respondents who visit the park once a month
- Residents of Christchurch, Friary and St Nicolas, Merrow, Stoke, Stoughton, Westborough and Worpleston

The following groups showed lower levels of agreement towards the statements regarding car parks:

- Female respondents
- Those aged 65 and over
- The self-employed and retired
- Respondents who visit Stoke Park almost every day and those that visit once every six months
- Residents of Burpham and Holy Trinity

When considering the availability of parking spaces only a quarter of respondents over the age of 65 and 26% of retired respondents said they felt the availability of spaces was either very good or good, with 61% of those aged over 65 and 58% of those retired saying they thought the availability of spaces was either very poor or poor. This shows a significant difference from the overall results where 44% felt the availability of spaces was very good or good and 43% felt it was very poor or poor.



Over half (55%) stated that they would improve or invest in car parks if they were managing Stoke Park, a quarter said they would increase the number of car parks, with just over a fifth (21%) that said they would keep the car parks as they are.

This need for improvements/investments was backed up by the importance placed upon car parking by respondents with 83% that felt car parking facilities were important when visiting a park or open space. A lack of parking was also viewed as a reason that prevented people using the park more frequently, with 17% of users and 16% of non-users that said this prevented them using the park more frequently. Around a quarter (24%) of non-users also mentioned that more available parking spaces would encourage them to use Stoke Park in the future.

Respondents aged 55-64 (64%) and 65 and over (70%) more frequently said they would improve the car parks if they were managing Stoke Park, whereas only 36% of those aged 16-24 said they would

do so. Just under a third (66%) of respondents with a disability said that they would improve or invest in car parks.

Respondents in part-time employment (60%), not currently working (67%) and those that were retired (73%) were more likely to have said the car parks needed improving, whereas those in education or training (33%) were much less likely to feel the car parks needed improving or investing in.

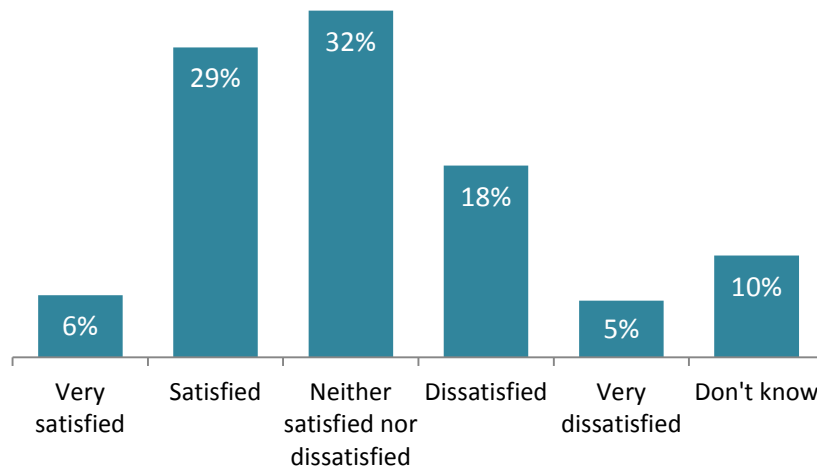
Those visiting the park once or twice a week (49%) were less likely to want improvements to the car parks, with those visiting Stoke Park once a month (59%) or once every six months (73%) more frequently saying they would improve the car park.

Residents in Send (70%), Burpham (64%) and Tillingbourne (63%) more frequently expressed a need for improvements to the car park, whereas those residing in Clandon and Horsley (49%), Onslow (49%), Friary and St Nicolas (47%), Merrow (47%) and Shalford (46%) felt less of a need for improvements to the car parks.

4.4 Catering

Key Findings	Just over a third (35%) were satisfied with the catering facilities at Stoke Park
	Three-fifths said they would improve or invest in catering facilities
	A covered seating area and facilities open all year (both 73%) were seen as the main features that would encourage use of catering facilities
Contradictions & correlations	A high proportion (60%) wanted investments or improvements to catering facilities, which supports the low proportion (35%) that were satisfied with the current catering facilities
	Of those that said a lack of facilities prevented them visiting the park, half (49%) said an improved café was lacking
	Both the survey and the in-depth interviews indicated a need for improved catering facilities
Questions to be explored	What level of investment would be necessary to improve the current catering facilities to a level whereby people are satisfied with them?

How satisfied are you with the catering facilities at Stoke Park



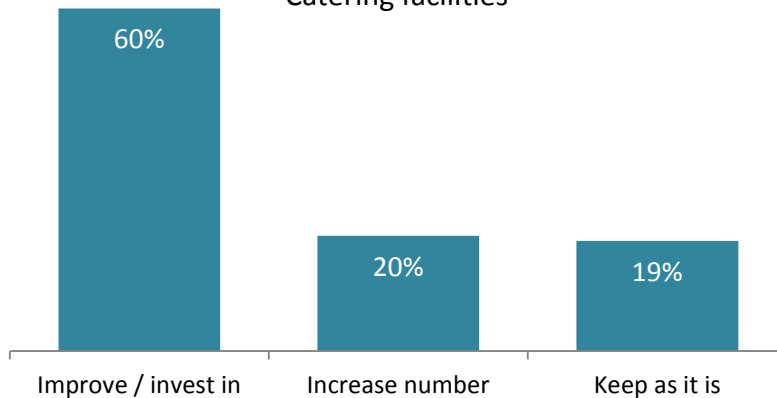
Just over a third were satisfied (35%) with the catering facilities at Stoke Park, slightly less said they were neither satisfied nor dissatisfied and just under a quarter (23%) were dissatisfied with the catering facilities.

Respondents aged 34-44 indicated the lowest levels of satisfaction with the catering facilities (30%) with elder respondents indicating higher levels of satisfaction; 40% among those aged 55-64 and 42% among those aged 65 and over. BAME respondents showed lower levels of satisfaction towards the catering facilities (29%), however respondents with a disability tended to be more satisfied regarding the catering (40%).

Self-employed respondents displayed lower levels of satisfaction with the catering (24%) while retired respondents were more positive towards the catering facilities offered at Stoke Park with 42% stating they were satisfied. Respondents who visit the park almost every day (29%) were less satisfied with the catering when compared to those that visit the park once every six months (55%).

Residents within Clandon and Horsley (53%), Stoke (43%), Tillingbourne (46%), Westborough (40%) and Worplesdon (42%) expressed higher levels of satisfaction towards the catering facilities in the park whereas resident in Burpham (29%), Christchurch (31%), Friary and St Nicolas (29%), Holy Trinity (31%) indicated lower levels of satisfaction.

If you were managing Stoke Park, what would you improve, increase or maintain as they are? -
Catering facilities

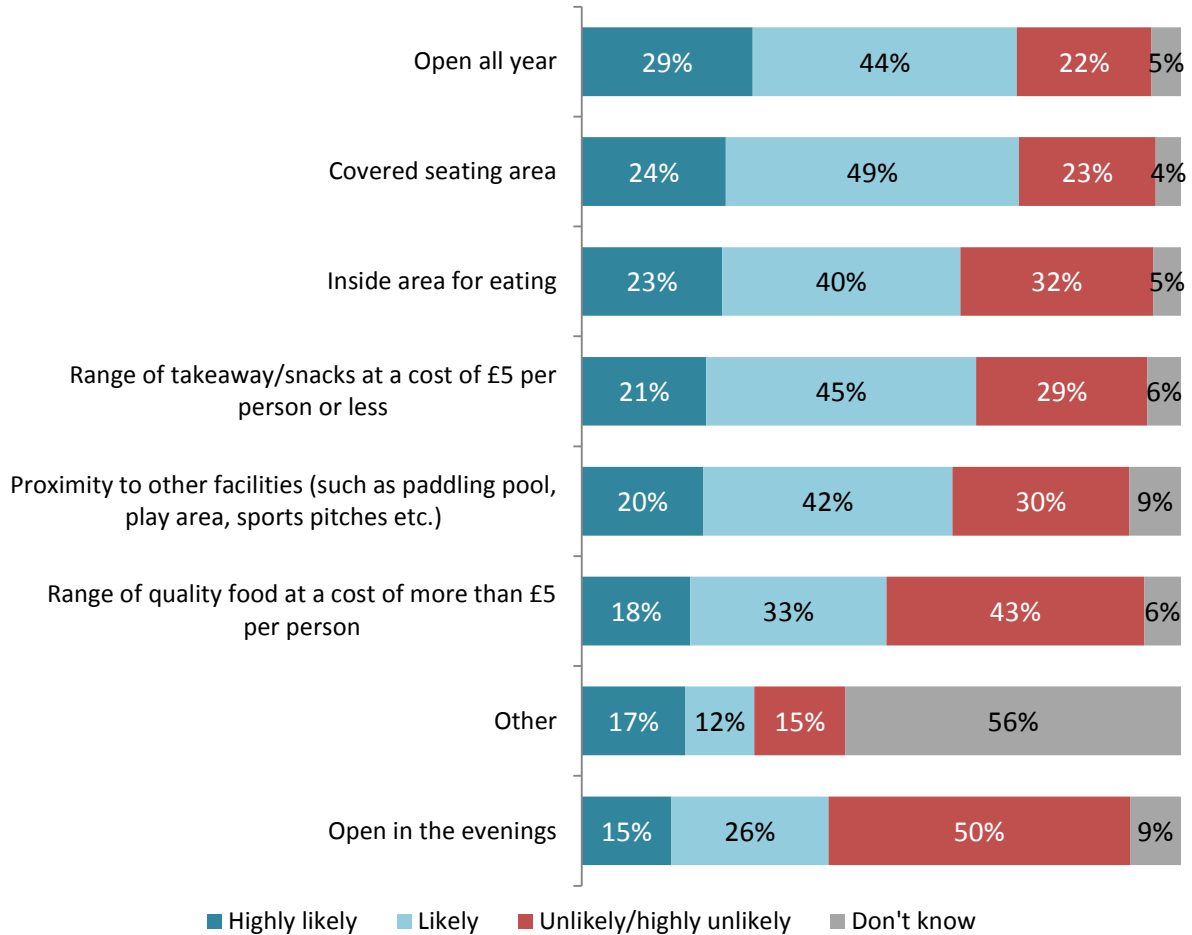


Three-fifths felt there was a need to improve or invest in the catering facilities at Stoke Park, with a further fifth that said they should increase the number. Just under a fifth (19%) said the catering facilities should be kept as they are. This need for improved catering facilities was also mentioned by non-users of Stoke Park as over a tenth (11%) mentioned this as something that would encourage them to use Stoke Park in the future.

The following groups were more likely to have said they would like to see an improvement in the catering facilities at Stoke Park:

- Female respondents (63%)
- Those aged 25-34 (63%), 35-44 (64%) and 45-54 (63%)
- BAME respondents (64%)
- Self-employed respondents (67%) and those in part-time employment (65%)
- Respondents with children (64%)
- Residents of Christchurch (69%), Holy Trinity (64%), Onslow (64%), Send (67%), Stoughton (65%) and Worplesdon (63%)

Please say how likely the following features would encourage you to use Stoke Park's catering facilities?



Nearly three-quarters (73%) felt that having catering facilities open all year and having a covered seating area would encourage them to use Stoke Park's catering facilities. Over three-fifths indicated a range of takeaway/snacks at a cost of £5 per person or less (66%), an inside area for eating (63%) and proximity to other facilities (63%) would make them more likely to use the parks catering facilities.

Just over half (51%) said a range of quality food at a cost of more than £5 per person would encourage them to use Stoke Park's catering facilities, however, slightly less (43%) said this would be unlikely to encourage them to use the catering facilities.

Having catering facilities open in the evenings was not seen as an important factor in encouraging people to use them, with half of those asked indicating it would not make them more likely to use the catering facilities and only 41% saying it would make them more likely to use the facilities.

The following groups more frequently said these features would make them more likely to use the catering facilities:

- Female respondents
- Younger respondents: those aged 16-24, 25-34 and 35-45
- Respondents with a disability
- Those in education or training and those not currently working
- Respondents with children
- Those that use the park once every six months
- Residents of Ash South and Tongham, Burpham, Clandon and Horsley, Send, Stoughton, Tillingbourne and Westborough

The following groups were less likely to have said these features would encourage them use Stoke Parks catering facilities:

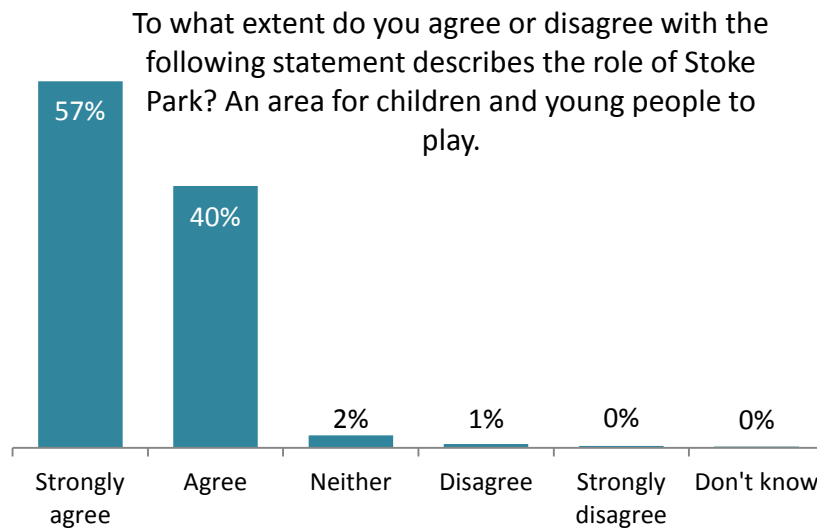
- Male respondents
- Older respondents: those aged 45-54, 55-64 and 65 and over
- Retired respondents
- Respondents without children
- Those residing in Christchurch, Holy Trinity and Merrow

Please say how likely the following features would encourage you to use Stoke Park's catering facilities? Please specify other		
Response	Number	Percentage
Healthier/homemade options	10	22%
No further catering necessary	8	18%
Local produce	3	7%
Get the current ones to other standards	3	7%
Not applicable	3	7%

Just over a fifth of those that said other said they felt there was a need for healthier or homemade options (22%) with slightly less that said they felt there was no further catering necessary (18%) within Stoke Park.

4.5 Play

Key Findings	The vast majority (97%) felt that Stoke Parks role should incorporate areas for children and young people to play
	71% said a playground was important when visiting a park or open space; 43% said it was very important
	Two-thirds (66%) were satisfied with the play areas at the park
	Over a third (34%) felt there was a need for further play areas
	Over two-thirds (68%) said they would improve or invest in play areas at Stoke Park
	Nearly nine out of ten non-users (87%) were aware of the children's playground
Contradictions & correlations	34% felt there was a need for further play areas whereas only 23% said they would increase the number of play areas
	Although a third felt the need for further play areas during in-depth interviews it was thought the play areas were adequate
	Despite two-thirds (66%) being satisfied with the play areas at the park, slightly more (68%) said they would improve or invest in play areas
Questions to be explored	With a high proportion being satisfied with the play areas, why was it felt there was such a need for investment in this aspect?
	Why did the research suggest a need for improvement and investment in play areas and the in-depth interviews suggest that the play areas were adequate, but just condensed in one area of the park?



Respondents overwhelmingly agreed (97%) that the statement 'An area for children and young people to play' described the role of Stoke Park with over half stating that they strongly agreed with the statement. A small number of people (2%) said that they neither agreed nor disagreed with the statement and only 1% disagreed.

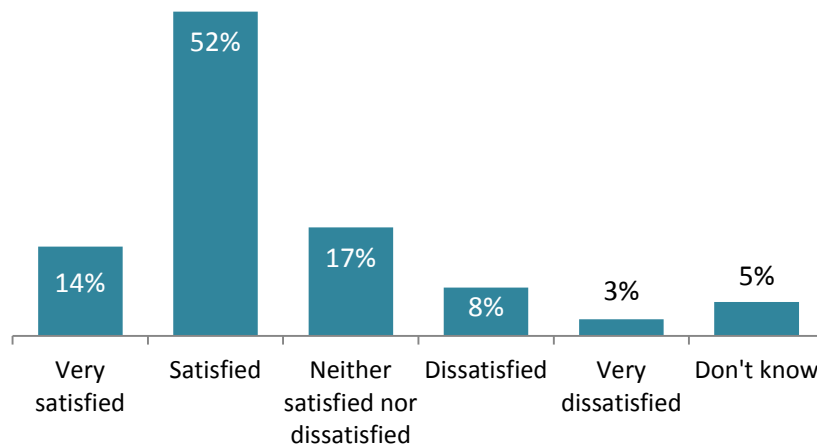
The following groups were more likely to strongly agree that an area for children and young people to play described the role of Stoke Park:

- Females (60%)
- Those aged 35-44 (63%)
- Not currently working / unemployed (68%)
- Residents living in Tillingbourne (76%)

The following groups were less likely to strongly agree that an area for children and young people to play described the role of Stoke Park:

- Those aged 16-24 (46%)
- Respondents in full-time or part time education / training (46%)
- Those who visit Stoke Park once every six months (41%)
- Residents living in Ash Vale (45%)

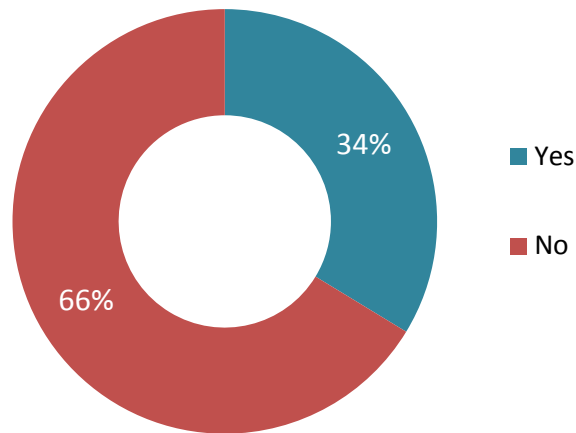
How satisfied or dissatisfied are you with the following at Stoke Park? Play area.



Two thirds of respondents (66%) said that they were satisfied with the play area at Stoke Park with just over half stating that they were satisfied (52%) and a sixth very satisfied (14%). Just under a fifth (17%) said that they were neither satisfied nor dissatisfied with the play area at Stoke Park and just over a tenth (11%) were dissatisfied to some extent of which 3% mentioned that they were very dissatisfied (3%). A slightly higher percentage of respondents (5%) said that they did not know.

Those aged 16-24 were more likely to be satisfied with the play area at Stoke Park (74%) together with those in full-time or part time education / training (72%). Respondents aged 35-44 (62%) were less likely to show satisfaction with the play area at Stoke Park.

Do you consider there to be a need for a further play area elsewhere in Stoke Park?



A third (34%) of respondents consider there to be a need for a further play area elsewhere in Stoke Park compared with two thirds (66%) who did not consider it a need.

The following groups were more likely so consider there to be a need for a further play area in Stoke Park:

- Females (40%)
- 35-44 year olds (43%)
- Respondents not currently working / unemployed (46%)
- Respondents with children (42%)
- Those visiting Stoke Park less frequently; once a month (39%) and once every six months (44%)
- People with a disability (41%)
- Residents living in Stoughton (55%)

The following groups were less likely so consider there to be a need for a further play area in Stoke Park:

- Males (34%)
- 65+ (18%)
- Retired (18%)
- Respondents who do not have children (20%)
- Residents living in Clandon and Horsley (20%)

Do you consider there to be a need for a further play area elsewhere in Stoke Park? If so, do you have a view about where it would be best placed?

Response	Number	Percentage
Near the skate park	51	15%
Opposite end to the current one	40	11%
Nowhere in particular/anywhere (non-specific)	33	9%
Near Spectrum (incl. car park)	27	8%
Near London Road	24	7%
Near wild wood	18	5%
Near the rugby	17	5%
Near challengers	17	5%

A sixth of respondents (15%) stated that a further play area would be best placed near the skate park and around a tenth suggesting the opposite end to the current one (11%) and nowhere in particular (9%).

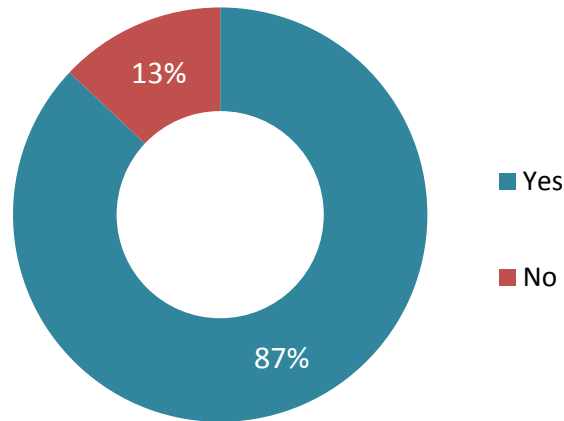
Although many different locations were mentioned (42 in total), many of these are specific. Over a third of these (38%) can be classified in roughly the same area at the opposite end to the current play area between Spectrum and the Pavilion.

How would you change, if at all, the current Stoke Park play facilities (size, location, range of equipment, materials etc.)?

Response	Number	Percentage
No change/N.A	387	34%
Update equipment (i.e. modernise, paint, change to wood)	230	20%
More play equipment/areas	189	17%
More equipment/activities for older children	84	7%
More equipment/activities for younger children	60	5%
Don't know	59	5%
Increase skate park	52	5%

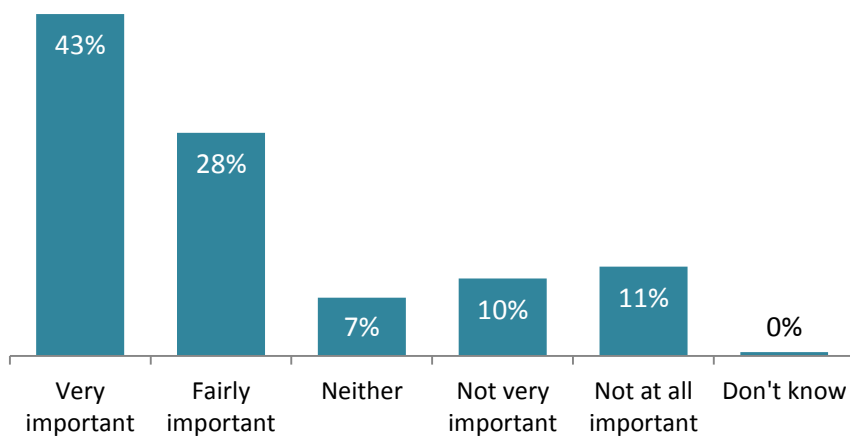
A third of respondents (34%) stated that they would not change the current Stoke Park play facilities or that the question was not applicable to their usage of Stoke Park's facilities. Of the suggestions for changes to play facilities in Stoke Park, an update to equipment was the most frequent recommendation with a fifth (20%) providing this answer. Just under a fifth (17%) stated that more play equipment/areas are needed with fewer (7%) giving this answer specifically with older children in mind and 5% with younger children in mind. The same percentage (5%) stated that the skate park should be increased in size or that they did not know how they would change the current Stoke Park play facilities.

Are you aware of the following facilities available at Stoke park?
Children's playground.



The vast majority of non-users of Stoke Park (87%) are aware if the Children’s playground at Stoke Park compared with just under a fifth (13%) who were not aware. Respondents aged 45-54 were more likely to be aware of the playground (98%) with those aged 16-24 less likely to be aware (71%).

How important are the following to you when visiting a park or open space? Playground.

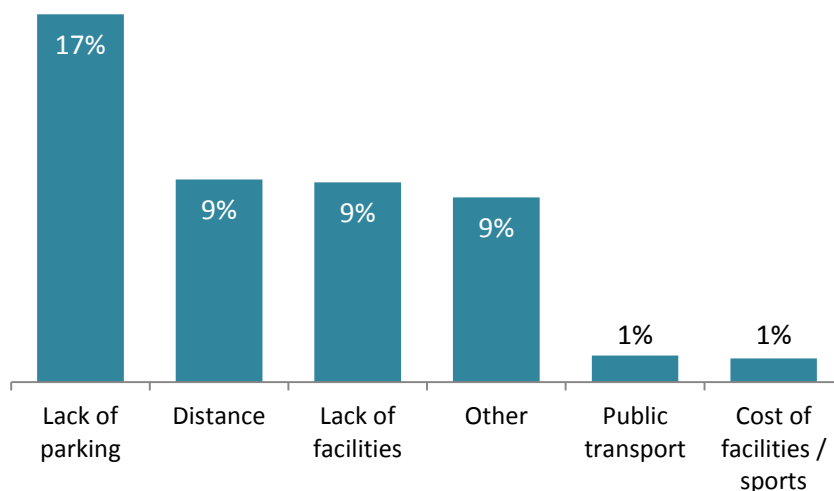


Over two thirds of non-users (71%) stated that a playground was important when visiting a park or open space with around two fifths (43%) mentioning that it is very important. Around a tenth said that a playground is either not very important (10%) or not at all important (11%). Slightly less (7%) stated that a playground is neither important nor unimportant and no one (0%) said that they did not know. Female respondents were more likely to state the importance of a playground (75%) as were participants aged 25-34 (82%) and those with children (81%). Males (66%) and those aged 16-24 (41%) were less likely to mention that a playground is important when visiting a park or open space.

4.6 Facilities

Key Findings	Around a fifth (17%) said that lack of parking prevents them from using Stoke Park more frequently; 9% said distance and lack of facilities
	Half (49%) said an improved café was the facility the park was lacking
	Higher levels of satisfaction was expressed towards the paddling pool (77%) and play area (66%)
	Respondents showed higher levels of dissatisfaction towards toilet facilities (27%), catering (23%) and picnic/seating facilities (20%)
	Non-users placed high levels of importance on toilets, car parking and picnic/seating facilities when visiting parks and open spaces
Contradictions & correlations	Lack of parking and the need for improved catering facilities were mentioned as reasons that prevent more frequent use of the park, both of which were mentioned as areas for improvement throughout the survey
	Facilities that non-users felt were important when visiting parks (toilets, catering, car parking) were consistently seen as areas for improvements amongst users of Stoke Park
Questions to be explored	Is the reason why non-users aren't visiting the park because they are aware that facilities they value (toilets, catering, car parking) are not up to their standards?

Are there any reasons that prevent you from using Stoke Park more frequently than you currently do?



When respondents were asked if there are any reasons that prevent them from using Stoke Park more frequently, the most common reason given was lack of parking, mentioned by around a fifth of respondents (17%). Around a tenth said that distance (9%) prevented them from visiting more frequently together with lack of facilities (9%) and the same percentage gave another reason (9%). Public transport and the cost of facilities / sports were mentioned by a small percentage of respondents (1%).

Respondents who said that a lack of facilities prevents them from visiting Stoke Park more frequently than then do were more likely to be:

- Female (11%),
- Those aged 35-44 (13%),
- Those not currently working / unemployed (17%)
- Those with children (12%)
- Residents in Friary and St Nicolas (13%) and Ash Vale (13%)

Respondents who said that a lack of facilities prevents them from visiting Stoke Park less frequently than then do were less likely to be:

- Male (7%)
- Those aged 65+ (4%)
- Those retired and in education (4%)
- Those without children (6%)
- Respondents who visit Stoke Park every day (6%)
- Residents in Shalford (3%), Ash South & Tongham (5%)

Please could you say why you chose 'Lack of facilities'. For example, what facilities are lacking?

Reason	Number	Percentage
Improve café	64	49%
Update current play area	25	19%
Toilet facilities	25	19%
More play areas/activities/equipment	13	10%
Improve parking	12	9%
Better lighting /flood lights	11	8%

Respondents were asked to name specify why they chose a lack of facilities as a reason why they do not visit Stoke Park more frequently. The largest percentage and almost half (49%) said that café facilities are lacking and should be improved in order to increase frequency of visits to the park. It is notable that those aged 35-44 (58%) were most likely to provide this answer.

Around a fifth (19%) stated that play area is in need of updating and that there is a lack of toilet facilities (19%) with a tenth (10%) also mentioning the play area, specifically that there is a need for more play areas together with activities and equipment.

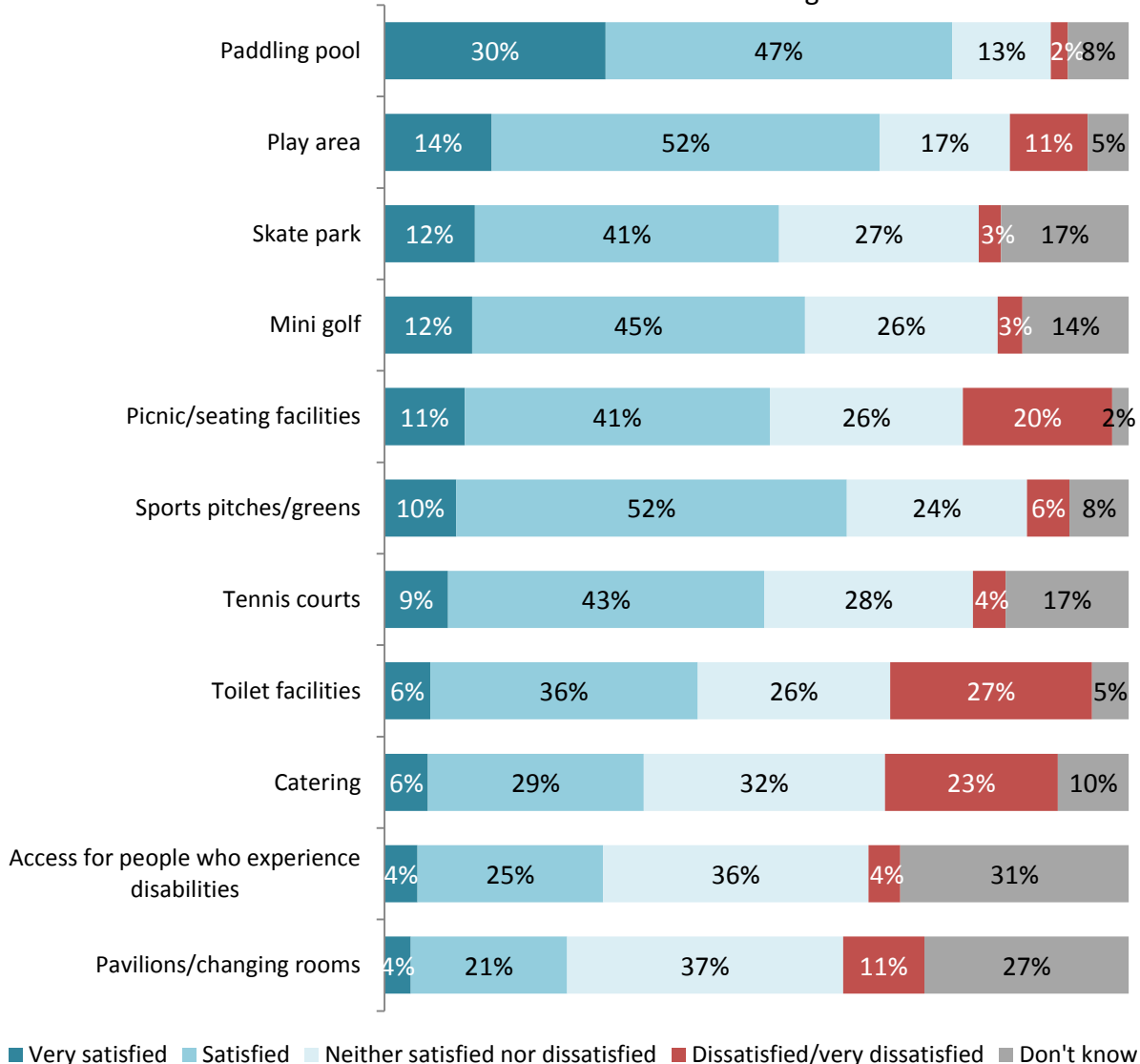
Slightly less (9%) mentioned that improvements to parking may increase frequency of visits and better lighting (8%) could also be a factor.

Please could you say why you chose 'Cost of facilities / sports'. For example, what is too expensive and how much should it be?

Reason	Number	Percentage
Tennis is too expensive	7	47%
Refreshments should be cheaper	4	27%
Bowling is too expensive	1	7%
Mini golf is too expensive	1	7%
Cricket is too expensive	1	7%
Wild wood is too expensive	1	7%
Free to use	1	7%

When asked to say why they chose the cost of facilities / sports as a reason that prevents them from visiting Stoke Park more frequently around half (47%) stated that tennis facilities are too expensive. A quarter (27%) said that refreshments should be cheaper. A small number of respondents (7%) mentioned that bowling, mini golf, cricket or Wild Wood facilities were too expensive.

How satisfied or dissatisfied are with the following at Stoke Park?

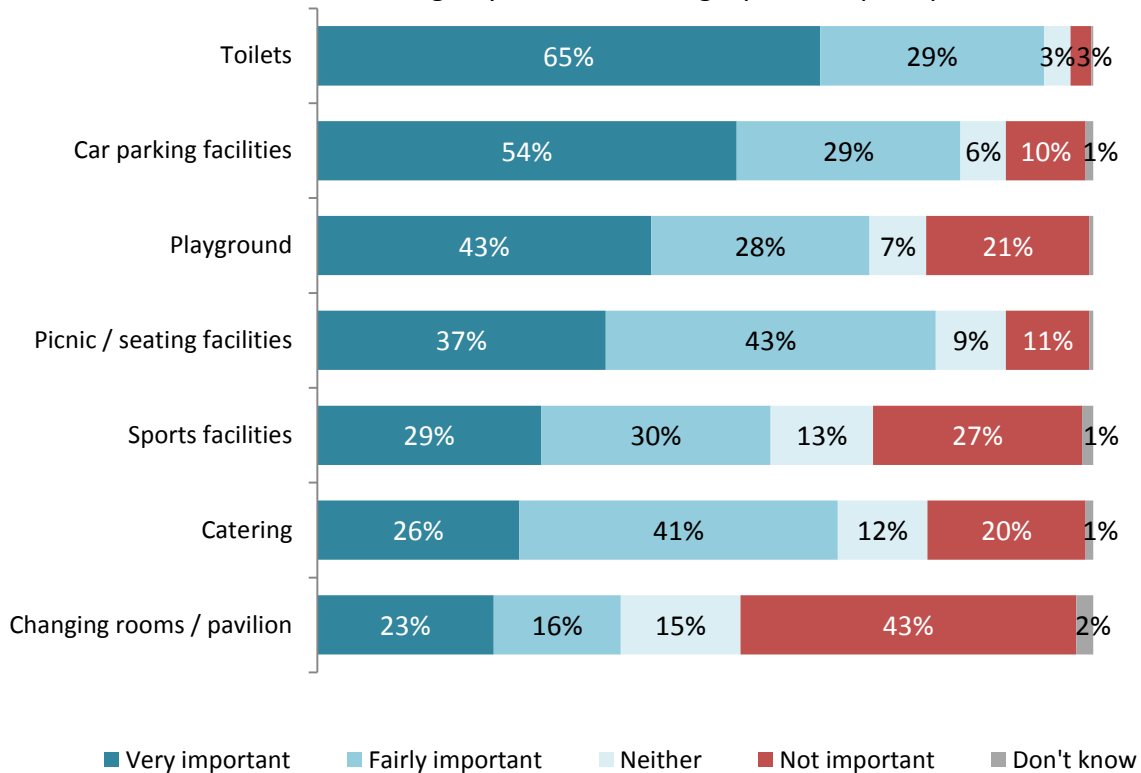


Just over three quarters (77%) expressed satisfaction with the paddling pool facility at Stoke Park with just under a third (30%) stating that they were very satisfied. Two thirds (66%) were satisfied with the current play area despite a call for improvements to be made to the facility when respondents were asked if anything prevented them from visiting Stoke Park more frequently. Just over a tenth conveyed dissatisfaction (11%) with the play area.

Satisfaction was also shown towards sports pitches/greens with by just under two thirds (62%). Over half were satisfied with mini golf (57%), the skate park (53%), and picnic/seating facilities (52%) although a fifth (20%) revealed that they were dissatisfied with this aspect of Stoke Park's facilities.

Just over a quarter (27%) of respondents said that they were dissatisfied with the toilet facilities at Stoke Park, suggesting that improvements are required with just under a quarter (23%) stating that they were dissatisfied with catering. This is reflected in verbatim comments relating to café and toilet facilities when respondents were asked for reasons that prevented them from visiting Stoke Park more regularly.

Thinking about parks and spaces in general in Guildford. How important are the following to you when visiting a park or open space?



When looking at aspects of importance to non-users that relate to facilities when visiting a park or open space, the vast majority (94%) said that toilets were important with two thirds (65%) stating that this facility is very important.

Four fifths (83%) stated that car parking facilities were important, together with picnic / seating facilities (80%) although a higher percentage said that car parking facilities are very important (54%) compared with just under two fifths (37%) stating this answer for picnic / seating facilities.

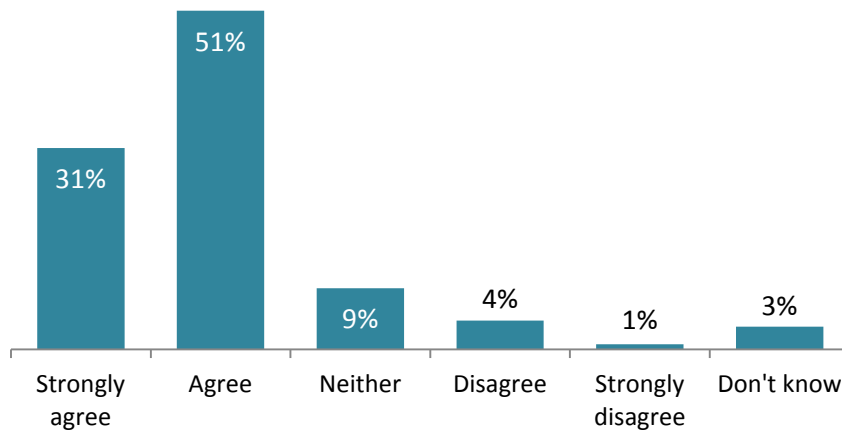
Over two thirds (71%) said that playground facilities were important with two fifths (43%) expressing that this facility was very important when visiting a park or open space. A similar percentage of respondents stated that catering facilities (67%) were important with around a quarter (26%) deeming this facility to be very important.

Two fifths or respondents (43%) thought that changing room / pavilion facilities were not important and over a quarter (27%) also thought that sports facilities were not important. These aspects may be more important to people affiliated with a sports club.

4.7 Sports

Key Findings	82% felt the role of Stoke Park was to provide facilities for organised sport
	A fifth (19%) belonged to a club using the park's facilities
	Over half were satisfied with the range of sports & clubs, the sports pitches/greens and tennis courts
	Most wanted an increased number of grass sports pitches (60%) and artificial sports pitches (47%)
Contradictions & correlations	Despite 62% being satisfied with the sports pitches at Stoke Park only 4% would keep grass sports pitches as they are and 15% would keep artificial sports pitches as they are. Most favoured an increased number of sports pitches
Questions to be explored	Why is satisfaction with the sports/pitches greens at 62%, yet 60% want to see an increased number of sports pitches?
	Is there a demand for any particular type of sports pitches (football, rugby, hockey, bowls, etc.)?
	Where in Stoke Park would any additional sports pitches be located?
	Would an increased amount of sports pitches need to be supported by increased investment in facilities to support them such as changing rooms, car parking and refreshments?

To what extent do you agree or disagree that the following statements describe the role of Stoke Park? - To provide facilities for organised sports



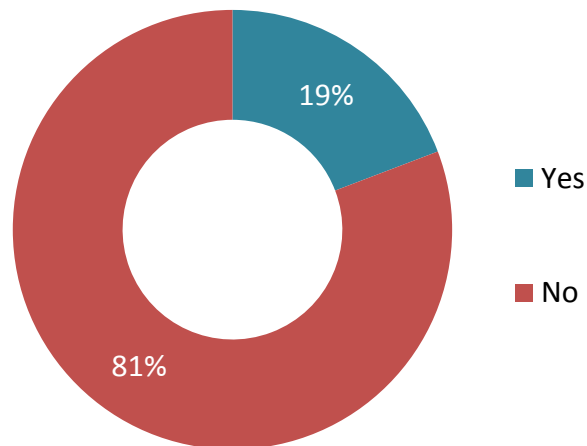
Over four-fifths (82%) agreed that the role of Stoke Park was to provide facilities for organised sport, with just over half agreeing (51%) and 31% in strong agreement with that. Disagreement was low with only 5% that felt Stoke Park's role didn't include providing facilities for organised sport. Just under a tenth (9%) said they neither agreed nor disagreed with the statement.

Males (87%) were more likely than females (78%) to have agreed that the role of Stoke Park was to provide facilities for organised sport, with males over a tenth more likely to strongly agree with this statement (37% males compared to 26% females). Older respondents were more likely to agree that Stoke Park should provide facilities for organised sport with 88% of those aged 55-64 and 87% of those aged 65 and over in agreement with this statement.

Respondents who were in education or those that are retired were more agreeable with this statement (both 85%) whereas those not currently working (75%) tended to be less agreeable. Those that visit the park more frequently (almost every day or once or twice a week) showed higher levels of agreement (both 85%) that Stoke Park should provide facilities for organised sport compared to those that visit the park less frequently (62% of those that visit once every six months).

Resident of Worplesdon (93%), Stoke (91%), Merrow(88%), Shalford (87%), Burpham (87%) and Christchurch (85%) were more inclined to agree that the role of Stoke Park should include providing facilities for organised sports, whereas those residing in Tillingbourne (79%) Ash South and Tongham (77%) and Send (57%) were less inclined to agree with this sentiment.

Do you belong to a club that uses the park's facilities?



Just under a fifth (19%) of respondents said they belonged to a club that used the park's facilities; the remaining 81% did not belong to such a club.

Male respondents more frequently said they belonged to a club (24%) when compared to female respondents (16%). Those aged 16-24 (9%) and 55-64 (14%) were the least likely to belong to a club using the park's facilities, whereas nearly a third (32%) of those 65 and over belonged to a club. Respondents in part-time employment (12%), in education or training (12%) and not currently working (11%) indicated they belonged to a club much less than those that are retired (30%).

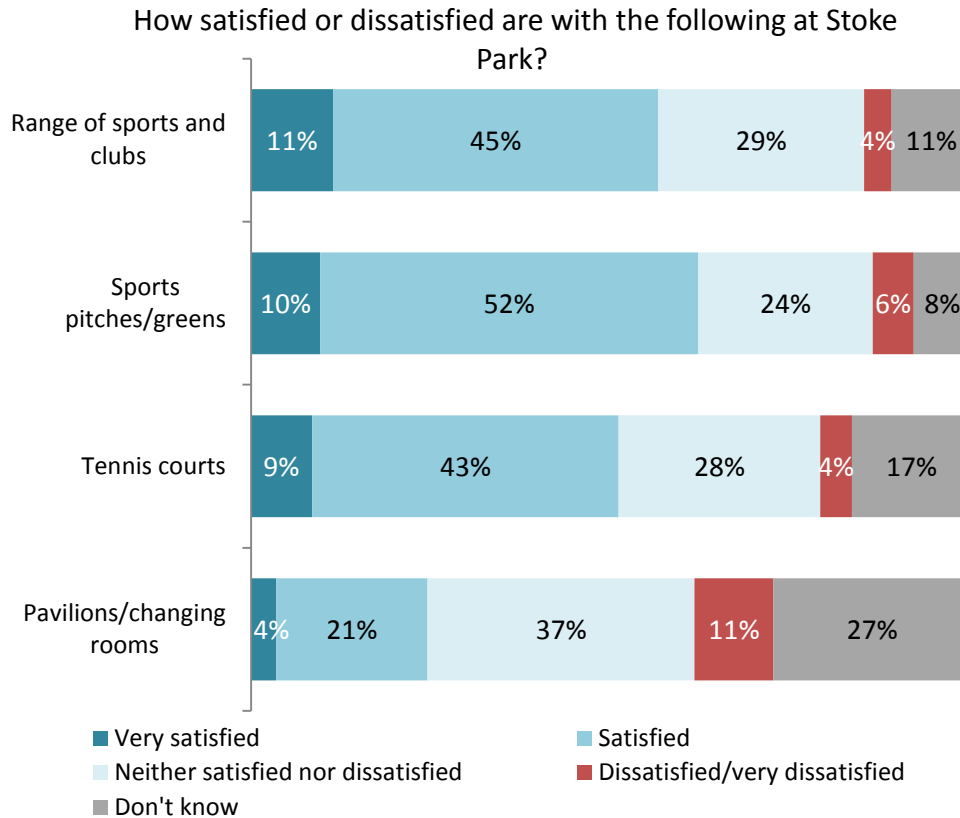
Those who used the park more frequently tended to belong to a club than those who used the park less often with a quarter of those using the park once or twice a week and 22% of those using the park almost every day belonging to a club, whereas only 11% of those using the park once a month and 9% of those using it once every six months stated they belonged to a club using the parks facilities.

Residents of Tillingbourne (36%), Merrow (30%), Stoke (28%), Burpham (25%), Shalford (23%) and Onslow (23%) were more likely to belong to a club using the parks facilities when compared to the residents of Friary and St Nicolas (16%) Christchurch (15%), Westborough (15%), Send (10%) and Ash South and Tongham (0%).

Do you belong to a club that uses the park's facilities? If so, which ones?

Club	Number	Percentage
Rugby club	99	38%
Bowling club	53	20%
Park run	44	17%
Busy Lizzy	12	5%
Football club	11	4%
Guildford athletics	7	3%
Parafit (now Bootcamp UK)	7	3%

Over a third (38%) that belonged to a club using the park's facilities said they were a member of a rugby club. A fifth were a member of a bowling club with slightly less a member of Park run. In total respondents mentioned being part of 28 different clubs all using the park's facilities.



Over half of respondents were satisfied with the sports pitches/greens (62%), the range of sports and clubs (57%) and the tennis courts (51%) at Stoke Park with around a tenth being very satisfied for each (10%, 11% and 9% respectively). For each of these the level of dissatisfaction was low (between 4 and 6%), however those stating they were neither satisfied nor dissatisfied was notable for all three aspects; 29% for range of sports and clubs, 28% for tennis courts and 24% for sports pitches and greens.

Satisfaction levels were lower towards the pavilions and changing rooms at Stoke Park, with only a quarter expressing satisfaction; 4% very satisfied and 21% satisfied. Despite the lower levels of satisfaction, dissatisfaction levels were not significantly high, with 11% stating they were dissatisfied. There were, however, large proportions that stated they were neither satisfied nor dissatisfied (37%) or they didn't know (27%) with the pavilions and changing rooms.

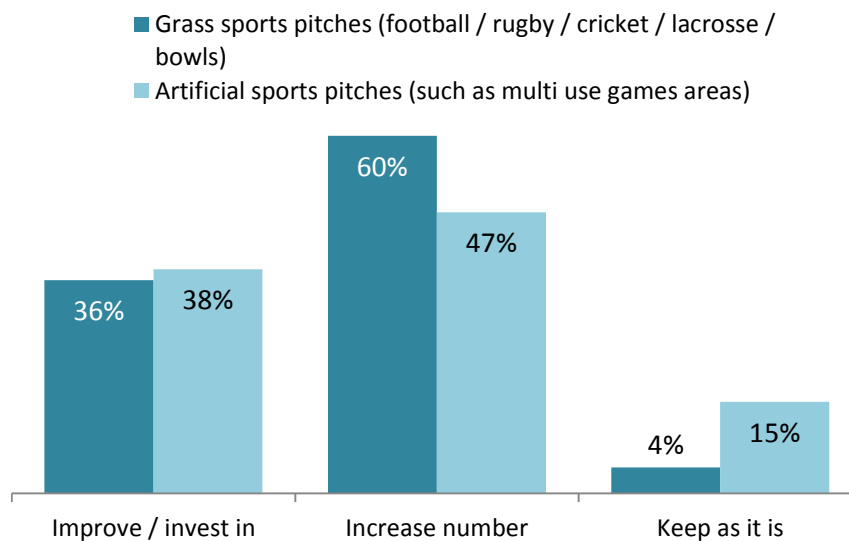
These groups more frequently expressed higher levels of satisfaction towards the statements on sports facilities at Stoke Park:

- Those aged 16-24
- Respondents with a disability
- Those in full-time employment or in education or training
- Residents of Clandon and Horsley, Merrow, Shalford, Tillingbourne and Westborough

The following indicated lower levels of satisfaction towards statements surrounding the sports facilities at Stoke Park:

- Respondents in part-time employment, self-employed, not currently working or retired
- Those that visit Stoke Park once a month
- Residents of Holy Trinity

If you were managing Stoke Park, what would you improve, increase or maintain as they are?



Over a third thought there was need for improvements/investment in both grass sports pitches (36%) and artificial sports pitches (38%). The consensus, however, was for an increase in number of grass sports (60%) and artificial sports pitches (47%). Of the 15 aspects respondents were asked if they would improve, increase or maintain no aspect received a higher proportion of respondents saying they would increase it than grass sports pitches (60%), with artificial sports pitches (47%) garnering the third highest proportion saying they would increase this aspect.

Male respondents (41%) were more likely to want an improvement in grass sports pitches compared to female respondents (51%), however female respondents (65%) more frequently expressed a need for an increased number of grass sports pitches compared to male respondents (54%).

Those aged 16-24 (63%) and 35-44 (65%) most commonly expressed a need for an increased number of grass pitches, with those aged 55-64 (55%) and 65 and over (47%) less likely to see a need for an increased number of grass pitches but more willing to see an improvement in grass pitches (39% and 41% respectively). Respondents aged 16-24 (57%) were also the most likely to want an increased number of artificial sports pitches, with those aged 55-64 (33%) the least likely.

Respondents with a disability were more likely to want an increase in the number of artificial sports pitches with 62% seeing a need for this; 15% higher than the average.

Employees in part-time jobs (66%) most frequently said they'd like an increased number of grass sports pitches, with those in education or training (54%) and not currently working (55%) most frequently indicated a need for an increase in artificial sports pitches. Retired respondents (54%) were the least likely to want an increase in grass sports pitches, with the self-employed (41%) least likely to want an increase in artificial sports pitches.

Respondents with children (64%) were more likely than those without children (56%) to want an increase in the number of grass sports pitches. Those who visit Stoke Park once every six months were more likely to want an increase in both the number of grass (80%) and artificial (74%) sports pitches.

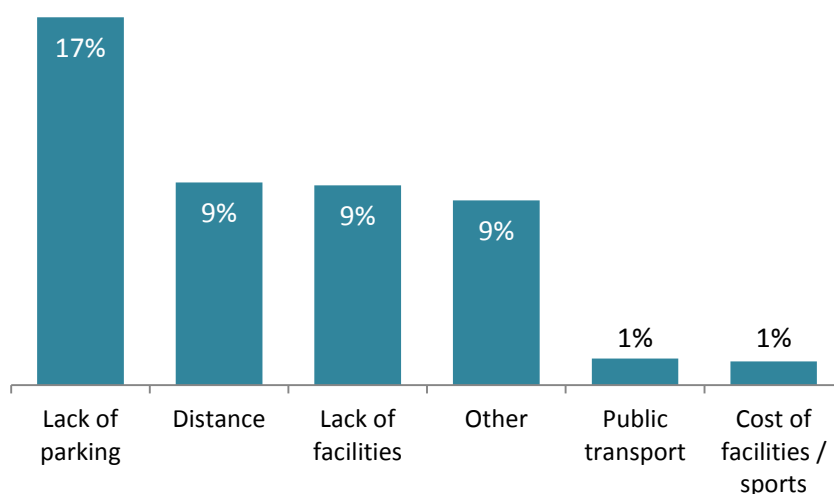
Residents of Send (85%), Shalford (83%), Ash South and Tongham (70%), Worplesdon (68%) and Clandon and Horsley (66%) were more likely to want an increase in grass sports pitches, whereas those living in Christchurch (53%), Burpham (50%) and Stoke (49%) were less likely to want an increase in the number of grass sports pitches.

Residents of Send (78%), Ash South and Tongham (71%), Shalford (64%), Worplesdon (59%), Westborough (58%) and Friary and St Nicolas (52%) were more likely to want an increase in the number of artificial sports pitches, with those residing in Christchurch (42%), Clandon and Horsley (42%), Stoke (40%), Merrow (39%), Burpham (39%), Holy Trinity (39%), Onslow (37%), Tillingbourne (37%) and Stoughton (35%) less likely to want an increase in artificial sports pitches.

4.8 Accessibility

Key Findings	Lack of parking (17%), distance (9%) and lack of facilities (9%) were the main reasons that prevent people using the park more frequently
	Only 39% were satisfied with the promotion and marketing of Stoke Park
	A third felt the need for improvements or investment in paths and access; half wanted an increased number
	Around a fifth (22%) of non-users were aware that Stoke Park holds a green flag award; half said this would encourage them to visit
Contradictions & correlations	Lack of parking was seen as the main reason preventing people visiting more frequently; 43% had previously said the availability of parking spaces was poor or very poor
	Awareness of the Green Flag Award was low amongst non-users (22%) which is unsurprising when only 39% of users were satisfied with the promotion and marketing of Stoke Park
	16% of non-users mentioned car-parking stops them using Stoke Park more frequently and that more available spaces (24%) would encourage them to use Stoke Park in the future. This again echoes the sentiment from users that there is a lack of available parking at the park
Questions to be explored	What more could be done to raise awareness of the Green Flag Award Stoke Park holds as half of non-users said knowing this would encourage them to visit the park?

Are there any reasons that prevent you from using Stoke Park more frequently than you currently do?



Just under a fifth of respondents (17%) felt that lack of parking was a factor that prevented them from visiting Stoke Park more frequently. Around a tenth said that either distance (9%) prevented them from visiting more frequently; a lack of facilities (9%) and the same percentage gave another reason (9%). Public transport and the cost of facilities / sports were both mentioned by a small percentage of respondents (1%).

Females (22%) were more likely to give lack of parking as a reason for not visiting more frequently when compared with males (11%). Those aged 25-34 (23%) and 35-44 (22%) were also more likely to mention lack of parking as a reason compared with the youngest age group, 16-24 (5%). Employees in part-time work (32%) more commonly mentioned that lack of parking was a factor affecting frequency of visits together with respondents who only visited the park once every six months (52%) and once a year (55%). Residents living in Pirbright (40%), Ash Wharf (39%), Pilgrims (38%) and Send (38%) were more inclined to provide this reason.

Those respondents in the youngest age group (16-24) were more inclined to mention that distance was a reason that prevented more frequent visits (17%) as were respondents who described themselves as having a disability (16%). Those in full-time or part time education / training (17%) more commonly mentioned this reason and respondents who visited less frequently were more likely to say that distance was a factor; first time visit (59%), once every six months (33%) and once a year (23%). Residents living in Effingham (33%), Lovelace (29%) and Ash South & Tongham (27%).

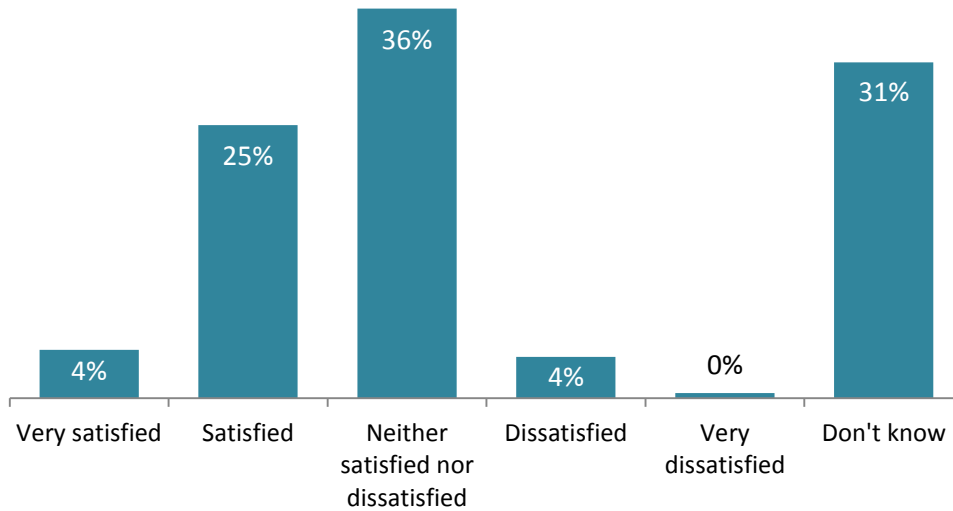
Female respondents (11%) felt that a lack of facilities prevented them from visiting more frequently when compared with males (7%). Those aged 35-44 (13%), not currently working / unemployed (17%) and with children (12%) all felt that a lack of facilities affected frequency of visits compared with those aged 65+ (4%), retired and in education (both 6%) and without children (6%).

Are there any reasons that prevent you from using Stoke Park more frequently than you currently do? Please specify 'other'

Reason	Number	Percentage
Time	36	27%
Poor lighting	15	11%
Safety (incl. no CCTV, dogs on leashes)	9	7%
Lack of café/good food	9	7%
Need to improve pitches/land (flat, better drained etc.)	9	7%
When events/sport matches take place	7	5%
Playground needs updating	7	5%
Poor weather	6	5%

Just over a quarter (27%) said that time was a reason that prevented them from visiting Stoke Park more frequently followed by just over a tenth (11%) stating that poor lighting in the park was a factor. The same percentage of respondents (7%) mentioned that safety, lack of café/good food and needed improvements to pitches/land were all reasons that prevent more frequent visits.

How satisfied or dissatisfied are with the following at Stoke Park? Access for people who experience disabilities

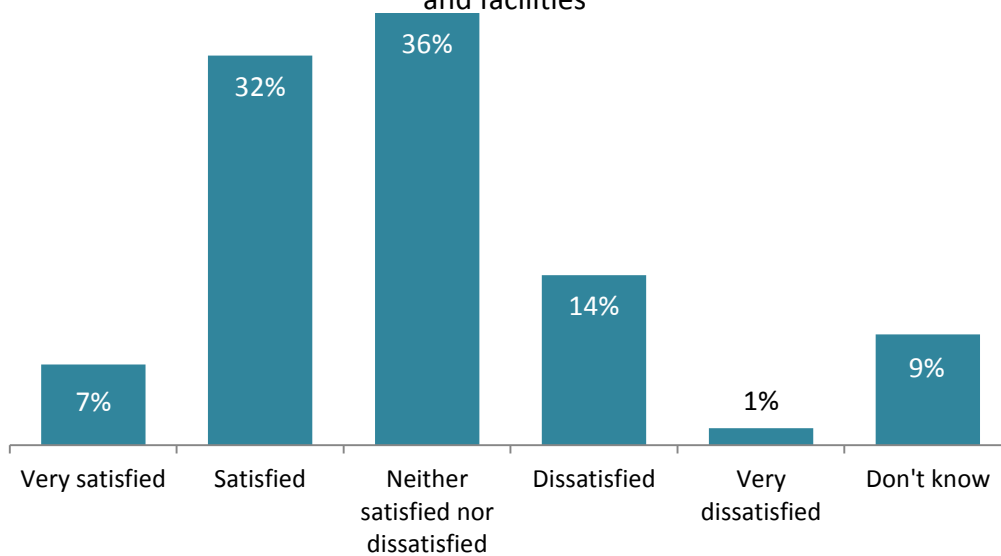


Three tenths (29%) stated that they were satisfied with access for people who experience disabilities of which a small percentage (4%) mentioned that they were very satisfied. The same percentage (4%) felt dissatisfied with access for people who experience disabilities with less than 1% of respondents stating that they were very dissatisfied. The largest percentage of respondents said that they were neither satisfied nor dissatisfied with just over a third (36%) providing this answer and just under a third (31%) mentioned that they did not know.

Respondents aged 16-24 more frequently said that they were satisfied with access for people who experience disabilities (45%) compared with other age groups, as did respondents who mentioned they had a disability (42%) compared to those who did not (29%). Again, when taking disability into account, there was no significant difference in the respondents who answered neither satisfied nor dissatisfied; those with a disability (32%) and those without (35%). Fewer respondents with a disability said that they did not know (20%) when compared with those without a disability (31%).

Respondents who visited Stoke Park less often were more likely to be satisfied with access for people who experience disabilities with over half visiting for the first time (58%) and two thirds (67%) visiting once a year stating that they are satisfied with this aspect of the park.

How satisfied or dissatisfied are with the following at Stoke Park? Promotion and marketing of Stoke Park and its events and facilities

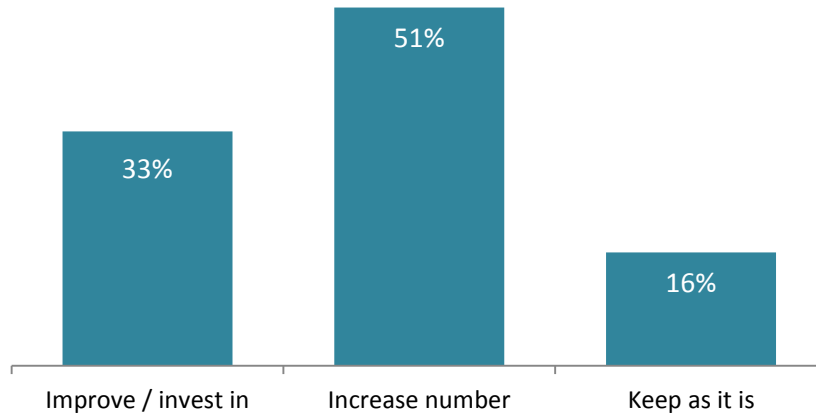


Four tenths (39%) said that they were satisfied with the promotion and marketing of Stoke Park and its events and facilities with just under a tenth (7%) stating that they were very satisfied. Just over a third (36%) mentioned that they were neither satisfied nor dissatisfied and a tenth (9%) did not know. A sixth (15%) of respondents were dissatisfied with the promotion and marketing of Stoke Park and its events and facilities, with the majority (14%) answering that they were dissatisfied rather than very dissatisfied (1%).

Although no group significantly stands out in terms of satisfaction, those aged 16-24 (44%) were more likely than other age groups to comment that they were satisfied with the promotion and marketing of Stoke Park.

Improved information and advertising was something that was mentioned by non-users as something that would encourage them to use Stoke Park in the future with a tenth that said it would encourage them to visit.

If you were managing Stoke Park, what would you improve, increase or maintain as they are? Paths and access



A third (33%) said they would improve / invest in paths and access if they were managing Stoke Park with just over half saying that they would increase the number (51%). A sixth of respondents (16%) stated that they would keep this aspect of the park as it is.

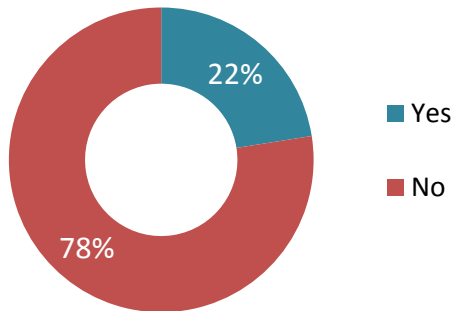
Those aged 55-64 (43%) were more likely to want an improvement to paths and access as opposed to an increased number (33%) whereas those aged 16-24 were less likely to want an improvement to paths and access. Significantly more respondents of this age group than any other stated that this aspect of the park should be increased in number. The older age groups were more likely inclined to want to keep this aspect as it is compared to younger groups with just over a quarter of those aged over 65 providing this answer (27%) together with just under a quarter (23%) of those aged 55-64.

Those in full-time or part time education / training were significantly more likely to desire to increase paths and access in Stoke Park (71%) as did those with children (55%) when compared to those without children (46%).

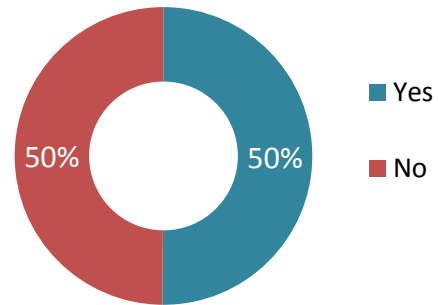
Those visiting Stoke Park almost every day (42%) favoured improvement and investment in paths and access at the park with those visiting less often preferring to increase the provision of paths and access; first time visit (67%), once every six months (74%) and once a year (81%).

Residents living in Stoke (48%), Stoughton (44%), Christchurch (42%) and Holy Trinity (40%) were more likely to state that paths and access should be improved / invested in. Those residing in the wards of Lovelace (92%), Ash South and Tongham (85%), Effingham (83%), and Pilgrims (83%) were more likely to call for an increase in number for this aspect of Stoke Park.

Are you aware that Stoke Park holds a Green Flag Award?



Would this encourage you to visit Stoke Park in the Future?

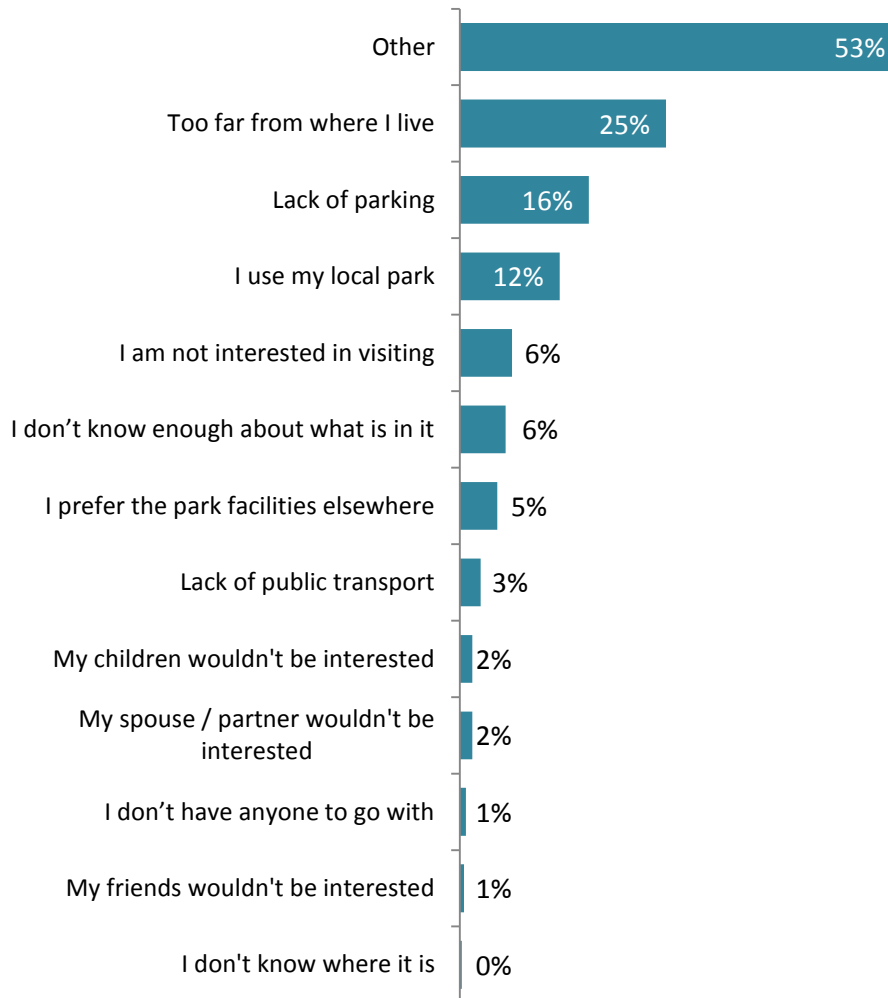


Just over a fifth of non-users (22%) of Stoke Park were aware that Stoke Park holds a Green Flag Award with nearly four times this amount (78%) unaware that the park holds this award. Although no significant findings were found in the characteristics of those answering yes or no, self-employed respondents were seen as less likely to be aware of the award (8%) when compared with those not currently working / unemployed (33%).

Respondents who did not use or frequently use Stoke Park were divided equally when asked if the Green Flag Award would encourage them to visit the park in the future with half stating yes (50%) and half stating no (50%).

The Green Flag Award was more likely to encourage female respondents to visit Stoke Park (55%) when compared to males (44%). Those aged 45-54 more frequently stated that they would be encouraged to visit due to the award with sixth tenths (60%) answering yes, compared to those aged 25-34 (44%) and 65+ (45%).

Are there any reasons that prevent you from using Stoke Park more frequently than you currently do?



Just over half (53%) mentioned 'other' when asked if there are any reasons that prevent them from not visiting Stoke Park more frequently although a large proportion of respondents choosing this option stated that there were no reasons at all preventing more frequent visits. A quarter mentioned that Stoke Park is too far from where they live (25%) with a sixth expressing that lack of parking was an barrier (16%). Just over a tenth (12%) preferred to use their local park and 6% were not interested in visiting or did not know enough about what was in Stoke Park. Just less (5%) said that they prefer the facilities elsewhere.

Those aged 35-44 (46%) more frequently mentioned that distance was a factor preventing more frequent visits with respondents aged 16-24 (18%) and 45-54 (18%) less likely to provide this reason. The same age group, 35-44 (41%) were also more inclined to state that lack of parking was a factor that prevented them from visiting more frequently when compared to the older age groups of 55-64 (6%) and 65+ (9%).

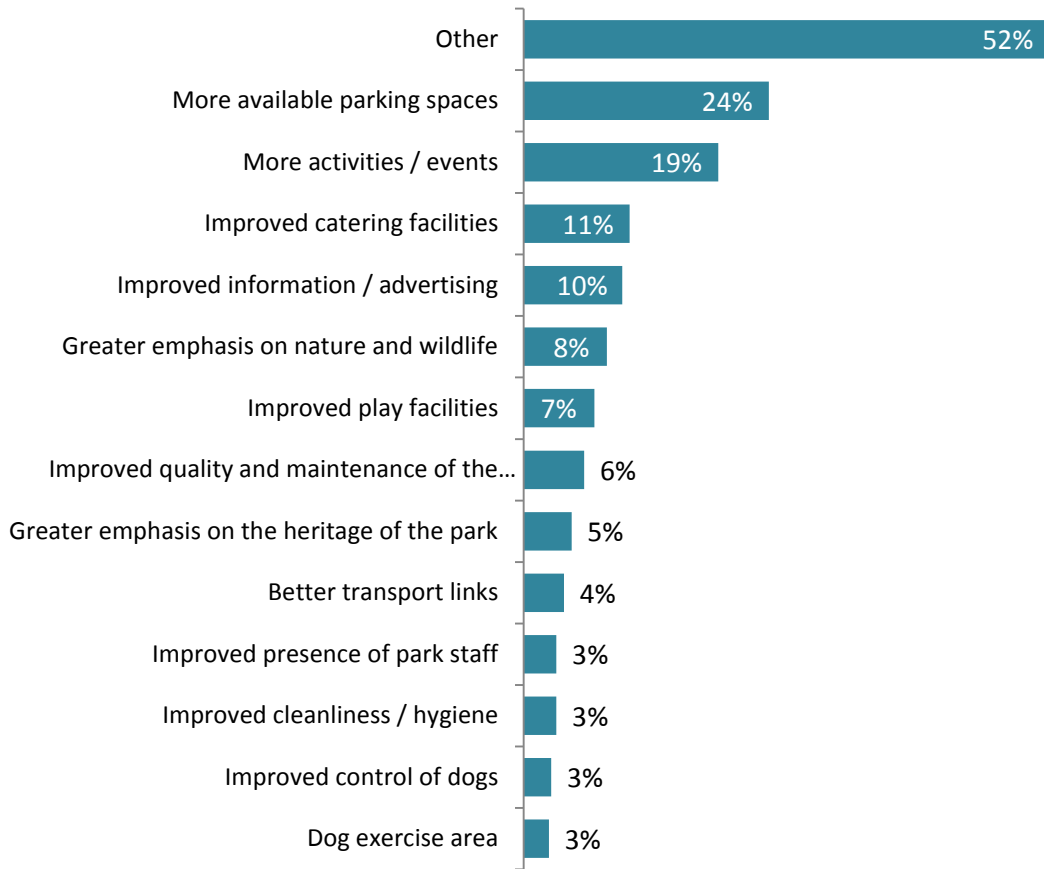
Respondents aged 25-34 (29%) and 35-44 (30%) more frequently said that they use a local park than those in the oldest age group in which 7% of those aged 65+ gave this answer.

Are there any reasons that prevent you from using Stoke Park more frequently than you currently do? Please specify other.

Response	Number	Percentage
No/Not applicable	97	46%
Disability/health related	15	7%
No children to take/would only take children	14	7%
Time	13	6%
Location	12	6%
My age	10	5%
Lifestyle (incl. busy, work commitments, lazy)	9	4%

Almost half said that there are no reasons or that the question is not applicable when asked to specify their response when stating an 'other' reason that prevented them from visiting Stoke Park more frequently. Under a tenth (7%) expressed that a disability / health related reason prevented them from visiting more frequently or that they had no children to take (7%) and slightly less said that time (6%) and location (6%) were a factor. A small amount of people specified that age (5%) and lifestyle (4%) as reasons that prevented them from visiting more frequently.

Is there anything that would encourage you to use Stoke Park in the future?



When asked if there is anything that would encourage them to use Stoke Park in the future, just over half (52%) chose to specify a reason other than those in the question. However, the majority of people stated that there is nothing that would encourage them to visit Stoke Park in the future.

A quarter (24%) said that more available parking spaces would encourage future visits and a fifth (19%) mentioned that more activities / events could be a factor that would inspire them to visit. Around a tenth declared that improved catering facilities (11%) and improved information / advertising (10%) could encourage them to use Stoke Park with slightly less answering an emphasis on nature and wildlife (8%), improved play facilities (7%) and improvements to the quality and maintenance of the planting / garden areas (6%).

As highlighted previously, those aged 35-44 were more inclined to specify parking as a barrier preventing more frequent visits and significantly more people in this age group (46%) stated that more available parking spaces would encourage them to visit Stoke Park more frequently. Those aged 25-34 also provided this reason when compared to the oldest age groups; 55-64 (17%) and 65+ (16%). Those in full time employment (31%) and part time employment (35%) were also more likely to opt for this aspect when compared to those self-employed (16%) or retired (19%). Additionally, those with children (46%) chose this option more frequently than those without (18%).

Respondents more likely to choose activities / events tended to be aged 35-44 (46%), especially when compared to those aged 65+ (11%); those with children (29%) when compared to those without (17%) and respondents in education (100%)

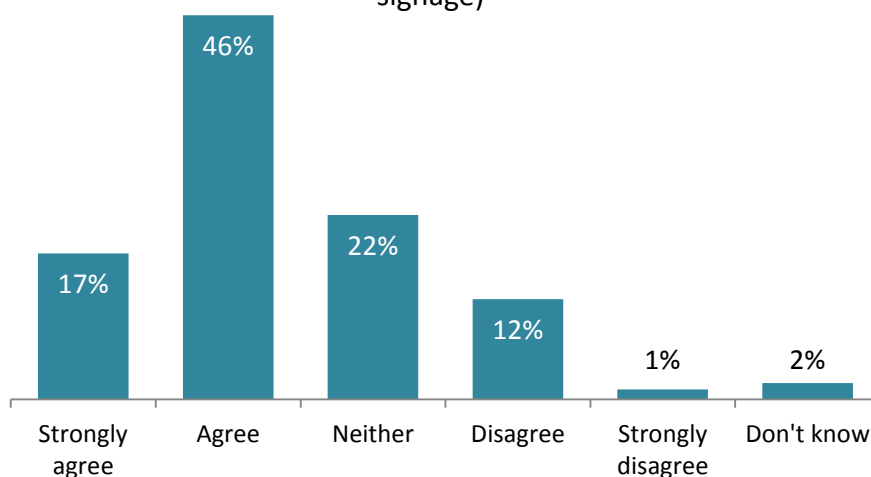
Is there anything that would encourage you to use Stoke Park in the future? Please specify other.		
Response	Number	Percentage
No/Not applicable	139	67%
More events	6	3%
Having someone to go with (i.e. children, grandchildren, friends)	6	3%
Better signage/information	5	2%
Location	5	2%
Improve parking	4	2%
If I was younger	4	2%

The vast majority of respondents provided the answer no / not applicable when asked to specify if anything would encourage them to use Stoke Park in the future. A small number of respondents said that more events would encourage future visits (3%), and that having someone to go with would be a factor (3%).

4.9 Heritage

Key Findings	Three-fifths (63%) said it would be helpful and interesting to have more information on the history of Stoke Park
	A third (34%) said they would improve or invest in heritage features, half (47%) said they would increase the number of heritage features
	Four-fifths (79%) felt it was important that heritage features are protected and enhanced
Contradictions & correlations	Despite 79% that said it was important heritage features are protected and enhanced, only a third (34%) said they would improve or invest in heritage features
Questions to be explored	Why is there so little interest in improving or investing in heritage facilities when four-fifths said it was important these features are protected and enhanced?
	Around half wanted to increase the number of heritage features, what heritage features would they want increasing and where should they be located?

To what extent do you agree or disagree it would be helpful and interesting to have more information about the history of Stoke Park (e.g. through more signage)

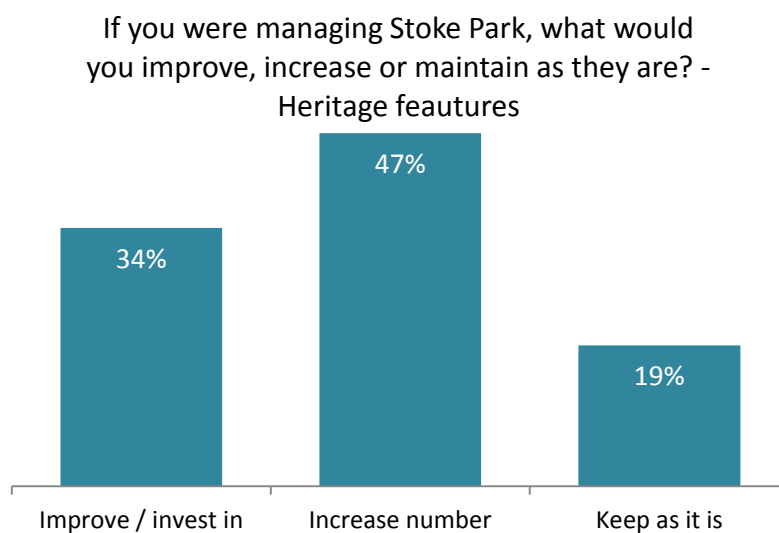


Over three-fifths (63%) agreed that it would be helpful and interesting to have more information about the history of Stoke Park; 17% that strongly agreed and 46% that agreed. Just over a tenth (13%) disagreed and 22% neither agreed nor disagreed that it would be helpful and interesting to have more information on the history of Stoke Park.

Those aged 55-64 most strongly felt that more information about the history of Stoke Park would be interesting and helpful with 71% in agreement. Those with a disability and those without children were more inclined to agree(both 67%) that it would be helpful and interesting to have information about the history of Stoke Park with over a quarter of those with a disability(26%) strongly agreeing with this.

BAME respondents and those not currently working (both 57%) were less inclined to agree that it would be helpful and interesting to have more information about the history of Stoke Park.

Respondents living in Christchurch (54%) and Merrow (53%) were less agreeable that more information about the history of Stoke Park would be interesting and helpful, in contrast to those residing in Onslow (75%), Stoke (75%), Tillingbourne (70%), Burpham (69%) and Westborough (68%) and Worplesdon (67%) who were more agreeable to this statement.



Over a third (34%) said that if they were managing Stoke Park they would improve or invest in the heritage features. Just under half (47%) said they would increase the number of heritage features, with around a fifth (19%) that said they would keep it as it is.

Younger respondents more frequently said they would like to see an increase in the number of heritage features, with two-thirds of those aged 16-24 and half of those aged 25-34 stating this. Older respondents, however, were more likely to want an improvement in the heritage features, with 39% of those aged 45-54 and 65 and over and 41% of those aged 55-64 wanting improvements in this area.

BAME respondents were less likely to want an improvement in the heritage features (27%), but were more in favour of seeing an increase in the number of heritage features (55%). The opposite held true for respondents with a disability with 48% favouring improvement in heritage features and just over a third (34%) wanted an increase in number.

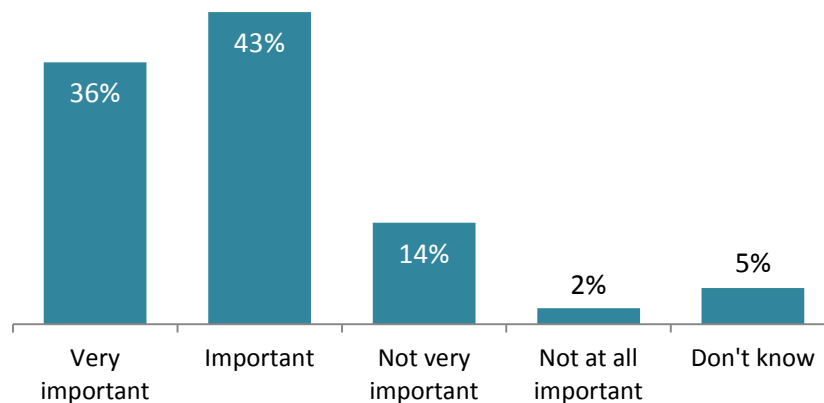
Those in education or training (64%) were the most inclined to want an increased number of heritage features, with self-employed respondents the likely to opt for improvement or investment

in the heritage features. Respondents with children tended to want an increase in the number of heritage features (52%), whilst those without were more likely to want an improvement (38%).

Over three-fifths (62%) of respondents visiting once every six months said they would like to see an increase in the number of heritage features, whereas those visiting once a month (42%) were more likely to want an improvement in the heritage features.

Residents of Holy Trinity (46%), Westborough (44%), Christchurch (40%), Friary and St Nicolas (40%), Onslow (40%) and Stoughton (40%) were more likely to want an improvement or investment in the heritage features, whereas residents of Ash South and Tongham (81%), Tillingbourne (67%), Shalford (61%), Worplesdon (56%), Clandon and Horsley (55%) and Burpham (53%) favoured an increase in the number of heritage features at Stoke Park.

How important is it to you that the heritage features of Stoke Park are protected and enhanced?



Just under four-fifths (79%) felt it was important that heritage features of Stoke Park are protected and enhanced with over a third (36%) that felt it was very important. Less than a fifth (16%) did not think it was important that heritage features are protected and enhanced; 5% said they did not know.

Older respondents were more likely feel it is important that heritage features of Stoke Park are protected and enhanced, with 87% of those aged 65 and over that said it was important, whereas it was seen as less important among younger respondents: 74% for those aged 16-25 and 75% for those aged 25-34. Retired respondents (86%) were more likely than those not currently working (75%) to indicate an importance in protecting and enhancing heritage facilities.

Residents of Tillingbourne (88%), Ash South and Tongham (86%), Holy Trinity (84%), Onslow (84%) and Stoke (84%) more frequently placed an importance on the protection and enhancement of heritage features of Stoke Park.

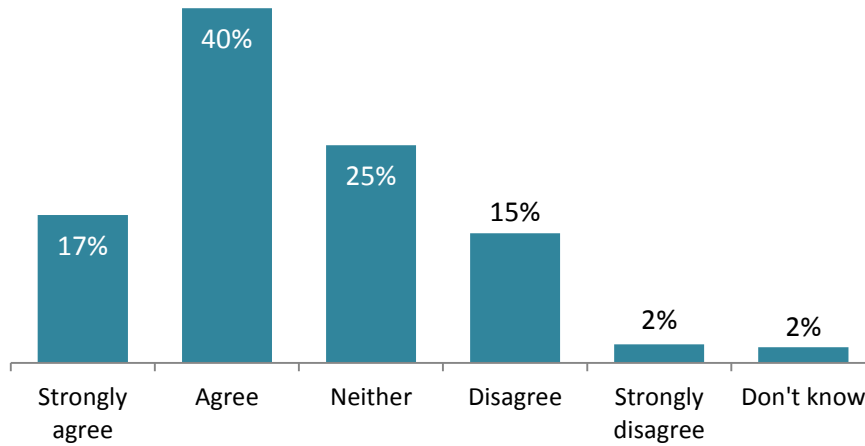
Those residing in Christchurch (76%), Stoughton (73%), Clandon and Horsley (71%), Send (71%) and Merrow (70%) were less inclined to say that it is important to protect and enhance heritage features within Stoke Park.

Although users places a high importance on heritage features being protected and enhanced, non-users indicated a low level of awareness of heritage features available at Stoke Park with less than a third (28%) that were aware of them.

4.10 Nature and Wildlife

Key Findings	Over half (57%) said the role of Stoke Park should incorporate areas for wildlife and nature
	58% were satisfied with wildlife friendly areas
	Three-fifths (59%) felt there should be more areas for wildlife
	35% wanted improvement/investment in tree planting, 40% wanted an increased number
	43% wanted improvement/investment nature and wildlife, 37% wanted an increased number
Contradictions & correlations	Despite three-fifths (59%) that said there should be more areas for wildlife, only 37% said they would increase the number of nature and wildlife areas
	Non-users (71%) were more than a tenth more likely to say there should be more areas for wildlife than users of the park (59%)
Questions to be explored	Why is there a disparity in those that would increase the number of nature and wildlife areas and those that said there should be more areas for wildlife?

To what extent do you agree or disagree that the following statements describe the role of Stoke Park? - An area for experiencing wildlife and having contact with nature



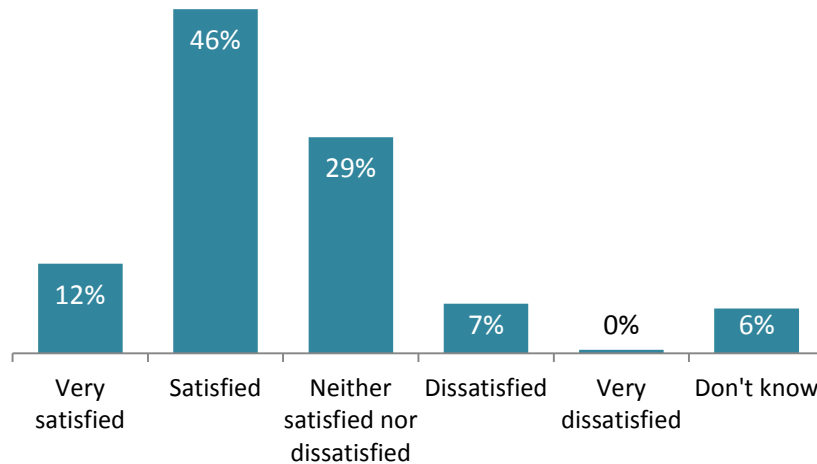
Over half (57%) agreed that the role of Stoke Park should be that of an area to experience wildlife and have contact with nature, with 17% strongly agreeing and 40% agreeing. Disagreement was below a fifth (17%), however, a quarter neither agreed nor disagreed that the role of Stoke Park was as an area for wildlife and nature.

Female respondents (60%) were more likely to have said that Stoke Park should be an area for nature and wildlife when compared to male respondents (52%). Younger respondents tended to be less agreeable to this statement, with 53% of those aged 16-24 and 54% of those aged 25 to 34 and 35-44 that agreed, whereas those aged 45-54 (60%) and 55-64 (63%) were more agreeable.

Only half of those that visit the park once every six months agreed that Stoke Park should be an area for experiencing wildlife and having contact with nature.

The sentiment that Stoke Park should be an area for experiencing wildlife and having contact with nature was strongest within Shalford (80%) and Stoke (69%) with those residing within Worplesdon (50%), Merrow (50%), Send (48%), Tillingbourne (47%) and Ash South and Tongham (41%) were less inclined to be in agreement.

How satisfied are you with the wildlife friendly areas such as wildflower areas at Stoke Park?

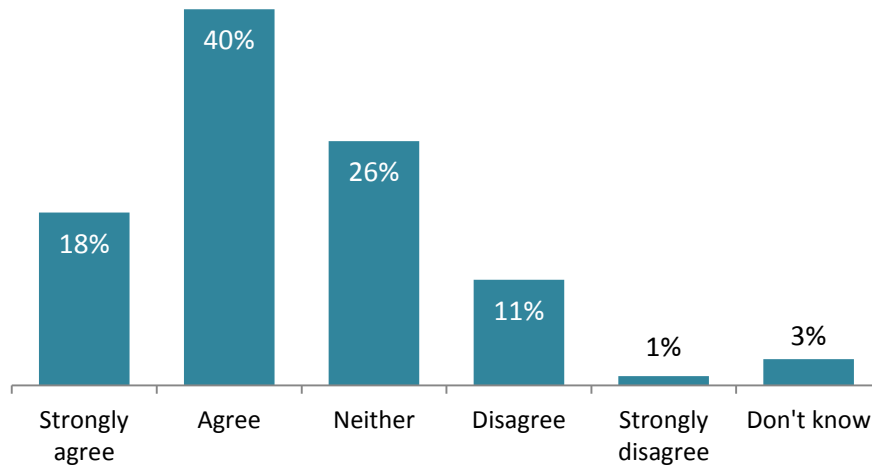


Nearly three-fifths (58%) were satisfied with the wildlife friendly areas, such as wildflower areas, at Stoke Park with over a tenth (12%) stating they were very satisfied. Less than one in every ten (7%) were dissatisfied with the wildlife friendly areas with over a quarter (29%) that said they were neither satisfied nor dissatisfied.

Those aged 25-34 (62%) tended to be the most satisfied with the wildlife areas with those aged 65 and over (53%) expressing lower levels of satisfaction with this aspect. Respondents in part-time employment (62%) were more satisfied than those not currently working (52%) and retired respondents (49%) with the wildlife friendly areas in Stoke Park. Those visiting Stoke Park once every six months (69%) were over a tenth more satisfied with the wildlife areas of Stoke Park when compared to the average.

Residents of Stoughton (74%), Shalford (74%), Westborough and Clandon and Horsley (62%) expressed higher levels of satisfaction with the wildlife friendly areas of Stoke Park when compared to the residents of Onslow (51%) and Tillingbourne (50%).

To what extent do you agree or disagree there should be more areas for wildlife such as wildflower meadows, more tree planting, bird nesting sites



Around three-fifths (59%) agreed that there should be more areas for wildlife such as wildflower meadows, more tree planting and bird nesting sites, with just under a fifth (18%) in strong agreement with this. Just over a tenth (12%) disagreed with the need for more wildlife areas, with around a quarter (26%) that neither agreed nor disagreed.

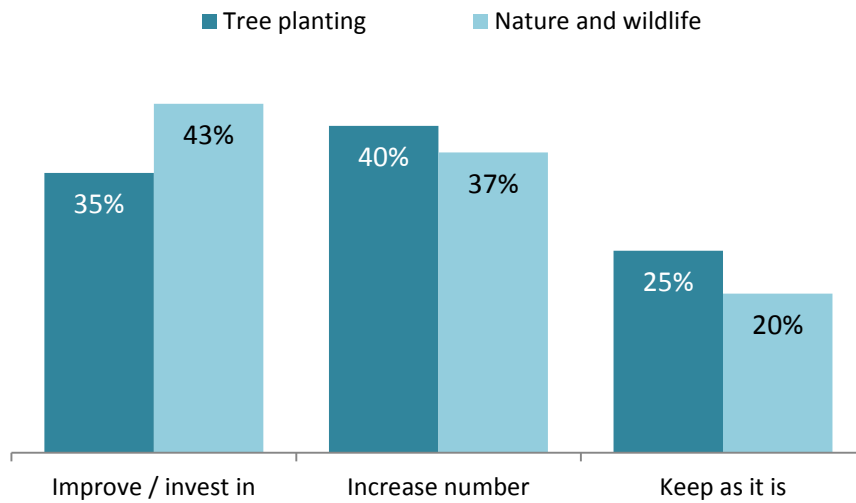
Female respondents (63%) were a tenth more likely than male respondents (53%) to feel there was a need for more wildlife areas within Stoke Park. Younger respondents tended to be less agreeable with 54% of those aged 16-24 and 55% of those aged 25 to 34, whereas 63% of those aged 55-64 were in agreement.

Respondents with a disability (69%) were a tenth more likely than the average to agree that there should be more areas for wildlife within Stoke Park. Agreement for more wildlife areas was also high amongst those not currently working (75%) and those in part-time employment (63%), but lower levels of agreement were expressed by the self-employed retired (both 51%). Over three-quarters (78%) of those that visit the park once every six months were in agreement with the need for more areas for wildlife.

Respondents living in the wards of Stoke (67%) and Shalford (63%) were more agreeable to more wildlife areas within Stoke Park whereas those living in Westborough (54%), Burpham (53%), Onslow (53%), Merrow (49%) and Send (43%) saw less of a need for more wildlife areas in the park.

Non-users of Stoke Park were more agreeable to this statement with 71% in agreement; 12% higher than users of Stoke Park. Non-users were particular more likely to strongly agree (30%) that there should be more areas for wildlife.

If you were managing Stoke Park, what would you improve, increase or maintain as they are?



Less than half said they would improve the nature and wildlife at Stoke Park, with slightly less (37%) saying they would increase the number if they were managing Stoke Park. A fifth stated they would keep it as it is.

Just over a third (35%) said they would improve or invest in tree planting if they were managing Stoke Park, with 40% that felt there should be an increase in tree planting. The remaining quarter said they would keep tree planting as it is.

It is worth noting that although a significant proportion wanted an increased number of tree planting and nature & wildlife areas, awareness of the current nature and wildlife features varied and there is maybe a need to increase the awareness of these areas. Although awareness of the woodlands (76%) was high less than half were aware of the veteran parkland trees (43%) and Memory Meadow / bee friendly areas (36%)

Female respondents were more likely to want an improvement in nature and wildlife (47%) as opposed to an increased number (32%), whereas male respondents placed an emphasis on an increased number (44%) instead of improvement and investment in nature and wildlife (38%).

Respondents aged 16-24 were significantly more likely to want to see an increased number of tree planting (61%) and nature and wildlife (70%) as opposed to improvements to tree planting (32%) and nature and wildlife (23%). Those aged 16-24 were also the least likely to want nature and wildlife and tree planting to stay as it is (7% for both) whereas a third or more of those aged 55-64 wanted to keep nature and wildlife (33%) and tree planting (36%) as it is.

For both nature and wildlife and tree planting, BAME respondents were more likely to favour and increased number (45 and 46% respectively) rather than an improvement or investment (33% and 28% respectively) in these areas.

Nearly two-thirds (65%) of respondents with a disability wanted to see an improvement in nature and wildlife, more than a fifth higher (24%) than those without a disability. Those with a disability were also more likely to want an improvement to tree planting (43%).

Self-employed respondents were more likely to indicate that they would like improvements to nature and wildlife (56%) and tree planting (46%), whereas those in education or training signaled a desire for an increased number of nature and wildlife (64%) and tree planting (55%).

Respondents with children more frequently said they would increase tree planting (45%) compared to those without children (37%), whereas those without children more frequently said they would improve tree planting (40%) compared to those with children (30%).

Respondents visiting Stoke Park once a month were more likely to say that if they were managing Stoke Park they would want an improvement in nature and wildlife (48%) and tree planting (41%) and less likely to want an increased number of nature and wildlife (29%) and tree planting (32%). Those visiting the park once every six months were much more favorable of increasing the number of both nature and wildlife (54%) and tree planting (66%) and less inclined to want improvements in nature and wildlife (39%) and tree planting (23%). Visitors to the park once every six months were also much less likely to want to keep both nature and wildlife (7%) and tree planting (11%) as it is.

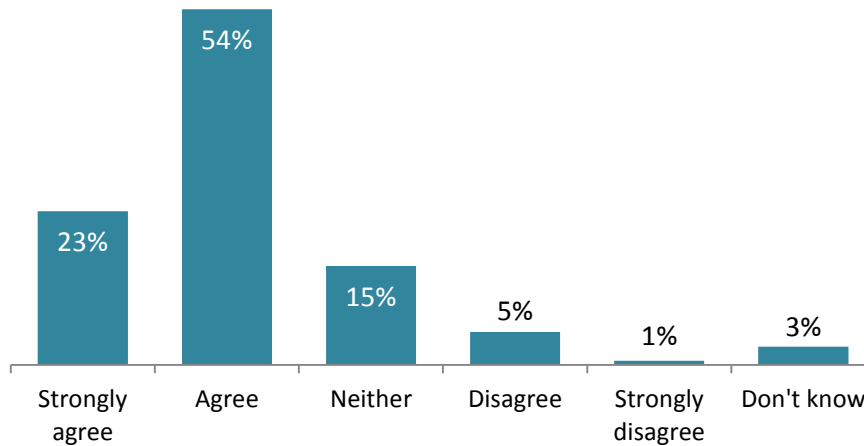
Residents of Friary and St Nicolas (50%), Holy Trinity (49%), Stoke (49%) and Stoughton (49%) were more favourable of an improvement in nature and wildlife, whereas residents of Shalford (69%), Ash South and Tongham (62%), Clandon and Horsley (61%) and Tillingbourne (55%) indicated a preference for an increase in the number of nature and wildlife in Stoke Park.

Those residing in Onslow (44%), Stoke (44%), Stoughton (44%) and Holy Trinity (40%) were more likely to see a need for improvement and investment in tree planting in Stoke Park, with those living in Ash South and Tongham (62%), Tillingbourne (55%), Shalford (54%), Clandon and Horsley (50%) and Worplesdon showing a preference for increasing the number of tree planting.

4.11 Events and Activities

Key Findings	Three-quarters (77%) felt Stoke Park should be used as an area for events and activities
	Fireworks Fiesta (42%), Surrey County Show (39%) and Park Run (28%) were the most attended events and activities
	Less than half (44%) thought there should be more events and activities
	36% wanted improvements/investments in events & event programming, 42% wanted an increased number
	Respondents were more likely to attend outdoor theatre/cinema/large screen and small/informal/free music events (both 78%)
Contradictions & correlations	Non-users (51%) were more likely than users to (44%) say there should be more events and activities
Questions to be explored	What events and activities would attract not users to Stoke Park that do not already take place?

To what extent do you agree or disagree that the following statements describe the role of Stoke Park? - An area for events and activities (e.g. fitness classes)



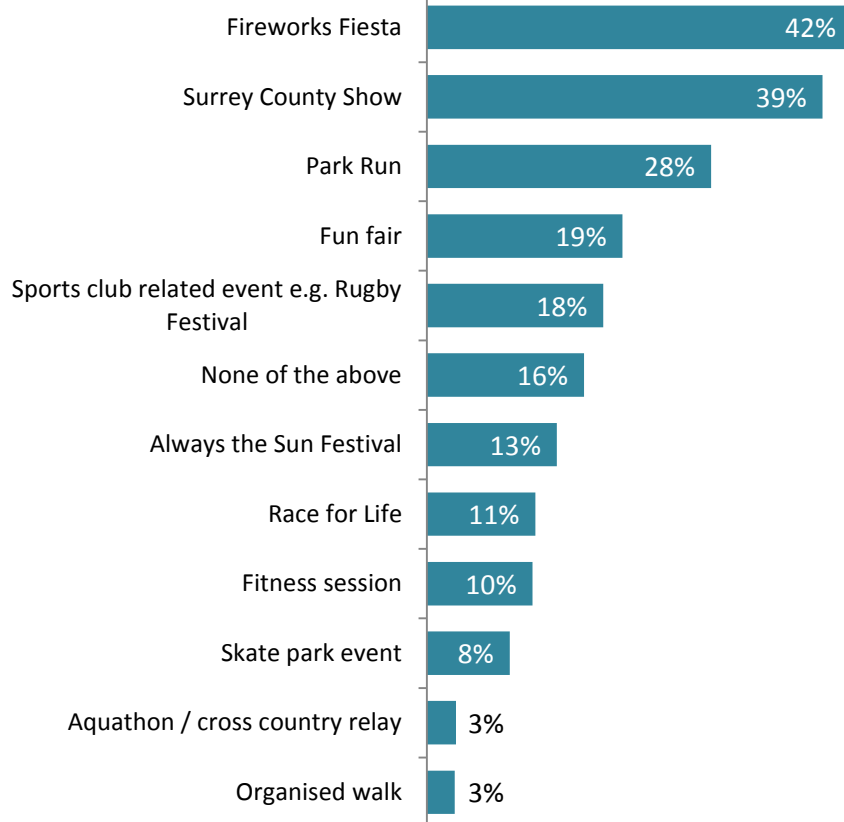
Over three-quarters (77%) were in agreement that the role of Stoke Park should involve it being used as an area for events and activities, with 23% that strongly agreed and 54% that agreed. Less than a tenth (6%) disagreed that Stoke Park should be an area for events and activities and 15% neither agreed nor disagreed.

Respondents aged 45-54 (82%) most frequently agreed that Stoke park should be used for events and activities, with those aged 65 and over (68%) least agreeable that the role of Stoke Park should involve events and activities. Agreement was also lower amongst those with a disability (70%) and those that visit the park once every six months (59%) that Stoke Park should be used for events and activities.

Those in full-time employment (81%) were more likely to agree that the role of Stoke Park should include an area for events and activities, whereas those not currently working (71%) and retired (68%) were less likely to agree.

Residents of Onslow (71%), Send (71%), Shalford (70%) and Worplesden (66%) were less likely to have said that the role of Stoke Park should include an area for events and activities, with those residing in Burpham (85%) and Stoke (82%) more likely to be in agreement that events and activities should be part of the role of Stoke Park.

Have you attended any of the following events or activities in the last 12 months?



The Fireworks Fiesta (42%) and the Surrey County Show (39%) were the most frequently attended events or activities over the last 12 months, followed by the Park Run with over a quarter attended (28%). Just under a fifth attended the fun fair (19%) or sports club related events (18%) with around a tenth attended either Always the Sun Festival (13%), Race for Life (11%), fitness session (10%) or skate park events (8%). Less than fifth (16%) said they had attended none of these events at Stoke Park over the past 12 months

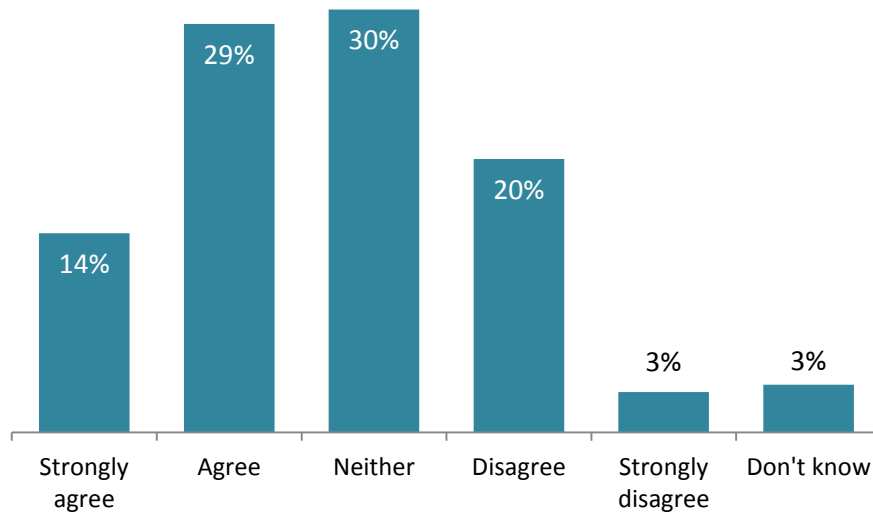
The following respondents were more likely to have attended the Fireworks Fiesta:

- Those aged 45-54 (51%) and 55-64 (48%)
- Respondents in full-time employment (48%)
- Those that visit the park nearly every day (48%)
- Residents of Christchurch (55%), Holy Trinity (55%), Onslow (54%), Merrow (48%), Burpham (47%), Friary and St Nicolas (47%) and Stoke (47%)

These groups said they attended Surrey County Show more frequently:

- Older respondents: those aged 45-54 (44%), 55-64 (48%) and 65 and over (47%)
- Those with a disability (45%)
- Those in full-time employment and those that are retired (both 44%)
- Respondents that visit the park nearly every day (46%)
- Residents living in Christchurch (49%), Tillingbourne (47%), Holy Trinity (49%) and Stoke (44%)

To what extent do you agree or disagree there should be more events and activities



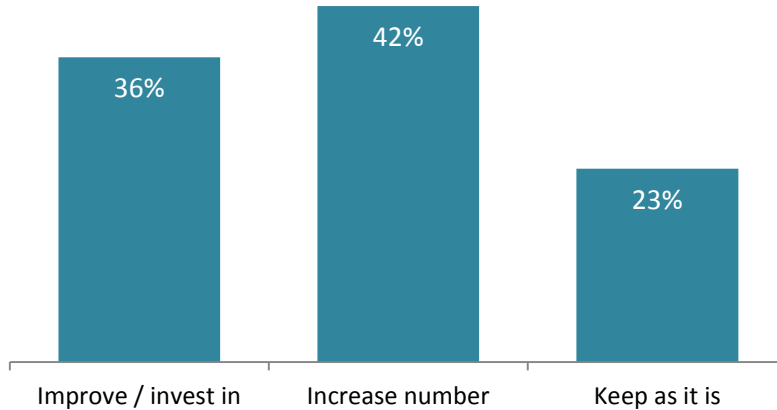
Just under half (44%) said they felt there should be more events and activities within Stoke Park, with 14% that strongly agreed and 29% that agreed. Less than a quarter disagreed (23%) and therefore did not believe there should be more events and activities in the park, with three-tenths that neither agreed nor disagreed.

Younger respondents were more agreeable to the idea of more events and activities within Stoke Park with over half of 16-24 year olds (58%) and 25-34 year old (52%) in agreement, whereas older respondents were less keen on the idea with only a third of those aged 55-64 and 65 and over seeing the need for more events and activities.

Less than a third (32%) of retired respondents felt there should be more events and activities in the park, over a fifth lower than those in education or training (53%) or not currently working (54%). Those visiting the park once every six months (57%) were very agreeable to more events and activities being held in Stoke Park.

Residents of Ash South and Tongham (64%), Clandon and Horsley (62%), Send (52%), Burpham (50%) and Stoughton (49%) were generally more agreeable to having more events and activities in Stoke Park, whereas those in Christchurch (40%), Shalford (40%), Onslow (33%), Worplesdon (33%) and Merrow (32%) were less so.

If you were managing Stoke Park, what would you improve, increase or maintain as they are? -
Events and events programming



Over a third (36%) said they would improve or invest in events and events programming if they were managing Stoke Park, with a slightly higher proportion that said they would increase the number. Just under a quarter (23%) said they would keep events and event programming as it currently is.

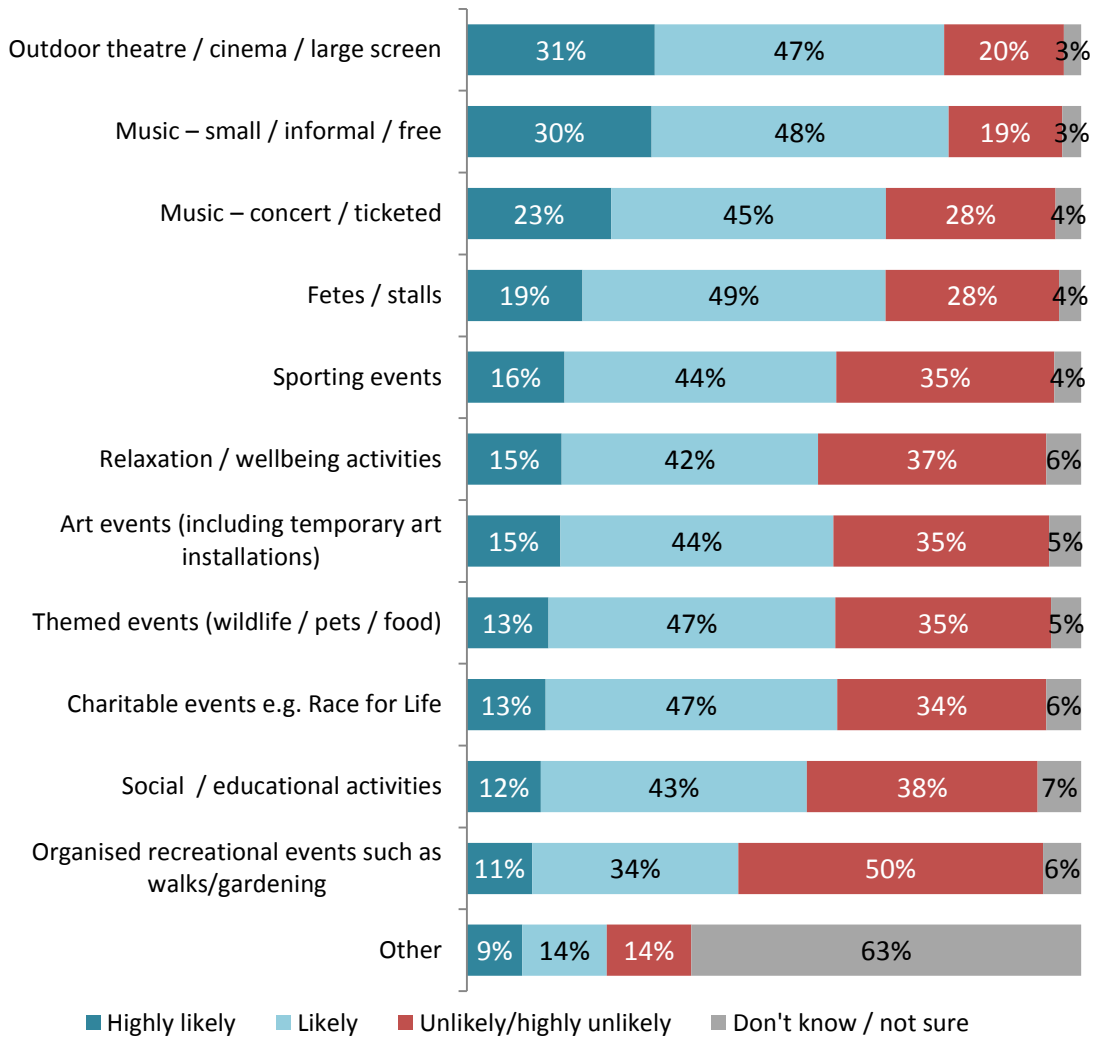
Amongst non-users of Stoke Park almost a fifth (19%) stated that more activities and events would be something that encouraged them to visit the park in the future.

Over half of those aged 16-24 (51%) wanted an increased number of events at Stoke Park, whereas those aged 45-54 were more likely to want to keep it as it is (32%) and those aged 55-64 favoured improvement and investment in events and event programming (44%).

Respondents visiting the park almost every day were more likely to have said that if they were managing Stoke Park they would improve or invest (44%) in events and event programming, with those visiting the parks once every six months were more inclined to have said they would increase the number of events (54%).

Residents of Stoke (51%), Burpham (45%) and Onlsow (43%) were more likely to have said they would improve events and programming at Stoke Park, whereas residents of Shalford (64%), Tillingbourne (57%), Worplesdon (55%), Send (55%), Clandon and Horsley (53%), Merrow (47%) and Westborough (47%) were more likely to have indicated they would increase the number of events in the park if they were managing it.

How likely would you be to attend the following events on Stoke Park?



Over three-quarters (78%) said they would be likely to attend either outdoor theatre/cinema/large screen events or small/informal/free music events at Stoke Park, with around three-tenths (31% and 30% respectively) saying they would be highly likely to attend. A fifth or less said they would be unlikely to attend these events (20% and 19% respectively).

Over two-thirds said they would be likely to attend concerts or ticketed music events (68%) and fetes/stalls (68%) with over half likely to attend sporting events (60%), art events (60%), themed events (60%), charitable events (60%), relaxation/wellbeing activities (57%) and social/educational activities (50%).

Fewer respondents mentioned they would be likely to attend organised recreational events such as walks/gardening (44%), with half saying that they would be unlikely to attend.

The following groups more frequently said they would be likely to attend events at Stoke Park:

- Females
- Respondents between the ages of 25 and 54
- BAME respondents
- Respondents with a disability
- Those in a full-time job, part-time job and self-employed respondents
- Respondents with children
- Residents of Ash South and Tongham, Burpham, Friary and St Nicolas and Westborough

The following less frequently displayed an interest in attending events at Stoke Park:

- Males
- Those aged 16-24 and over the age of 55
- Respondents in education or training and those that are retired
- Respondents without children
- Residents of Merrow, Onslow, Shalford, Stoke, Tillingbourne and Worplesdon

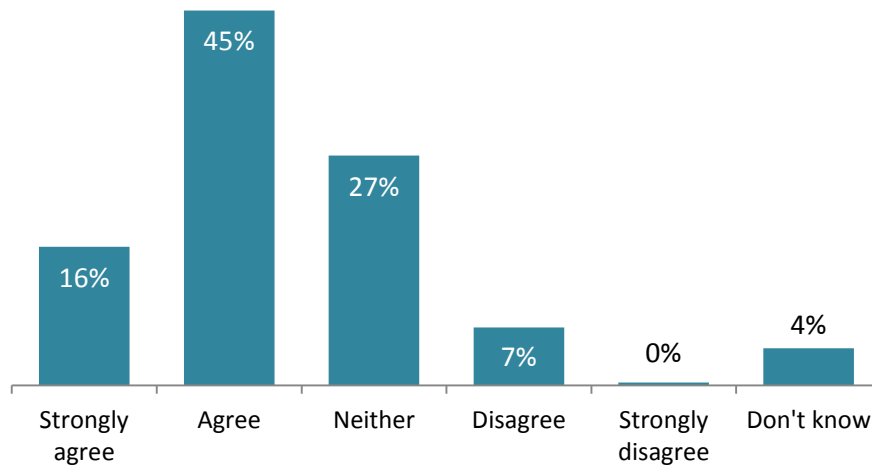
The table below shows the most frequently chosen options stated in the ‘other’ option:

How likely would you be to attend the following events on Stoke Park? Please specify other		
Response	Number	Percentage
Park run	5	28%
Skate park events	4	22%
Army shows	2	11%
Inexpensive events/activities	2	11%
Other (not relevant)	2	11%

4.12 Community Involvement

Key Findings	Three-fifths (61%) agreed local communities should be more involved in the planning and running of Stoke Park
	44% said they would increase community involvement, 30% would improve or invest in it
	Over a quarter (26%) wanted to be further involved with Stoke Park
Contradictions & correlations	Despite the 61% that agreed local communities should be more involved in the planning and running of Stoke Park, 44% that said they would increase community involvement and 30% that would improve or invest in it only 26% said that they would actually want to be further involved with Stoke Park
Questions to be explored	Why do so few want to be involved further with Stoke Park despite 61% that agreed communities should be more involved in the planning and running of the park?

To what extent do you agree or disagree local communities should be more involved in the planning and running of Stoke Park



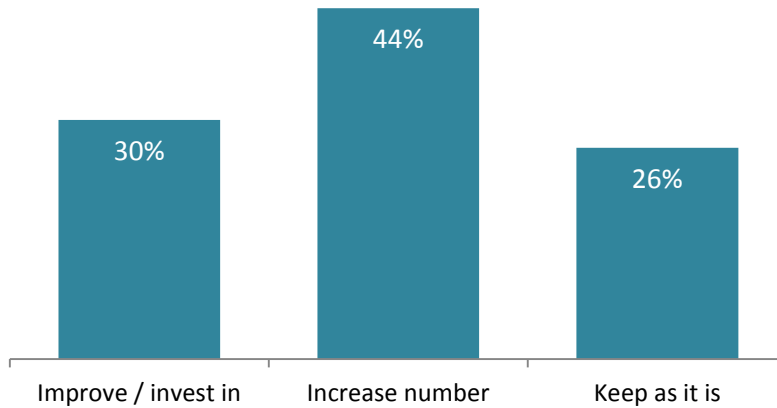
Around three-fifths (61%) agreed that local communities should be more involved in the planning and running of Stoke Park; 16% that strongly agreed and 45% that agreed. Less than a tenth (7%) disagreed with over a quarter (27%) saying they neither agreed nor disagreed that communities should be more involved in the planning and running of Stoke Park.

Males showed higher levels of agreement that communities should be more involved in the planning and running of the park, with 64% of males in agreement compared to 59% of females. Respondents aged 16-24 (67%), 25-34 (68%) and 65 and over (69%) were more likely to agree with the statement compared to those aged 35-44, 45-54 and 55-65 (all 58%).

Respondents that were self-employed (51%) or in part-time employment (55%) less frequently agreed that local communities should be more involved in the planning and running of Stoke Park, whereas those in full-time employment (64%), in education or training (65%) and retired respondents (64%) showed higher levels of agreement. Respondents without children (65%) and those attending the park almost every day (69%) were also more likely to express higher levels of agreement towards community involvement in the park.

Residents of Shalford (72%), Worplesdon (71%), Clandon and Horsley (69%), Stoke (66%) and Burpham (65%) were more agreeable with the idea of community involvement in the planning and running of Stoke Park, whereas those residing in Tillingbourne (56%), Stoughton (55%) and Ash South and Tongham (45%) were less enthusiastic about the thought of more community involvement.

If you were managing Stoke Park, what would you improve, increase or maintain as they are? -
Community involvement (Friends Group, volunteering, fundraising)



Under half of respondents (44%) said that if they were managing Stoke Park they would increase the community involvement in Stoke Park, 30% said they would improve or invest in it and just over a quarter (26%) said they would keep it as it is.

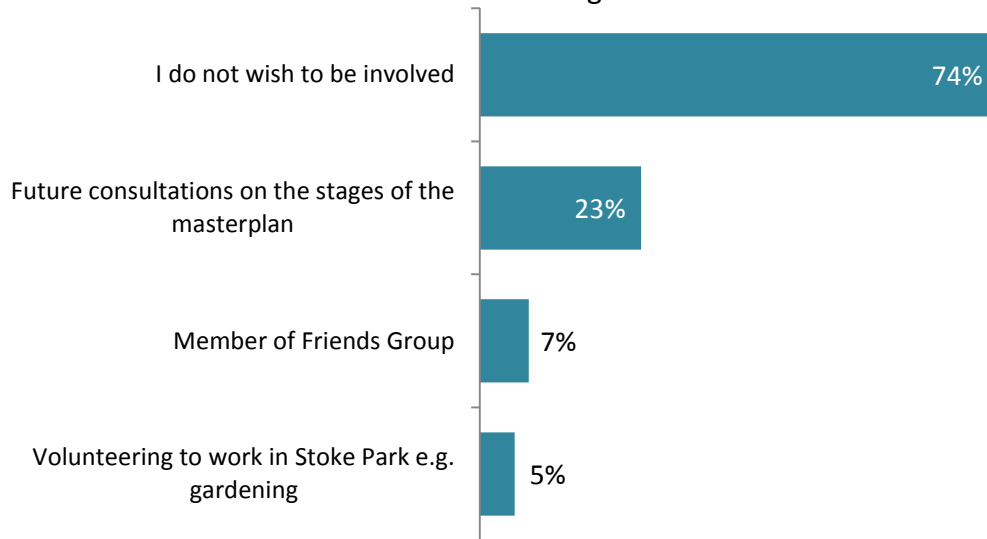
Male respondents (49%) were more inclined to have said they would increase the community involvement in Stoke Park when compared to females (40%). Those aged 16-24 (67%) and 25-34 (50%) were more favourable of an increase in community involvement with those aged 45-54 (36%) and 55-64 (34%) less keen on there being an increase in community involvement.

Nearly half (47%) of respondents with a disability felt there should be an improvement or investment in community involvement with only 29% seeing the need for an increased number. Respondents in education or training were more likely to want an increase in community involvement (66%), whereas those not currently working (28%) were considerably less likely to want an increase, but were, however, much more likely to want an improvement in community involvement (46%).

Those visiting the park once a month (36%) were the least likely to have said they would increase community involvement if they were managing the park, whereas those visiting once every six months (64%) were the most likely to want an increase.

Resident of Christchurch (37%), Westborough (36%) and Friary and St Nicolas (34%) tended to be more favourable of an improvement or investment in community involvement at Stoke Park, whereas residents of Ash South and Tongham (76%), Clandon and Horsley (64%), Tillingbourne (61%), Shalford (52%) and Worplesdon (50%) were more inclined to have said they would like to see an increased number.

Would you be willing to be involved further through any of the following?



Just over a quarter (26%) wanted to be further involved with Stoke Park. Most of those wanting to be involved wanted to be involved in future consultations on the stages of the masterplan (23%), with 7% wanting to be a member of Friends Group and 5% willing to volunteer in Stoke Park.

These groups were the most likely to have said they would be willing to be involved further:

- Female respondents (28%)
- Those aged 35-44 (29%), 45-54 (30%) and 55-64 (36%)
- Self-employed respondents (32%) and those not currently working (31%)
- BAME respondents (28%)
- Those who visit Stoke Park almost every day (28%) or once or twice a week (29%)
- Residents of Holy Trinity (39%), Christchurch (36%), Friary and St Nicolas, Burpham (29%) and Merrow (28%)

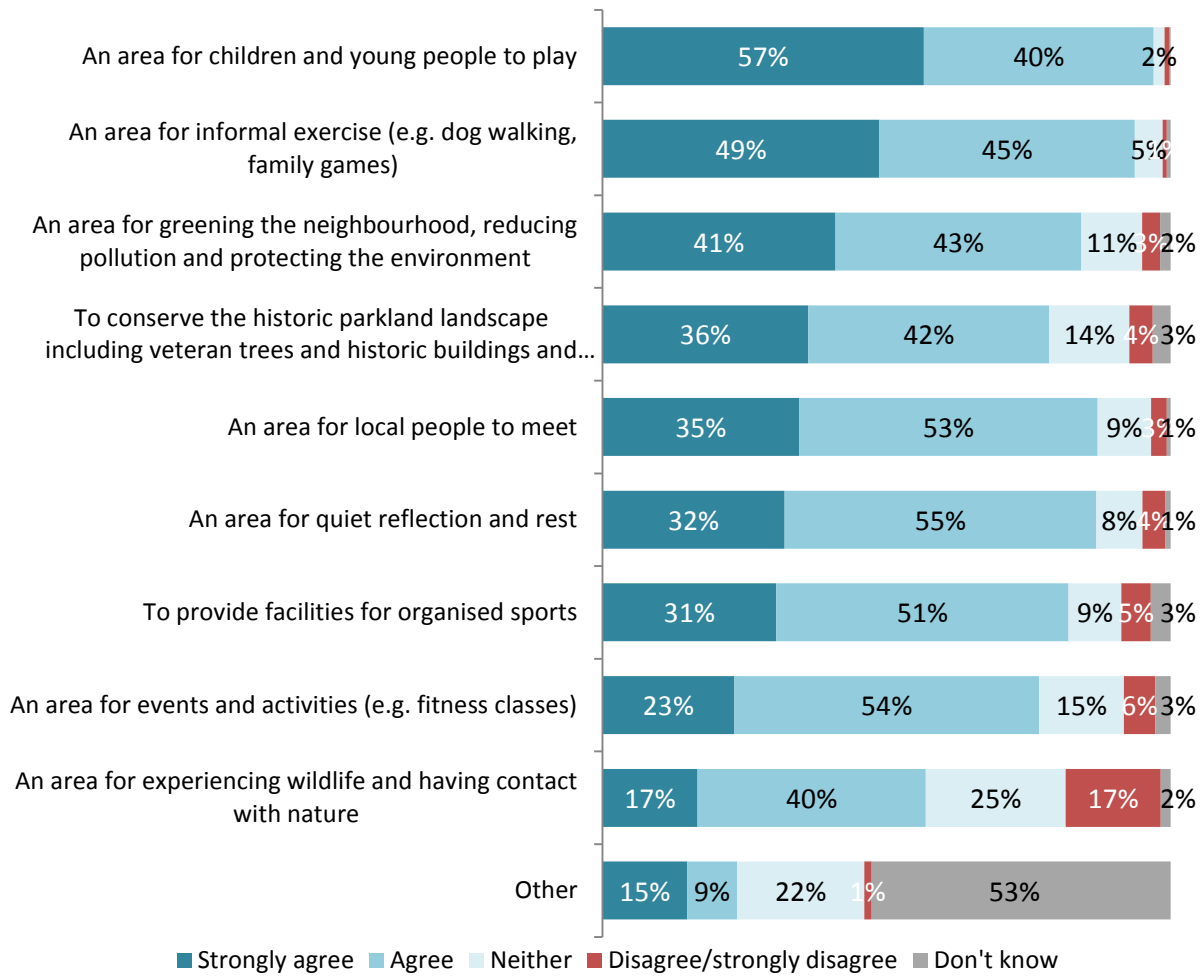
The following groups more frequently said they did not wish to be involved further:

- Male respondents (77%)
- Those aged 16-24 (94%), 25-34 (79%) and 65 and over (77%)
- Those in education or training (93%) and retired respondents (77%)
- Those visiting the park once every six months (96%)
- Residents of Ash South and Tongham (96%), Shalford (93%), Clandon and Horsley (91%), Send (90%), Tillingbourne (88%), Stoke (86%), Worplesdon (86%), Westborough (82%) and Onslow (78%)

4.13 The Role of Stoke Park Now and in to the Future

Key Findings	The vast majority (94%) of users felt Stoke Park makes Guildford a better place to live and work. 87% of non-users said it makes Guildford a better place
	Over nine-tenths felt the role of Stoke Park was as an area for young people to play (97%) and as an informal area for exercise (94%)
	Over three-quarters (76%) were aware of the woodlands and the walled garden
	Less than half were aware of the Japanese garden (45%), veteran parkland trees (43%), Memory Meadow (36%), WW2 tank trap defences (34%), model farm (21%) and Stoke Park Friends Group (13%)
	Over half wanted and improvement or investment in play areas (68%), catering facilities (60%) and car parks (55%)
	Three-fifths wanted an increased number of grass sports pitches
	Non-users showed low levels of awareness of heritage facilities (28%) and netball (23%)
Contradictions & correlations	Both users and non-users were in agreement that Stoke Park makes Guildford a better place
	Non-users were a fifth more likely to feel the quality and maintenance of the planting and gardens should be increased
	Nearly all (98%) non-users felt the standard of maintenance was important when visiting a park, however 44% felt this is something that could be improved upon at Stoke Park
	The non-users that were familiar with Stoke Park mentioned good maintenance/clean, improve parking and improve catering as improvements/investments they would like to see. Parking and catering were also seen as areas for improvement amongst users
Questions to be explored	Would increasing the quality and maintenance of the planting and gardens encourage some of the non-users to visit the park?
	Would improving parking and catering facilities encourage non-users to visit the park?
	Would higher awareness of facilities at Stoke Park encourage people to either visit or visit more frequently?

To what extent do you agree or disagree that the following statements describe the role of Stoke Park?



The vast majority (97%) were in agreement that the role of Stoke Park was as an area for children and young people to play, with over half that strongly agreed with this (57%). Over nine-tenths (94%) said they thought the role of Stoke Park incorporated an area for informal exercise, with around half (49%) in strong agreement with this.

Over four-fifths agreed that the role of Stoke Park was an area for quiet reflection and rest (87%), an area for local people to meet (87%), an area for greening the neighbourhood, reducing pollution and protecting the environment (84%) and to provide facilities for organised sport (82%). Those in strong agreement exceeded three-tenths for each of these statements (32%, 35%, 41% and 31% respectively) with disagreement levels at or below 5% for all statements.

Agreement levels were lower that Stoke Park should be an area for experiencing wildlife and having contact with nature, with just over half in agreement (57%) and less than a fifth in strong agreement (17%). Those in disagreement that Stoke Park should be an area for experiencing wildlife was higher than any other aspect with 17% that felt this should not be the role of Stoke Park.

The following groups consistently agreed more frequently:

- Respondents aged 55-64

- Residents of Friary and St Nicolas and Shalford

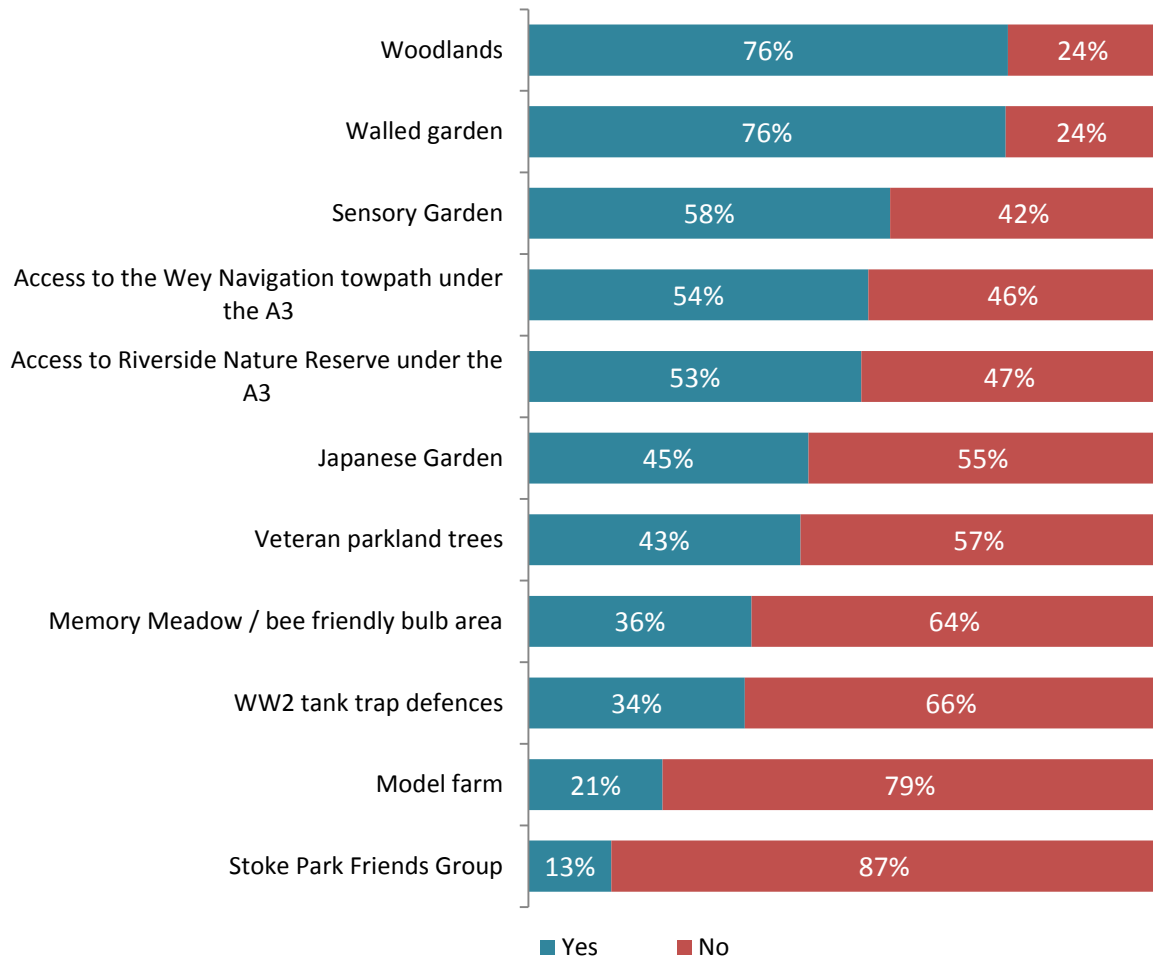
The following groups were less likely to have agreed with the statements on the role of Stoke Park:

- Those not currently working
- Respondents that visit the park once every six months
- Residents of Ash South and Tongham and Tillingbourne

To what extent do you agree or disagree that the following statements describe the role of Stoke Park? Please specify other		
Response	Number	Percentage
An area for leisure activities (e.g. skate park, model boating pond)	7	44%
I work in Stoke Park	2	13%
Park run has a negative/positive effect	2	13%
A pleasant area for Guildford/to be proud of	2	13%
Play area needs improving/updating	1	6%
An area for refreshments	1	6%
Underutilised for camping	1	6%
Wild wood	1	6%
Allotments for residents	1	6%
An area that could increase health	1	6%

Of the respondents that stated other, nearly half (44%) said they thought the role of Stoke Park should include an area for leisure activities.

Are you aware of the following within Stoke Park?



Respondents showed the greatest level of awareness for the woodlands and walled garden within Stoke Park with over three-quarters (76% for both) aware of these. Over half were aware of the Sensory Garden (58%) and access to the Wey Navigation towpath (54%) and Riverside Nature Reserve (53%) under the A3.

Just under half were aware of the Japanese Garden (45%) and veteran parkland trees (43%), with around a third aware of Memory Meadow (36%) and the WW2 tank trap defences (34%).

Awareness was low amongst respondents of the model farm (21%) and the Stoke Park Friends Group (13%).

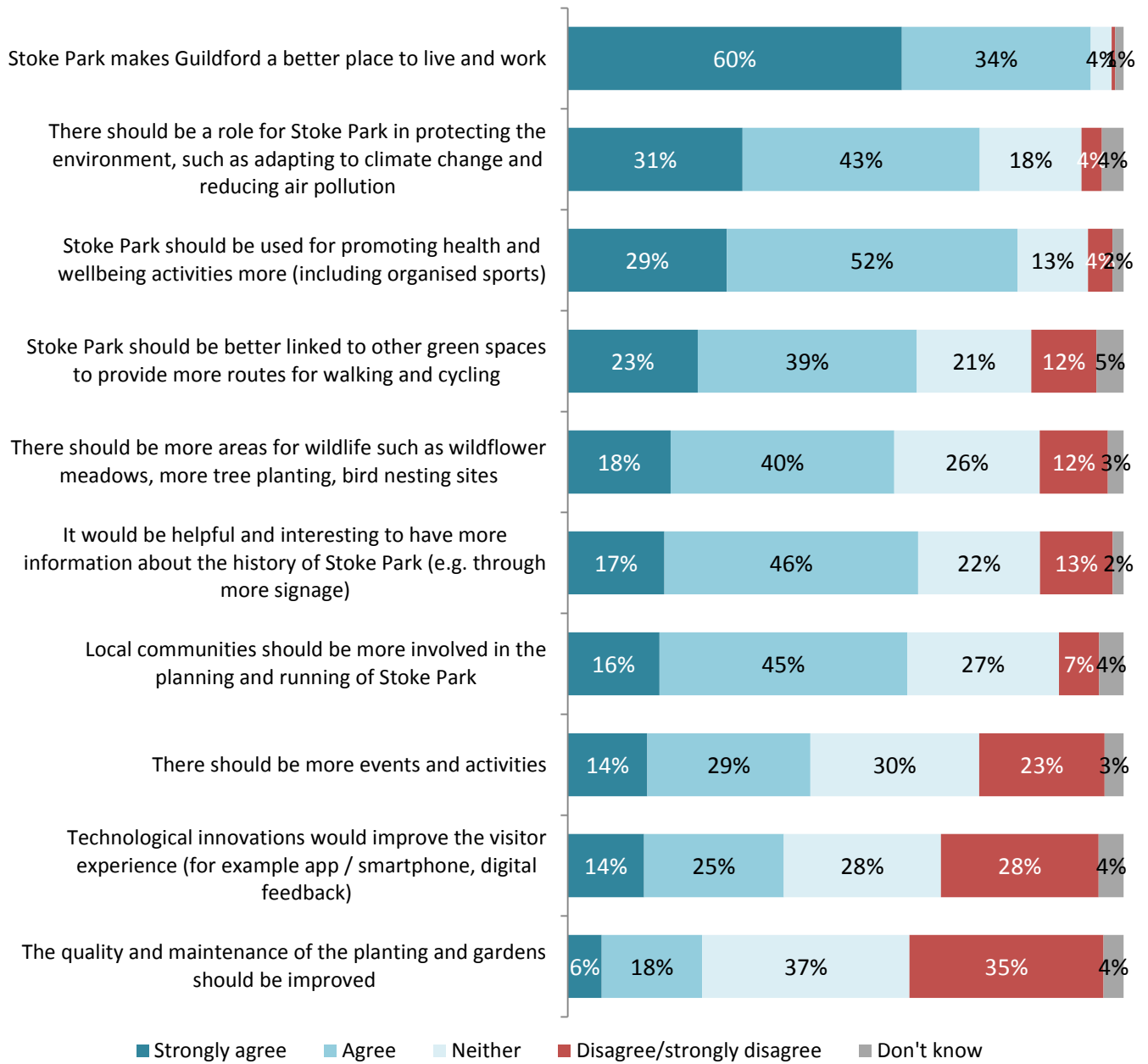
The following groups were more likely to be aware of features within Stoke Park:

- Older respondents; those aged 45-54, 55-64 and 65 and over
- Those in full-time employment, the self-employed and retired
- Respondents with children
- Those visiting Stoke Park once or twice a week
- Residents of Christchurch, Friary and St Nicolas, Holy Trinity and Stoke

The following were less likely to show awareness of features of Stoke Park:

- Younger respondents: those aged 16-24 and 25-34
- Those in in education or training and those not currently working
- Respondents without children
- Those visiting the park once every six months
- Residents of Ash South and Tongham, Clandon and Horsley, Shalford and Worplesdon

To what extent do you agree or disagree with the following statements?



The vast majority (94%) were in agreement that Stoke Park makes Guildford a better place to live and work, with 60% that strongly agreed with this; only 1% felt that Stoke Park didn't make Guildford a better place to live and work.

Over three-quarters (81%) agreed that Stoke Park should be used for promoting health and wellbeing activities more with slightly fewer that agreed Stoke Park should play a role in protecting the environment (74%).

Agreement was lower that there should be more events and activities (44%) and that technological innovations would improve the visitor experience (39%) with around a quarter in disagreement with these statements (23% and 28% respectively).

Less than a quarter (24%) felt that the quality of the planting and the gardens should be improved. This was the only statement were more people were in disagreement than agreement, with over a third (35%) that felt there was no need for an improvement in the quality and the maintenance of the planting and gardens.

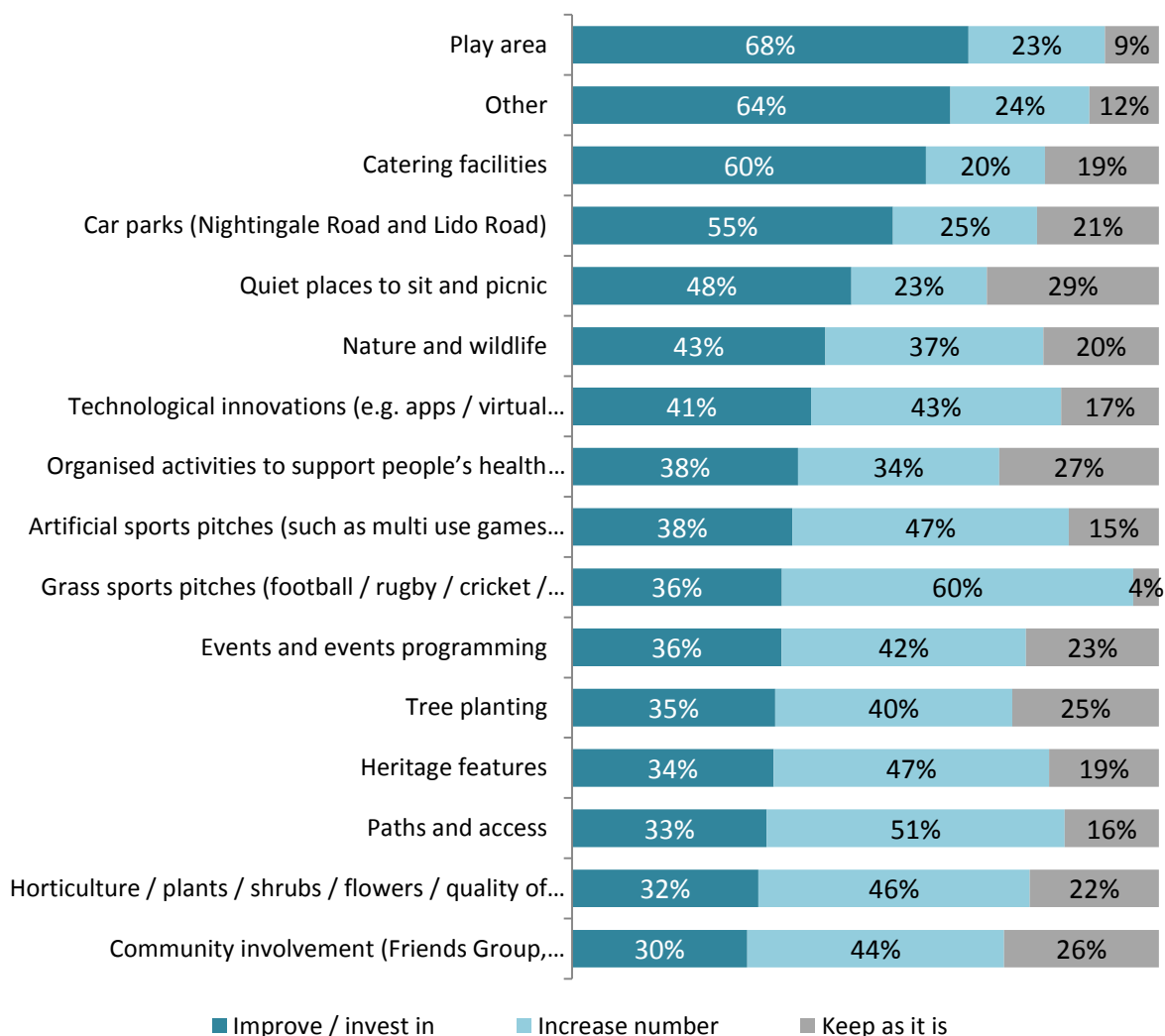
To what extent do you agree or disagree with the following statements?			
Statement	Users agreement	Non-users agreement	Difference
Stoke Park makes Guildford a better place to live and work	94%	87%	+7%
It would be helpful and interesting to have more information about the history of Stoke Park (e.g. through more signage)	63%	60%	+3%
Stoke Park should be used for promoting health and wellbeing activities more (including organised sports)	81%	79%	+2%
Technological innovations would improve the visitor experience (for example app / smartphone, digital feedback)	39%	37%	+2%
Stoke Park should be better linked to other green spaces to provide more routes for walking and cycling	63%	62%	0%
There should be a role for Stoke Park in protecting the environment, such as adapting to climate change and reducing air pollution	74%	79%	-5%
Local communities should be more involved in the planning and running of Stoke Park	61%	67%	-6%
There should be more events and activities	44%	51%	-8%
There should be more areas for wildlife such as wildflower meadows, more tree planting, bird nesting sites	59%	71%	-12%
The quality and maintenance of the planting and gardens should be improved	24%	44%	-20%

Users of Stoke Park were just under a tenth (7%) more likely to have said that Stoke Park makes Guildford a better place to live and work when compared to non-users. Users of the park were also more likely than non-users to have agreed that it would be helpful and interesting to have more information about the history of Stoke Park (+3%), that Stoke Park should be used for promoting health and wellbeing activities more (+2%) and technological innovations would improve the visitor experience (+2%).

Non-users showed higher levels of agreement than users of Stoke Park towards five of the ten statements and these may help to understand some of the reasons which prevent non-users either using the park or using it more often than they currently do. Non-users were a fifth more likely than users to agree that the quality and maintenance of the planting and gardens should be improved and over a tenth (12%) more likely to have said there should be more areas for wildlife.

Non-users were also more likely than non-users to agree that there should be more events and activities in Stoke Park (+8%), that local communities should be more involved in the planning and running of the park (+6%) and there should be a role for Stoke Park in protecting the environment (+5%).

If you were managing Stoke Park, what would you improve, increase or maintain as they are?



Around two-thirds (66%) of respondents said they would improve or invest in play areas at Stoke Park if they were managing the park, with slightly less saying they would improve or invest in an 'other' aspect of the park. Over half said they would improve or invest in catering facilities (60%) and car parks (55%) whereas less than a third supported an improvement/investment in paths and

access (33%), horticulture / plants / shrubs / flowers / quality of floral displays (32%) and community involvement (30%).

Three-fifths of respondents wanted an increased number of grass sports pitches, with around half wanting an increased number of paths and access (51%), artificial sports pitches (47%) and heritage features (47%). Less than a quarter said that if they were managing the park they would increase the number of car parks (25%), 'other' aspects (24%), play areas, quiet places to sit and picnic (23%) and catering facilities (20%).

Less than a tenth said they would choose to keep the play area (9%) and the grass sports pitches as they are (4%), therefore indicating that these were the areas respondents thought needed the most attention, either in the form of improvement/investment or in increased numbers. A quarter or more felt that quiet places to sit and picnic (29%), organised activities to support people's health and wellbeing (27%), community involvement (26%) and tree planting (25%) should be kept as they are and did not require any improvements or an increase in number.

The following groups were more inclined to opt for an improvement or investment in services:

- Those aged 55-64
- Respondents with a disability
- Self-employed respondents
- Those visiting Stoke Park once a month
- Residents of Burpham, Christchurch, Holy Trinity, Stoke and Stoughton

These groups were more likely to want an increase number of services:

- Male respondents
- Those aged 16-24
- BAME respondents
- Respondents in education or training
- Respondents with children
- Visitors to the park once every 6 months
- Residents of Ash South and Tongham, Clandon and Horsley, Send, Shalford, Tillingbourne and Worplesdon

The following were more likely to want the services keep as they currently are:

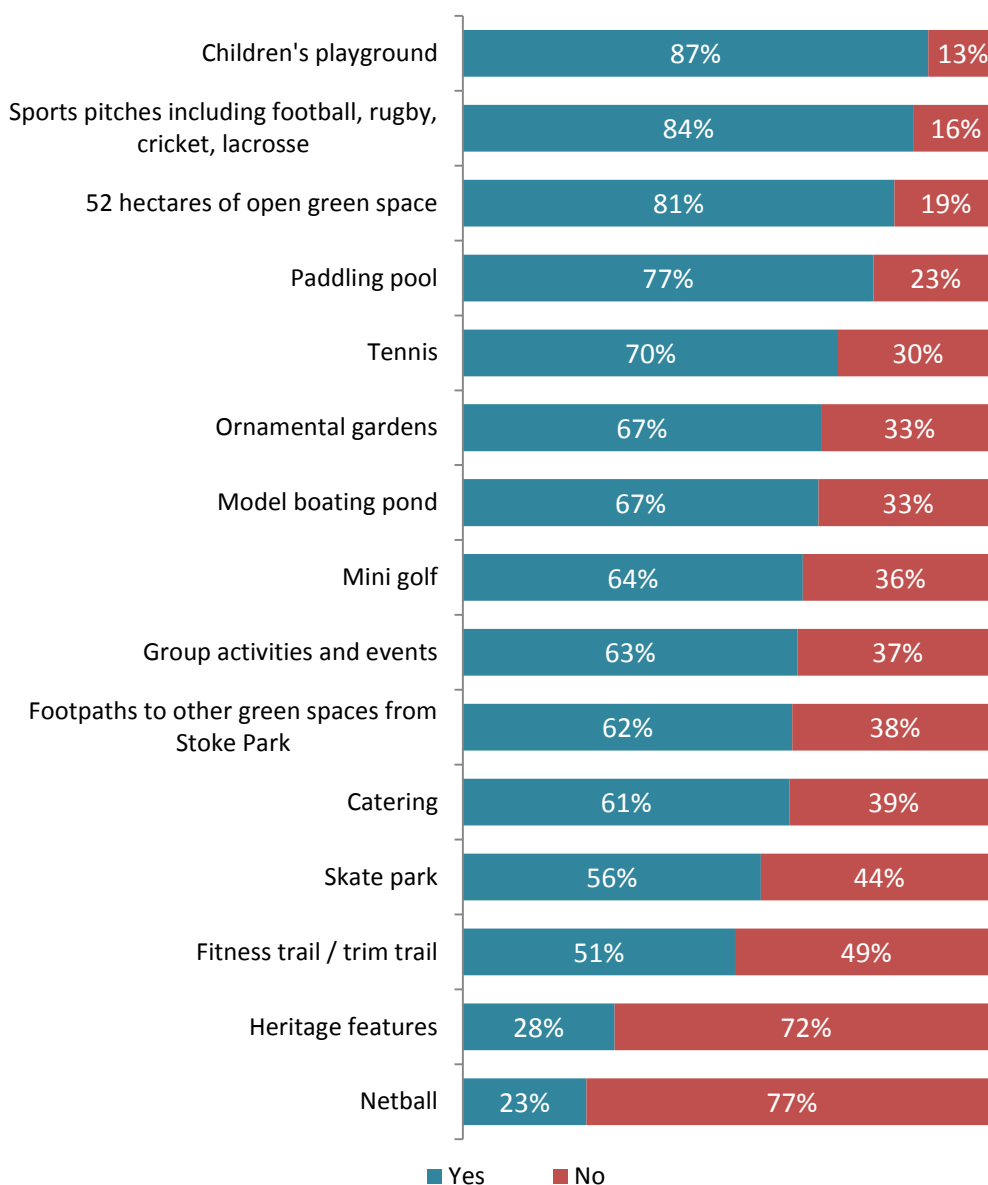
- Those aged 45-54, 55-64
- Respondents in full-time employment and respondents not currently working
- Those visiting the park once a month
- Residents of Burpham, Christchurch and Merrow

If you were managing Stoke Park, what would you improve, increase or maintain as they are?
Please specify other

Response	Number	Percentage
Skate park	27	33%
Gym area/fitness equipment	10	12%
More signage/information	7	8%
Improve the ponds	6	7%
Improve toilet facilities	6	7%
Lighting	5	6%
Cycle paths/track	5	6%

Of those that stated 'other' a third said they would improve, increase or maintain the skate park if they were managing Stoke Park, with just over a tenth (12%) that said they would improve, increase or maintain the gym area/fitness equipment.

Are you aware of the following facilities available at Stoke park?



Non-users of Stoke Park showed the greatest awareness of the children's playground (87%) and the sports pitches (84%) at Stoke Park. Over seven-tenths were also aware of the 52 hectares of open green space (81%), the paddling pool (77%) and tennis (70%).

Awareness was over half for 13 of the 15 facilities at Stoke Park, with heritage features (28%) and netball (23%) the only 2 facilities with below 50% awareness from non-users.

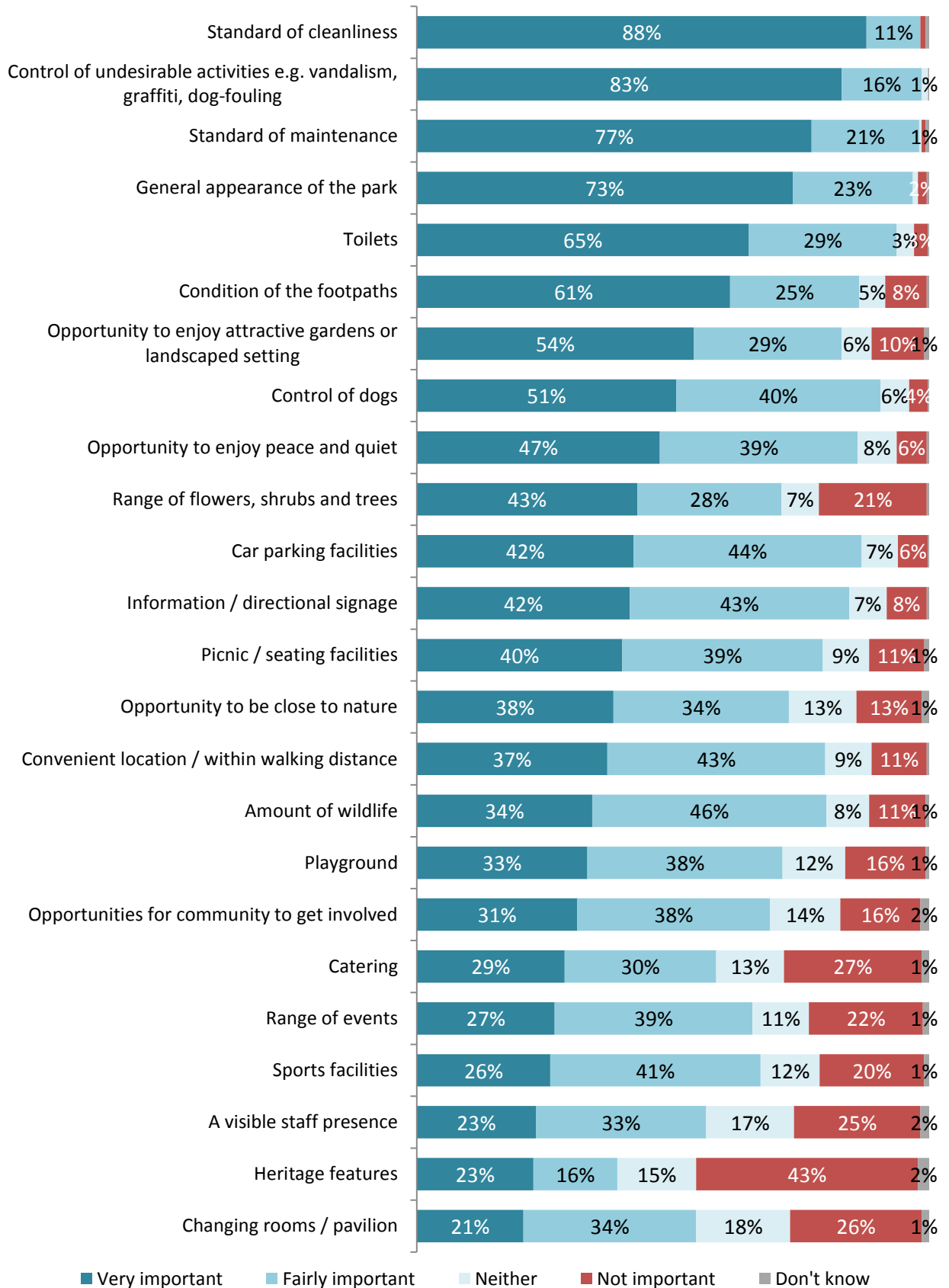
The following groups indicated higher levels of awareness of facilities at Stoke Park:

- Those aged 45-54 and 55-64
- Respondents in part-time employment
- Residents of Christchurch, Merrow, Stoke, Stoughton and Westborough

These groups tended to be less aware of the facilities available at Stoke Park:

- Those aged 16-24, 35-44 and 65 and over
- Self-employed respondents
- Respondents with a disability
- BAME respondents
- Residents of Ash South and Tongham and Holy Trinity

Thinking about parks and spaces in general in Guildford. How important are the following to you when visiting a park or open space?



Nearly all respondents placed importance on the standard of cleanliness (99%), control of undesirable activities (98%), standard of maintenance (98%) and the general appearance of the park (97%) when visiting a park or open space. Those that felt these factors were very important exceeded three-quarters for control of undesirable activities (88%), standard of cleanliness (83%) and standard of maintenance (77%) and was slightly below three-quarters for the general appearance of the park (73%).

Respondents also placed a high level of importance on toilets (94%), condition of the footpath (90%), the opportunity to enjoy attractive gardens or landscaped setting (87%), control of dogs (86%), opportunity to enjoy peace and quiet (86%), range of flowers, shrubs and trees (84%) and car parking facilities (83%) when visiting a park or open spaces.

Less than two-thirds felt that sports facilities (58%), a visible staff presence (56%), heritage features (55%) and changing rooms/pavilions (39%) were important when visiting a park or open space. These aspects all showed responses of not important at or above a quarter with 43% that felt changing rooms/pavilions were not important, 27% that felt sports facilities were not important, 26% that felt heritage features were not important and 25% that said a visible staff presence was not important.

The following respondents tended to more frequently say these factors were important to them when visiting a park or open space:

- Female respondents
- Those aged 65 and over
- Retired respondents
- Respondents with a disability
- Residents of Ash South and Tongham, Friary and St Nicolas, Merrow, Stoke and Westborough

These groups less frequently said these factors were important when visiting a park or open space:

- Male respondents
- Those aged 16-24 and 35-44
- Self-employed respondents
- BAME respondents
- Respondents with children
- Residents of Christchurch

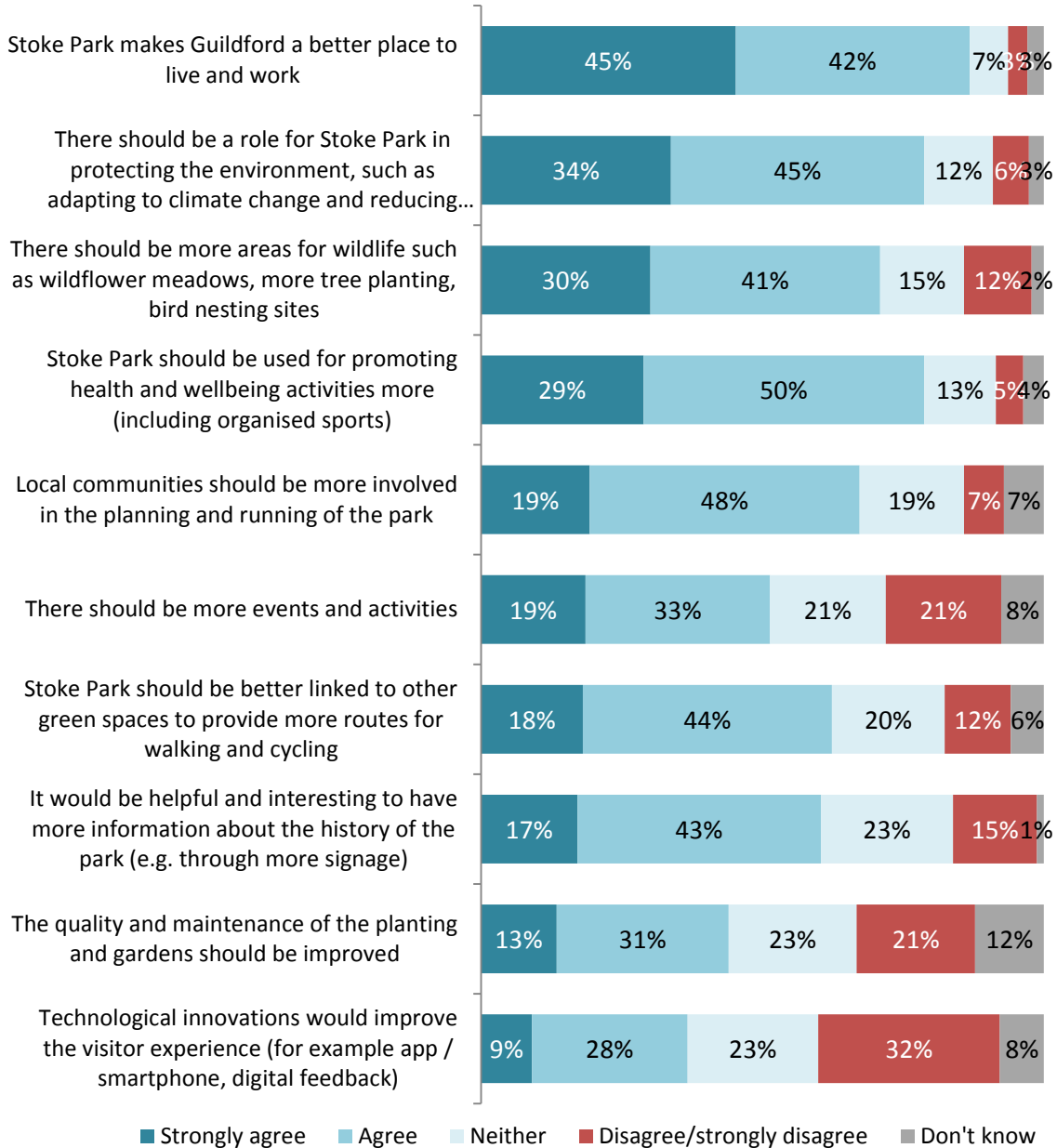
If you are familiar with Stoke Park, what future improvements and investments would you like to see in Stoke Park?

Response	Number	Percentage
Nothing/Keep it as it is	126	35%
Don't know	37	10%
Good maintenance/clean	35	10%
Improve parking	34	10%
Improve catering	28	8%
More organised events/features	16	5%
Improve toilet facilities	13	4%
I am not familiar with Stoke park	12	3%
Update play equipment	11	3%
More seating (incl. under cover)	10	3%
More activities for children/play areas	10	3%
Increase planting of bushes/trees/flowers	9	3%

Of the non-users that are familiar with Stoke Park, over a third (35%) said there were no improvements or investments they felt necessary and that it should be kept as it is. A further tenth said they did not know what improvements or investments they would like to see in Stoke Park.

A tenth said they would improve the maintenance and cleanliness of the park or improve the parking. Slightly less (8%) that said they would make improvements or investments to the catering, with 5% saying they'd like more organised events/features and 4% saying they would like improvements made to the toilet facilities.

To what extent do you agree or disagree with the following statements?



The majority of respondents (87%) agreed that Stoke Park makes Guildford a better place to live, with nearly half (45%) that strongly agreed. Only 3% disagreed and therefore did not think that Stoke Park makes Guildford a better place to live.

Over three-quarters agreed that Stoke Park should play a role in protecting the environment (79%) and that Stoke Park should be used for promoting health and wellbeing activities (79%), with just under three-quarters that felt there should be more areas for wildlife at Stoke Park (71%).

Less than half (44%) felt that there was a need for the quality and maintenance of the planting and gardens to be improved, with just over a fifth (21%) that disagreed and did not see a need for this.

Just under a third (32%) felt that technological innovations would not enhance the visitor experience to the park, with 38% that agreed that technological innovations would improve the visitor experience.

The following groups tended to be more agreeable towards these statements:

- Those aged 55-64
- Respondents with a disability
- Respondents without children
- Residents of Ash South and Tongham and Westborough

These groups were generally less agreeable towards the statements:

- Those aged 16-24 and 35-44
- Respondents in part-time employment
- Respondents with children
- Residents of Friary and St Nicolas

5.0 In-Depth Interviews

As part of the Stoke Park Consultation, SMSR Ltd conducted interviews with a number of stakeholders and organisations intrinsically involved in the park and its future. This included key members of staff at the Wey Valley Indoor Bowling Club, The Spectrum Leisure Centre, Guildford Parkrun and the Guildford Shakespeare Company amongst others.

Interviews of approximately 30 minutes were primarily conducted face to face and included a loose script which mirrored the themes in the main questionnaire.

Much aligned with the findings within the qualitative research, it was apparent throughout the interviews that Stoke Park plays a prominent role in the borough, facilitating sporting and community activities that are intrinsically linked to its future and the wellbeing of Guildford. Stakeholders took the opportunity to focus on some aspects of the resource that could be improved including communication between the groups using the parks, the management of events and access. It was generally thought that there are opportunities for development, some in the form of minor changes that can have positive effects on the way the organisations and groups use the space. The impression that Stoke Park should be protected against overdevelopment was evident throughout the interviews.

5.1 Car Parking

Although it was recognised that there is ample parking around Stoke Park, it was thought that better management and positioning could improve access to the site. There is a perception that parking around Guildford College and Lido Road / bowls club / Wildwood can become congested compared to other facilities and that there is some degree of self-management of car parks from organisations:

“Car park an issue around the bowling club and it has always been free – commuters are using the car parks and walk through the park together with college students. To improve the park – they need to improve access to the park which needs to be controlled.”

“Guildford College uses the car park near the bowls club during the week and then the general public uses it at the weekend. If the spaces were just a little bigger – more cars could park.”

“Any new facilities should bear car parking in mind, as I said one end is baron and is really congested (college end).”

“Car parking is not an issue but perhaps does not lean itself to encouraging participation as most parking is away from key facilities within the park. You have to plan your visit from that perspective.”

“We police the car parking to avoid any problems and we marshal the events.”

“At spectrum, there is confusion with parking due the park and ride. We actively discourage users to use the car park for Stoke Park and Spectrum has to manage the car park for the Council.”

5.2 Catering

One area of improvement that was almost unanimously mentioned related to catering facilities at Stoke Park. There was an impression that the current facilities were either inadequate or not well-known to visitors of the park. Some suggestions of what improvements may look like were offered:

“Catering wise they are missing a trick, not a lot here and when you have all these parents watching sports and standing around, they could and would spend money on coffees etc.”

“There is a kiosk near the pool and a café at the bowling club but that does not look very welcoming. The park needs to draw people in and even just having the simple things like coffee would be a big help.”

“The park would benefit from a continental style beer garden. People don’t seem to just be able to sit in the park and enjoy a beverage in the summer. Would be good to have an outlet that sells good coffee too.”

“Catering facilities seem to shut down early so there may be an opportunity to stay open especially in the summer months.”

“There is a lack of refreshments available in the park; there is nothing just a little kiosk. We have been introduced to the café (Bowlers club) and they provide us with breakfast and we both benefit from this.”

“They have the little café in stoke gardens which is a little kiosk and I don’t know if it is open all the time. There is room for a sit down café – the bowls club has a café that the Parkrun team run.”

“The kiosk they have in Stoke gardens is quite basic – you just get a basic Nescafé. If you want to go on a cold winter’s day – there is no cover. There is no café nearby and they are in the town. I think that this is an area for improvement.”

5.3 Facilities

A key finding in the quantitative research phase was an appetite to develop the play facilities at Stoke Park. Some suggestions were put forward during the in-depth interviews regarding this aspect together but it was generally thought that play facilities were adequate. There was more of a call to review the location of facilities in general in the park which seemed to be at odds with access:

“Paddling pool is fantastic as is the skateboard park. All the play equipment is in one place, its great and my kids have used it a lot of the years but if they had other play equipment or even adult facilities in other areas of the park it would encourage people to walk across to them and get people moving around the park more.”

“The play facilities, although I am not an expert, seem to be abundant and well maintained.”

“The park has a nice playground; it’s all pretty good really. I like a big open space.”

“Paddling pool and the lido are the major strength. The sensory garden isn’t that sensory – just has gravel with no sound and colour. Boasting lake needs repairing as it is leaking. Circuit which pumps the water around the park has been broken for a long time”

“Better play facilities at other parks – Woking and Southwolds park. Much more fun and better facilities. Guildford BC are really good at making everything really good aside from the play facilities. The facilities are okay though.”

“Wildwood working well. The location works against the club due to the lack of catchment area.”

“The wildwood is a good concept in a bigger wood but it has ruined a nice little piece of wood. It doesn’t look very good and looks a bit tacky. I hope that they don’t go too commercial and sets the commissioning going forward.”

“Stoke Park is great but it is quite fragmented. Everything is condensed into one end and there are little pockets of isolation such as tennis court area. Ultimately you have a big open space in the middle and because of this not as much is utilised.”

“I just feel allocation of facilities could better spaced out; I would use Hyde Park as a really good example of this, it is better spaced out.”

“The difficult bit comes from Guildford College and it shouldn’t have been built where it is. It blocks off the LIDO from the rest of the park. It would be better if it wasn’t there. It brings litter issues. People generally leave litter. The college haven’t made any friends and they have put a planning in to build student accommodation as they didn’t need it for resident students.”

5.4 Accessibility

When considering accessibility, a recurring concern was the condition of the ground in certain conditions and the effect it had on using the park, although it was acknowledged that there may be no fix for this issue. Thoughts were also provided on improved signage, paths and traffic:

“The range is poor as it is clay but that cannot be helped. There was an incident at the County Show a couple of years ago when it rained and cars had to be pulled off.”

“There are some issues with the ground at Stoke Park sometimes and some of the sports pitches and open areas can become saturated with water. Not a huge issue for us though.”

“There are challenges, the park getting muddy for example; sometimes we would appreciate the parks department to be a bit more accommodating as we can’t use the

paths. A good example is they could start looking at putting mesh down when it is muddy or other possible solutions. ”

“The park drains over the paths and it can get icy which is a challenge for us but I don’t know what else they can do.”

“Signage could be improved with perhaps more brown signs to show where features of the park are located.”

“Might be nice in the future to have signage provided, example given (warning 9am beware of runners).”

“There could be some additional paths as some features are not that easy to walk to across the park. For example, to the model railway. More of a feature could be made of that end of the park.”

It would be good if there was an all-weather path that goes behind the park. It would certainly very nice to have an all-weather track that runs around the perimeter of the car park.”

“If you are walking or running around the park it is difficult to find a route that does not cross traffic. If you go from wildwood to the tennis court you have to go through the car park at the bowling club.

“There is a path that runs past the river so it has got those good links. Access is okay – the downside is the parkway that is running through the northern edge of the park. It was built in the 1930’s and cannot be blocked off due to the traffic.”

5.5 Safety

Stoke Park was perceived as a safe area as Guildford is, in general. Any perceptions of crime and anti-social behaviour stem from isolated incidents or from major events held in the park:

“Guildford is a safe town. Never had a problem with safety in the park. Even with the bonfire event and a lot of people are funneled through a small place but feels safe.”

“I spend hundreds of hours in this park and it always feels very safe, this is not an issue at all at any time of the day.”

“Safety doesn’t seem to be an issue although additional lighting may be required, as I mentioned earlier.”

“Safe as houses in the park”

“I think if you stay outside on the perimeter of the park, they are reasonably well lit, I think it is fine. I think it does feel like a safe park. I chose to walk through the park on the

way to the pub and never felt unsafe. There is a congregation of youths around the woods near wildwood but it is not frequent. I have never had any concerns.

“The funfair is detrimental. There are break-ins, fights and damage – the people it brings etc.”

“ASB comes and goes, we have had car vandalism, a spate of drug using from cars.”

“More rangers are required as people would feel more secure at night. Many people get up and leave litter so more staff would help.”

“I would say dog dirt is an issue, not getting worse but it existed; which from my point of view is not good; my clients can stand in it!”

“I think the park is under resourced; would like to see more wardens; especially in summer as that is when there tends to be more issues, for example students leaving litter, including broken glass, if they could sweep the park pre-run that would be very helpful, especially with regard the children’s run. “

5.6 Communication

A key topic that was picked up on during each interview was the relationship between each organisation and Guildford Borough Council and further to this, the lack of a communication between stakeholders. Mixed levels of satisfaction were expressed towards Guildford Borough Council and the Parks and Countryside Team but agreed a more cohesive strategy for organisations using Stoke Park could be found:

“Communication is great from the Council, especially the Parks and Countryside team. They also provide the park rangers who are really helpful and user friendly.”

“We did have an issue with the council re: cancellations but we have a better relationship now. That aid it could still be better; they could anticipate weather conditions better. But in terms of events and when they are happening they are better at letting us know.”

“The council do value what we do and they do support it but they don’t engage with it enough. We speak to the Sports Development Officer and it does feature in the sports strategy but I don’t think they use the insight enough, lot of information and statistics generated and I am sure they could do more with this information. The benefits of the run could be analysed more for things like improved community cohesion.”

“Spectrum has close links with The Council. Spectrum has no influence over the events but wish they did. GBC work with Spectrum to work with the park management team to mitigate the events impact on Stoke Park and also Guildford Borough Council. The working relationship is good.”

“Information provision is okay”

“The management of the park changes all the time. No decision can be made quickly. Idea, then a number of committee meetings and then get an answer that states – ‘no, we can’t do that’. Simple ideas take forever to administer.”

“As a key user of the park I do not have a relationship with the council, I don’t think there is many of them left, the management isn’t great, it needs a focus. I see the dog warden but that is the only council personnel I ever see. It seems fragmented and fairly light.”

“I do not receive any communications from the park and I know the Park run team get frustrated around the lack of notice in terms of cancellations. Needs single ownership/point of contact, this would help improve communications and understanding.”

“Relationships could be improved between stakeholders in the park to improve consultation and direction in the park.”

5.7 Further Development

When considering the future of Stoke Park, a sense of apprehension was expressed by some stakeholders who considered the design of the park to be fine as it is and that it should continue to fulfil its role as a wild and open space within Guildford. Others, in addition to aforementioned improvements, thought that the land could be better utilised and there are opportunities to assess the design of Stoke Park moving forward:

“Wildwood was built on a bit of woodland that wasn’t used for anything so it is fine. It is not as busy as it might be. I haven’t been to the children’s playground so I can’t comment on it as my children are grown up. There’s a bit of woodland between the spectrum and the hotel. If that was developed it might enhance the park.”

“The space in the middle is only used by dog owners, weekend sports and the park run. 95% the park is not being used.”

“I think existing features need promoting more and a quiet area would be good, they have tried this but it has been hijacked a little. The current space designated for this has lost its role really.”

“There is an area near Burchatts Farm which is a little run down and could be improved. Seems to be a forgotten area. An arts hub could be created?”

“The land here at the nursery could be better utilised, greenhouses are not being used, it could be another base for community clubs (Guildford scouts, us and others) but there is no other areas that I can think of that could be utilised.”

“The South of the park is not used enough in general; it could be used and promoted more.”

“The design of the park is great as it is; the tress, undulating and different and varied services existing within the park.”

“I think the park has got a wide range of things and may not suit some people but others will. It is hard to be in Guildford and not appreciate Stoke Park. You can appreciate the flowers as you go past. It’s a nice place that people can enjoy and it’s not a place to be messed with.”

“I think we have the balance is right. I would see it underdeveloped rather than overdeveloped. It is a lung for Guildford.”

“The Park should look exactly the same. It was gifted to Guildford for the people to use a lung. There is a really nice atmosphere in the summer, where dog walkers can come and people with no gardens to play sports. If you haven’t got much money you go to Stoke Park and use the facilities. It is a resource for people of all backgrounds to enjoy.”

“I just wouldn’t change it at all (the park). It’s just a lovely green space that’s quite undulating. It has some lovely trees in it that look great at this time of year. It’s a lovely open space that makes you feel that it is not in a town centre.”

6.0 Appendix

6.1 Users Questionnaire

Guildford Borough Council

Stoke Park Consultation 2017 (Users)

Introduction

Good morning / afternoon / evening, my name is and I am from SMSR Ltd, an independent research company working on behalf of Guildford Borough Council. We are carrying out a survey to gather people's thoughts on Stoke Park. Your answers will help the Council develop a masterplan for the Stoke Park to improve the facilities and services offered.

Would you be able to spare a few minutes to answer some questions about your experience of Stoke Park?

Please note to ensure personal information about you is secure, all of your answers will be treated in the strictest confidence and will be stored securely in accordance with the Data Protection Act 1998.

READ OUT IF NECESSARY: If you have any queries about this survey please contact Lee Atkinson at SMSR on 0800 138 0845. If you would like to contact Guildford Borough Council, contact Sally Astles (Parks & Leisure Services) on 01483 444728. You can also verify that this research is genuine by calling the Market Research Society on 0800 975 9596.

USAGE

Q1 Approximately how often do you visit Stoke Park?

- First time visit.....
- Almost every day
- Once or twice a week
- Once a month.....
- Once every six months
- Once a year

Q2a When you visit Stoke Park, is it your primary reason for traveling?

- Yes Go to Q3a
- No..... Go to Q3b

Q3a Please could I ask the main reason(s) that you visit Stoke Park?

Q3b If no, why do you visit Stoke Park?

- Short cut to destination.....
- Pleasant route to somewhere else
- Quick break to eat
- Quick break to relax.....
- Use the toilets or car parking
- Other.....

Please specify other

Q4 How long do you typically stay in Stoke Park for?

- Under 30 mins
- 30 mins to 1 hour.....
- Between 1 and 2 hours.....
- Between 2 and 5 hours.....
- More than 5 hours

Q5a Would you say that you visit Stoke Park more frequently than any other park / open space or public gardens such as those owned by the RHS and the National Trust? SINGLE RESPONSE

- Yes.....
- No
- Not sure

Q5b If no, please could you tell me the park / open space / garden that you visit most frequently.

Q5c Please could you tell me why you visit this park / open space / garden most frequently? Tick all that apply

- | | | | |
|---------------------------------|--------------------------|--|--------------------------|
| Play sport..... | <input type="checkbox"/> | Visit the garden centre..... | <input type="checkbox"/> |
| Go for a walk | <input type="checkbox"/> | Enjoy attractive setting/landscaping | <input type="checkbox"/> |
| Walk a dog or dogs..... | <input type="checkbox"/> | Experience nature | <input type="checkbox"/> |
| Spend time with family..... | <input type="checkbox"/> | Take exercise..... | <input type="checkbox"/> |
| Use paddling pool or swim | <input type="checkbox"/> | Enjoy peace and quiet | <input type="checkbox"/> |
| Use play area | <input type="checkbox"/> | Rest and fresh air | <input type="checkbox"/> |
| Attend seasonal event..... | <input type="checkbox"/> | Take a lunch break | <input type="checkbox"/> |
| Shop | <input type="checkbox"/> | Take a short cut | <input type="checkbox"/> |
| Use catering facility | <input type="checkbox"/> | Other | <input type="checkbox"/> |

Please specify other

Q6 Do you tend to visit Stoke Park...? Tick all that apply

- | | |
|--------------------------|--------------------------|
| On your own | <input type="checkbox"/> |
| With children..... | <input type="checkbox"/> |
| With friends | <input type="checkbox"/> |
| With partner..... | <input type="checkbox"/> |
| With a dog or dogs | <input type="checkbox"/> |
| Other..... | <input type="checkbox"/> |

Please specify other

Q7 Are there any reasons that prevent you from using Stoke Park more frequently than you currently do? Tick all that apply

- No
- Cost of facilities / sports
- Distance
- Lack of facilities
- Lack of parking
- Public transport
- Other

Please could you say why you chose 'Cost of facilities / sports'. For example, what is too expensive and how much should it be?

Please could you say why you chose 'Lack of facilities'. For example, what facilities are lacking?

Please specify 'other':

Q8 Generally, how do you travel to Stoke Park? Tick all that apply

- Walk Go to Q11
- Bicycle Go to Q11
- Motorbike Go to Q11
- Car Go to Q9a
- Bus Go to Q11
- Train Go to Q11
- Taxi Go to Q11

Q9a If you travel by car, where do you mainly park?

- Nightingale Road car park Parks and Leisure Services depot Go to Q9b
- Guildford College car park Go to Q9b
- Burchatts Farm Barn / London Road car park Go to Q9b
- Lido Road car park / bowls club / Wildwood Go to Q9b
- Spectrum Leisure Centre Go to Q9b
- On Street Go to Q10
- Other Specify

Please specify other

Go to Q10

Q9b And please tell me how you rate the following at the car park that you use?

	Very good	Good	Fair	Poor	Very poor	Don't know
Condition of car park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of parking spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security of car park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q10 To what extent do you agree or disagree that the following statements describe the role of Stoke Park?

	Strongly agree	Agree	Neither	Disagree	Strongly disagree	Don't know
To provide facilities for organised sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An area for quiet reflection and rest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An area for children and young people to play	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An area for informal exercise (e.g. dog walking, family games)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An area for local people to meet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An area for experiencing wildlife and having contact with nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An area for events and activities (e.g. fitness classes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An area for greening the neighbourhood, reducing pollution and protecting the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To conserve the historic parkland landscape including veteran trees and historic buildings and features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Please specify other						

Q11 Are you aware of the following within Stoke Park?

	Yes	No
Japanese Garden	<input type="checkbox"/>	<input type="checkbox"/>
Walled garden	<input type="checkbox"/>	<input type="checkbox"/>
Model farm	<input type="checkbox"/>	<input type="checkbox"/>
Veteran parkland trees	<input type="checkbox"/>	<input type="checkbox"/>
WW2 tank trap defences	<input type="checkbox"/>	<input type="checkbox"/>
Access to the Wey Navigation towpath under the A3	<input type="checkbox"/>	<input type="checkbox"/>
Access to Riverside Nature Reserve under the A3	<input type="checkbox"/>	<input type="checkbox"/>
Stoke Park Friends Group	<input type="checkbox"/>	<input type="checkbox"/>
Sensory Garden	<input type="checkbox"/>	<input type="checkbox"/>
Woodlands	<input type="checkbox"/>	<input type="checkbox"/>
Memory Meadow / bee friendly bulb area	<input type="checkbox"/>	<input type="checkbox"/>

Q12 Have you attended any of the following events or activities in the last 12 months? Tick all that apply

- Always the Sun Festival.....
- Aquathon / cross country relay
- Fireworks Fiesta
- Fitness session.....
- Fun fair
- Organised walk.....
- Park Run.....
- Race for Life
- Skate park event.....
- Sports club related event e.g. Rugby Festival
- Surrey County Show.....

Q13a Do you belong to a club that uses Stoke Park's facilities?

- Yes Go to Q13b
- No..... Go to Next Section

Q13b If so, which one(s)?

QUALITY

Q14 How satisfied or dissatisfied are with the following at Stoke Park?

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Don't know
Standard of maintenance including paths, gardens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Control of undesirable activities e.g. vandalism, graffiti, dog-fouling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information/directional signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Picnic/seating facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wildlife friendly areas such as wildflower areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of sports and clubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promotion and marketing of Stoke Park and its events and facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toilet facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports pitches/greens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pavilions/changing rooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access for people who experience disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skate park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Padding pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of ornamental gardens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tennis courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mini golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Please specify other						

FUTURE OF STOKE PARK

Q15 To what extent do you agree or disagree with the following statements?

	Strongly agree	Agree	Neither	Disagree	Strongly disagree	Don't know
Stoke Park should be used for promoting health and wellbeing activities more (including organised sports)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stoke Park should be better linked to other green spaces to provide more routes for walking and cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local communities should be more involved in the planning and running of Stoke Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There should be more areas for wildlife such as wildflower meadows, more tree planting, bird nesting sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It would be helpful and interesting to have more information about the history of Stoke Park (e.g. through more signage)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There should be more events and activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stoke Park makes Guildford a better place to live and work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There should be a role for Stoke Park in protecting the environment, such as adapting to climate change and reducing air pollution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technological innovations would improve the visitor experience (for example app / smartphone, digital feedback)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quality and maintenance of the planting and gardens should be improved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q16 If you were managing Stoke Park, what would you improve, increase or maintain as they are?

	Improve / invest in	Maintain as it is	Increase number
Play area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grass sports pitches (football / rugby / cricket / lacrosse / bowls)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Events and events programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nature and wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heritage features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community involvement (Friends Group, volunteering, fundraising)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catering facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Horticulture / plants / shrubs / flowers / quality of floral displays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tree planting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quiet places to sit and picnic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car parks (Nightingale Road and Lido Road)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artificial sports pitches (such as multi use games areas)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technological innovations (e.g. apps / virtual experiences)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paths and access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organised activities to support people's health and wellbeing (e.g. organised walks, fitness sessions, yoga, mindfulness etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please specify other

Q17 How would you change, if at all, the current Stoke Park play facilities (size, location, range of equipment, materials etc.)?

Q18a Do you consider there to be a need for a further play area elsewhere in Stoke Park?

- Yes Go to Q18b
 No..... Go to Q19

Q18b If so, do you have a view about where it would be best placed?

Q19 Please say how likely the following features would encourage you to use Stoke Park's catering facilities?

	Highly likely	Likely	Unlikely	Highly unlikely	Don't know
Inside area for eating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Covered seating area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of quality food at a cost of more than £5 per person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of takeaway/snacks at a cost of £5 per person or less	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open all year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open in the evenings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to other facilities (such as paddling pool, play area, sports pitches etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Please specify other					

Q20 How important is it to you that the heritage features of Stoke Park are protected and enhanced?

- Very important
- Important
- Not very important
- Not at all important
- Don't know

Q21 How likely would you be to attend the following events on Stoke Park?

	Highly likely	Likely	Unlikely	Highly unlikely	Don't know / not sure
Art events (including temporary art installations)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sporting events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Themed events (wildlife / pets / food)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music – concert / ticketed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music – small / informal / free	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor theatre / cinema / large screen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fetes / stalls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relaxation / wellbeing activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social / educational activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organised recreational events such as walks/gardening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Charitable events e.g. Race for Life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Please specify other					

Q22 Would you be willing to be involved further through any of the following? Tick all that apply

- Volunteering to work in Stoke Park e.g. gardening Go to Q23
- Member of Friends Group..... Go to Q23
- Future consultations on the stages of the masterplan ... Go to Q23
- I do not wish to be involved..... Go to Q24

Q23 Please can I take your details?

Full name	<input style="width: 100%;" type="text"/>
Contact telephone	<input style="width: 100%;" type="text"/>
Email	<input style="width: 100%;" type="text"/>

Q24 Please may I take your postcode?

Q25 Do you have any other comments that you would like to make in relation to Stoke Park?

ABOUT YOU

Finally, a couple of questions about yourself, so that we can understand the views of a whole range of people...

Q26 What is your gender?

- Male
- Female.....
- Transgender
- Other.....
- Prefer not to say

Q27 To which of the following age groups do you belong?

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- Prefer not to say

Q28 Which of these activities best describes what you are doing at present?

- Employee in full-time job (30 hours or more a week)
- Employee in part-time job (under 30 hours a week)
- Self-employed
- In full-time or part time education / training
- Not currently working / unemployed (including if on long-term sickness or disability or looking after the home or family)
- Retired
- Doing something else (specify)

Please specify 'Doing something else'

Q29 Do you have any long-standing illness, disability or infirmity (long-standing means anything that has troubled you over a period of time or that is likely to affect you over a period of time)?

- Yes
- No
- Prefer not to say

Q30 How many children aged 18 and under live in your household?

Q31 What is your ethnic group? Are you Asian, Black, or of a mixed background, White, or of another ethnic group?

And is that:

- Asian or Asian British – Indian
- Asian or Asian British – Pakistani
- Asian or Asian British – Bangladeshi
- Asian or Asian British - Any other Asian background
- Black or Black British - Caribbean
- Black or Black British – African
- Black or Black British – Any other Black background
- Asian or Asian British – Chinese
- Mixed –White and Black Caribbean
- Mixed – White and Black African
- Mixed – White and Asian
- Mixed – Any other mixed background
- White – English / Welsh / Scottish / Northern Irish
- White – Irish
- White – Any other white background
- White – Gypsy or Traveller
- Other (specify)
- Do not wish to say

Please specify 'Other'

Thank you for completing this questionnaire.

6.2 Non-Users Questionnaire

Guildford Borough Council

Stoke Park Consultation 2017 (Non-users)

Introduction

Good morning/afternoon/evening, my name is and I am from SMSR Ltd, an independent research company on behalf of Guildford Borough Council. We are carrying out a survey to gather people's thoughts on Stoke Park. Your answers will help maintain and improve the facilities and services the park provides in the future.

Would you be able to spare a few minutes to answer some questions about your experience of the park?

Please note to ensure personal information about you is secure, all of your answers will be treated in the strictest confidence and will be stored securely in accordance with the Data Protection Act 1998.

READ OUT IF NECESSARY: If you have any queries about this survey please contact Lee Atkinson at SMSR on 0800 138 0845. If you would like to contact Guildford Borough Council, contact Sally Astles (Parks & Leisure Services) on 01483 444728. You can also verify that this research is genuine by calling the Market Research Society on 0800 975 9596.

USAGE

Q1 Approximately how often do you visit Stoke Park? SINGLE RESPONSE

- Almost every day Readout below and thank and close
- Once or twice a week Readout below and thank and close
- Once a month Readout below and thank and close
- Once every six months Go to Q2
- Once a year Go to Q2
- I have never visited Stoke Park Go to Q2

We are looking to speak to residents who access the park once every six months or less. We have already previously conducted a survey of more regular users. Thank you for your time today and we may contact you in the future on similar issues in Guildford. Thank and close.

Go to End

Q2 Have you visited a park, open space or public garden (e.g. RHS, National Trust) other than Stoke Park in the last 12 months?

- Yes Go to Q3
- No Go to Q5

Q3 Please could you tell me which park, open space or public garden (e.g. RHS, National Trust) that you have used most frequently in the last 12 months?

Q4 Can you tell me the main reasons why you visit this park or open space? Please tick all that apply

- To meet with friends.....
- To take a shortcut.....
- To play sports / games.....
- To take the children to play.....
- To relax / contemplate.....
- To walk the dog.....
- To see events / entertainment.....
- To observe the wildlife.....
- For a family outing.....
- To exercise.....
- For educational reasons.....
- To reduce stress or improve mood.....
- To use the catering facility.....
- To paddle or bathe.....
- Other.....

Please specify other

AWARENESS

Q5 How do you generally find out about attractions, places of interest or parks and open spaces?
Please tick all that apply

- Online - in general
- Online - specific website(s).....
- Leaflets through the post
- Tourist information office.....
- Mobile phone app - in general
- Mobile phone app - specific app(s).....
- Television.....
- Radio
- Social media
- Other.....

Please specify other

Please specify website / app

Q6 Are you aware of the following facilities available at Stoke park?

	Yes	No
52 hectares of open green space	<input type="checkbox"/>	<input type="checkbox"/>
Children's playground	<input type="checkbox"/>	<input type="checkbox"/>
Group activities and events	<input type="checkbox"/>	<input type="checkbox"/>
Model boating pond	<input type="checkbox"/>	<input type="checkbox"/>
Paddling pool	<input type="checkbox"/>	<input type="checkbox"/>
Mini golf	<input type="checkbox"/>	<input type="checkbox"/>
Skate park	<input type="checkbox"/>	<input type="checkbox"/>
Fitness trail / trim trail	<input type="checkbox"/>	<input type="checkbox"/>
Sports pitches including football, rugby, cricket, lacrosse	<input type="checkbox"/>	<input type="checkbox"/>
Tennis	<input type="checkbox"/>	<input type="checkbox"/>
Netball	<input type="checkbox"/>	<input type="checkbox"/>
Ornamental gardens	<input type="checkbox"/>	<input type="checkbox"/>
Catering	<input type="checkbox"/>	<input type="checkbox"/>
Heritage features	<input type="checkbox"/>	<input type="checkbox"/>
Footpaths to other green spaces from Stoke Park	<input type="checkbox"/>	<input type="checkbox"/>

Q7a Are you aware that Stoke Park holds a Green Flag Award, which represents high standards of management, safety and a warm welcome?

Yes.....

No.....

Q7b Would this award encourage you to visit Stoke Park in the Future?

Yes.....

No.....

NEEDS & AVAILABILITY

Q8 Thinking about parks and spaces in general in Guildford. How important are the following to you when visiting a park or open space?

	Very important	Fairly important	Neither	Not very important	Not at all important	Don't know
General appearance of the park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard of maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of flowers, shrubs and trees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Control of undesirable activities e.g. vandalism, graffiti, dog-fouling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard of cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information / directional signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Picnic / seating facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of the footpaths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car parking facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Control of dogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenient location / within walking distance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Changing rooms / pavilion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunity to enjoy peace and quiet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunity to enjoy attractive gardens or landscaped setting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunity to be close to nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heritage features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunities for community to get involved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A visible staff presence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q9 Are there any reasons that prevent you from using Stoke Park more frequently than you currently do? Please tick all that apply

- I don't know enough about what is in it.....
- I am not interested in visiting
- My spouse / partner wouldn't be interested
- My children wouldn't be interested.....
- My friends wouldn't be interested
- Too far from where I live
- I don't have anyone to go with.....
- Lack of public transport
- Lack of parking
- I don't know where it is
- I use my local park.....
- I prefer the park facilities elsewhere
- Other.....

Please specify other

Q10 Is there anything that would encourage you to use Stoke Park in the future? Please tick all that apply

- Improved information / advertising.....
- More available parking spaces
- More activities / events
- Better transport links
- Improved cleanliness / hygiene
- Improved control of dogs
- Greater emphasis on nature and wildlife
- Improved catering facilities
- Improved quality and maintenance of the planting / garden areas
- Improved presence of park staff
- Greater emphasis on the heritage of the park
- Improved play facilities
- Dog exercise area.....
- Other.....

Please specify other

FUTURE OF THE PARK

Q11 If you are familiar with Stoke Park, what future improvements and investments would you like to see in Stoke Park?

Q12 What do you think are the top three qualities that make a great park that would make you want to return regularly?

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>

Q13 To what extent do you agree or disagree with the following statements?

	Strongly agree	Agree	Neither	Disagree	Strongly disagree	Don't know
Stoke Park should be used for promoting health and wellbeing activities more (including organised sports)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stoke Park should be better linked to other green spaces to provide more routes for walking and cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local communities should be more involved in the planning and running of the park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There should be more areas for wildlife such as wildflower meadows, more tree planting, bird nesting sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It would be helpful and interesting to have more information about the history of the park (e.g. through more signage)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There should be more events and activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stoke Park makes Guildford a better place to live and work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There should be a role for Stoke Park in protecting the environment, such as adapting to climate change and reducing air pollution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technological innovations would improve the visitor experience (for example app / smartphone, digital feedback)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quality and maintenance of the planting and gardens should be improved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14 Please indicate how satisfied or dissatisfied you are overall with the parks and open spaces service provided by Guildford Borough Council.

Very satisfied

Fairly satisfied.....

Neither satisfied nor dissatisfied

Fairly dissatisfied

Very dissatisfied.....

Don't know / not sure

Q15 Why do you say that?

Q16 Do you have any other comments that you would like to make in relation to Stoke Park or parks and open spaces in general in Guildford?

ABOUT YOU

Finally, a couple of questions about yourself, so that we can understand the views of a whole range of people...

Q17 What is your gender?

- Male
- Female.....
- Transgender
- Other.....
- Prefer not to say

Q18 To which of the following age groups do you belong?

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- Prefer not to say

Q19 Which of these activities best describes what you are doing at present?

- Employee in full-time job (30 hours or more a week)
- Employee in part-time job (under 30 hours a week)
- Self-employed
- In full-time or part time education/training
- Not currently working/unemployed (including if on long-term sickness or disability or looking after the home or family)
- Retired
- Doing something else (specify)

Please specify 'Doing something else'

Q20 Do you have any long-standing illness, disability or infirmity (long-standing means anything that has troubled you over a period of time or that is likely to affect you over a period of time)?
SINGLE RESPONSE

- Yes
- No
- Prefer not to say

Q21 How many children aged 18 and under live in your household?

Q22 What is your ethnic group? Are you Asian, Black, or of a mixed background, White, or of another ethnic group?

And is that:

- Asian or Asian British – Indian
- Asian or Asian British – Pakistani
- Asian or Asian British – Bangladeshi
- Asian or Asian British - Any other Asian background
- Black or Black British - Caribbean
- Black or Black British – African
- Black or Black British – Any other Black background
- Asian or Asian British – Chinese
- Mixed –White and Black Caribbean
- Mixed – White and Black African
- Mixed – White and Asian
- Mixed – Any other mixed background
- White – English / Welsh / Scottish / Northern Irish
- White – Irish
- White – Any other white background
- White – Gypsy or Traveller
- Other (specify)
- Do not wish to say

Please specify 'Other'

Q23 On average, how often do you tend to take part in leisure activities? SINGLE RESPONSE

- Less than once a week
- Once
- Twice
- Three times
- More than three times per week

Q24 When would you be more likely to attend outdoor leisure activities? Please tick all that apply

- Weekday mornings
- Weekday afternoons
- Weekday evenings
- Weekend mornings
- Weekend afternoons
- Weekend evenings

Q25 And lastly, please may I take your postcode

Thank you for completing this survey

Appendix 3

Green Flag

The Green Flag award is a national scheme run by the environmental charity Keep Britain Tidy. It recognises and rewards the very best green spaces, which are assessed according to eight strict criteria. These include sustainability, community involvement, horticultural standards and cleanliness - setting a benchmark of excellence in recreational green areas. They then provide a feedback report. Below is 2018's report for Stoke Park:

- The combination of Summary Plan (2018-2028) and Management Plan (2018-2023) are really impressive.
- Good systems in place covering the scale and complexity of the operation. Important to see training a priority for staff, and joint working with the local Police. Finally, important to have DPPOs in place.
- Relevant inventories and systems recorded.
- The use of software such as Orchard, Fulcrum etc. is very positive.
- Different teams operate different systems/frequencies across the Park. However, the whole site was very clean, so in this case an informal approach works.
- Good policies in place for water saving, use of green waste and energy reduction.
- Developing wildlife corridors, dead wood habitats and regular ecology reports all looks positive.
- The GBC website is good and the associated event listings add to the significant profile.
- The Summary Plan is a great communication tool, particularly for the many partners.
- We really liked the Key Facts sections.

Stoke Park Masterplan

- The two documents provide an excellent direction and rationale for the strong operational performance, and will allow GBC to take the site forward.
- The 2014 Stoke Park Review is a good document, contained within the Management Plan, and raises some challenging points for the Master Plan, such as the car parking, the treescape, or the best way to bring together the various disparate businesses and attractions. All challenges you would expect from a well-used, well-loved, and well-managed facility.
- A good first impression on reaching the site. Clean and tidy with appropriate facilities and furnishings.
- All key facilities were well maintained and where problems had been experienced (i.e. the Paddling Pool) the public were being kept informed of progress.
- There were no signs of litter, graffiti or dog waste. A very clean site.
- We liked the long grass areas, the mixed recycling bins and the fact that the site was self-sufficient in green waste.
- Good work with the wooded margins and the impressive tree collection.
- The Park's older features, such as paddling and boating pools and Japanese Garden were all being cared for. Not a straightforward task. And the new tennis courts within the Walled Garden was an innovative idea
- There were Friends, clubs, users and partner businesses at every point. A truly busy site.
- Good on-site information on the various options and areas. Greatly helped by social media.
- Great work from the management team.
- The full 'in-house' delivery of grounds maintenance is unusual these days but when it works, it is impressive.
- So nice to meet members of staff who have such long service. To clear 40 years and still be going strong is exceptional.
- With the Master Plan to follow, soon this will help take the site forward.
- As last year's judge said...'A park with great potential going forward'We agree.

Appendix 4

Proposed Masterplan Brief with Aligned Evidence Base

Masterplan brief to improve visitor experience:

1. Replace the small kiosk with a new park café with covered outdoor space and public toilets in a relevant and appropriate location

Supporting evidence:

- Only a third of users satisfied with the current offering
- 8 out of 10 users felt that catering facilities should be improved
- Of the users who specified a lack of facilities as a reason why they do not visit Stoke Park more frequently, almost half said that café facilities should be improved
- Current facilities were described as basic
- A covered seating area and facilities open all year (both 73%) were seen as the main features that would encourage use of catering facilities
- Respondents showed higher levels of dissatisfaction towards toilet facilities (27%)
- Review and improve catering facilities *Stoke Park Action Plan (Summary Management Plan)*

2. Play area – Refresh the existing play area including examination of size of play area, equipment, and facilities. Include options for additional play facilities and opportunities across Stoke Park

- Over 68% said that they would choose to invest in the play area
- 71% said a playground was important when visiting a park or open space; 43% said it was very important
- Two-thirds (66%) were satisfied with the play areas

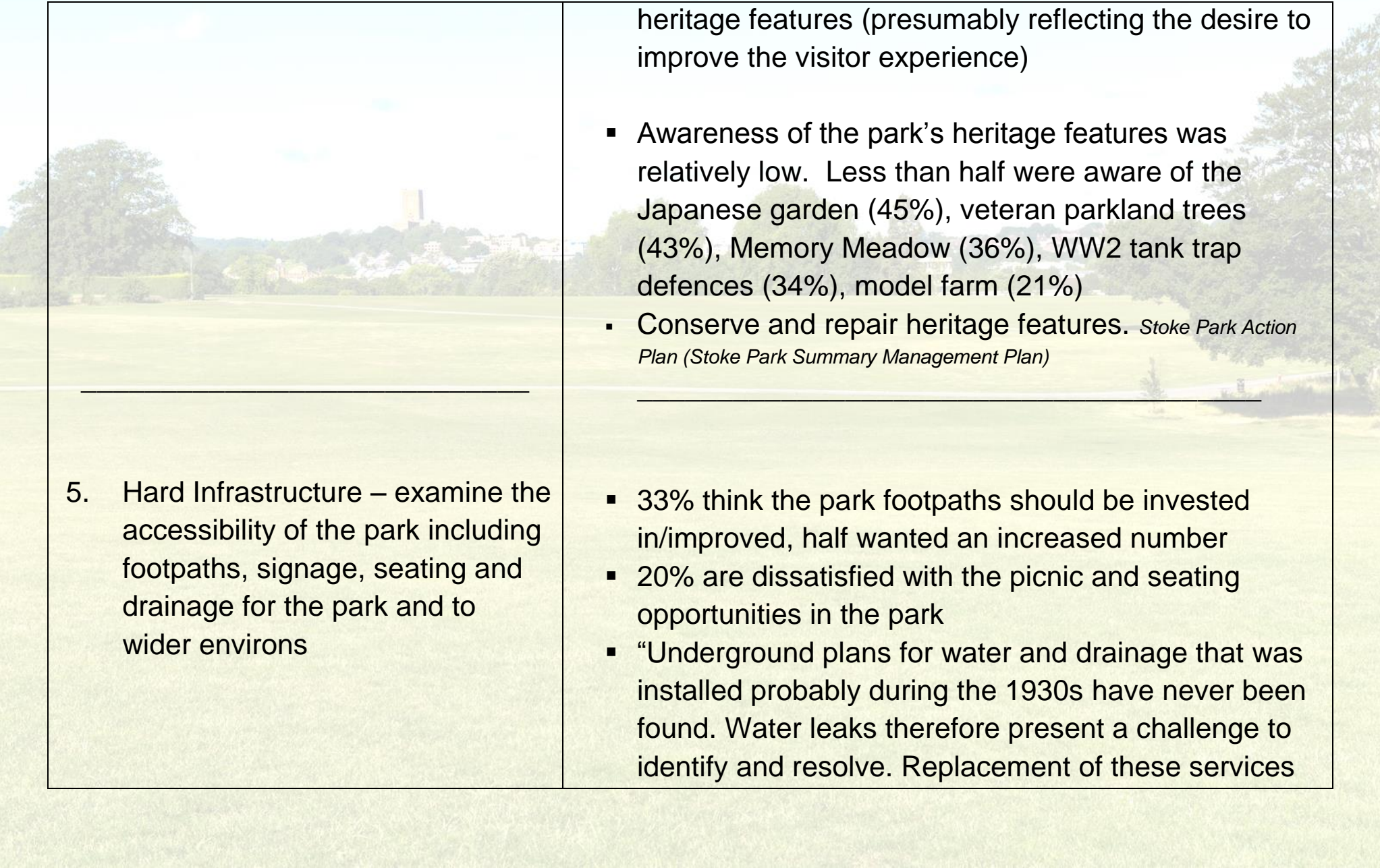
The contradiction between a high level of satisfaction with the current facilities and the numbers of respondents choosing to invest in the play area may be explained by the importance that visitors place on a good play area. It may also reflect the high level of satisfaction with the paddling pool, if assumed part of the park's play facilities, as well as satisfaction with maintenance of the play area.

3. Parking – examine how additional car parking can be provided to facilitate use of the site within the restrictions of the Surrey Act (1/12th of the area of Stoke Park), taking into account any affects from the proposed Parking Order

4. Heritage – Consider how heritage assets can be found, conserved, enhanced, interpreted and explored

- 43% felt the availability of parking spaces was poor or very poor
- Over half (55%) wanted to see an improvement or investment in car parks
- Only 25% would like an increased number of car parks

- 79% want the park heritage features protected and enhanced (but only 34% think investment is needed)
- Three-fifths (63%) said it would be helpful and interesting to have more information on the history of Stoke Park
- Half (47%) said they would increase the number of

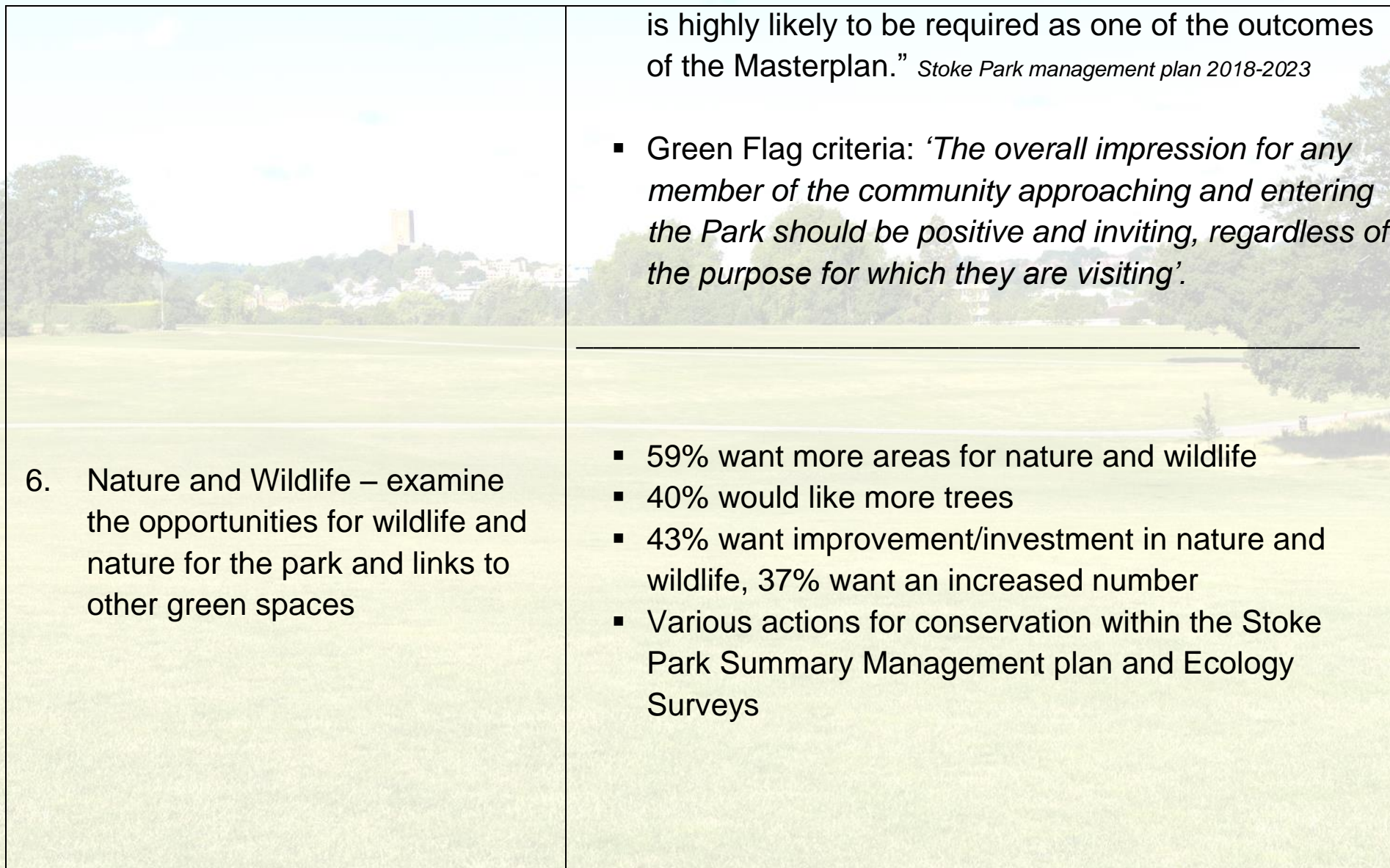


5. Hard Infrastructure – examine the accessibility of the park including footpaths, signage, seating and drainage for the park and to wider environs

heritage features (presumably reflecting the desire to improve the visitor experience)

- Awareness of the park’s heritage features was relatively low. Less than half were aware of the Japanese garden (45%), veteran parkland trees (43%), Memory Meadow (36%), WW2 tank trap defences (34%), model farm (21%)
- Conserve and repair heritage features. *Stoke Park Action Plan (Stoke Park Summary Management Plan)*

-
- 33% think the park footpaths should be invested in/improved, half wanted an increased number
 - 20% are dissatisfied with the picnic and seating opportunities in the park
 - “Underground plans for water and drainage that was installed probably during the 1930s have never been found. Water leaks therefore present a challenge to identify and resolve. Replacement of these services



	<p>is highly likely to be required as one of the outcomes of the Masterplan.” <i>Stoke Park management plan 2018-2023</i></p> <ul style="list-style-type: none">▪ Green Flag criteria: <i>‘The overall impression for any member of the community approaching and entering the Park should be positive and inviting, regardless of the purpose for which they are visiting’.</i>
<p>6. Nature and Wildlife – examine the opportunities for wildlife and nature for the park and links to other green spaces</p>	<hr/> <ul style="list-style-type: none">▪ 59% want more areas for nature and wildlife▪ 40% would like more trees▪ 43% want improvement/investment in nature and wildlife, 37% want an increased number▪ Various actions for conservation within the Stoke Park Summary Management plan and Ecology Surveys

7. Parks Assets – consider the Stoke Park assets and provide options and proposals that contribute to the park and to the Council’s corporate objectives and strategies including Home Farm, Stoke Park Nursery, Greenark and disused pavilions.

Strategies to support the Masterplan:

8. Parks Strategy - listed in the corporate plan for delivery in 2021- A broader strategy to support overall service delivery including Stoke Park.

Supporting evidence:

- Over three-quarters of visitors (79%) visit Stoke Park more than any other park or open space
- Non-users - Around three-quarters (74%) had visited a park or open space other than Stoke park in the last year

9. Pitch and Sports/Playing Pitch Strategy - listed in the corporate plan for delivery in 2021. This will be used to assess pitch provision and delivery across the borough including Stoke Park.

- 82% felt the role of Stoke Park was to provide facilities for organised sport
- 60% want increased number of grass and artificial sports pitches
- Over half were satisfied with the range of sports & clubs, the sports pitches/greens and tennis courts (note: the topography of Stoke Park means pitches are not flat, which tends to be preferred)

10. Parks Events Policy and Strategy - listed in the corporate plan for delivery in 2021. This will be used to inform how we enable events and where they should occur across the Council's parks and open spaces.

- Less than half (44%) thought there should be more events and activities
- 78% would like outdoor theatre, large screen cinema and small/informal/free music events, along with health and wellbeing activities (82%) in the annual events programme

11. Day to Day Management:

“Our vision for Stoke Park is to conserve its historic parkland character and develop a vibrant destination park through a culture of excellence and good recreational opportunities.” Stoke Park management plan 2018-2023

- Refer to Stoke Park management plan and summary plan (both available by request)
- 61% dissatisfied with the marketing of the park – improve online marketing
- 50% of non-users are more likely to visit because of the Green Flag award – continue to promote and engage in Green Flag
- 26% would like more community involvement with the park and forums for organisations – Development of stakeholder engagement and the existing friends of Stoke Park group
- Develop a Stoke Park Parkland Trees and Woodland Management Plan
- Stoke Park centenary celebrations in 2025