

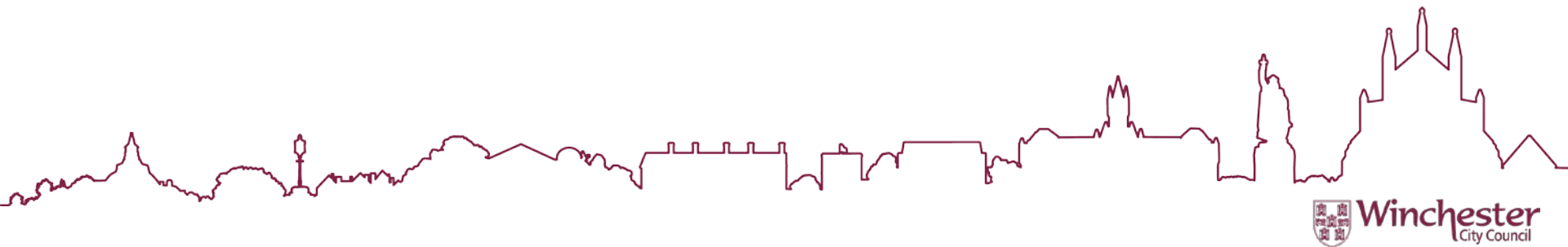
BNE28

# Parks & Open Spaces Survey





# BACKGROUND

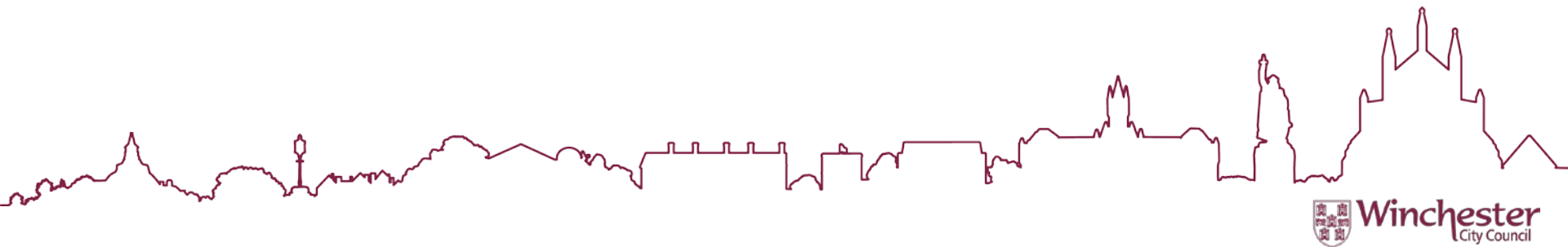
- Winchester City Council's Landscape and Open Spaces Team are responsible for the management of play areas, sport pitches, recreation grounds and informal green space in the district of Winchester
- The Team commissioned a study to determine the level and type of use of these open spaces to inform future decision making. This is the first survey of its kind undertaken in Winchester



# METHODOLOGY (1)

-  A survey programme was devised to undertake a visual survey of 33 open spaces throughout a one year period between 20 December 2017 – 20 December 2018.
-  33 open spaces were identified for inclusion in the visual survey and were split into 5 groups on a survey frequency and site location basis.

Group 1	Group 2	Group 3	Group 4	Group 5
Orams Arbour, Clifton Road	Nursery Gardens	Dean Park, Dean Lane	Winnall Manor Road play area	Romsey Road
North Walls Recreation Ground, Gordon Road	Bath Place	Teg Down Meads	Imber Road play area	The Weirs, access from the Broadway
St Giles Hill, Quarry Road	Monarch Way	Taplings Road	Fairdown Close	Wentworth Grange
KGV, Milland Road	Marnhull Rise	St Matthews Field, St Matthews Road	St Martins Close	Halls Farm Close
Stanmore Recreation Ground, Kings Avenue	Walpole Road	Chaundler Road	Gordon Avenue	Joyce Gardens, Blue Ball Hill
Somers Close Recreation Ground	Thurmond Crescent	Winton Close	Rack Hill, Chesil Street	
	Arlington Place	Hilliers Haven, Hillier Way	Friary Gardens, Culver Road	
		Abbotts Walk, Cassandra Road		



# METHODOLOGY (2)

Each group was allocated a frequency for inspection based on the possible uses of the site.

Site Group	Week day frequency	Weekend frequency
Group 1	Once on each day of the week per season	Saturday - twice per season/ Sunday –twice per season
Group 2, 3,& 4	Monday, Wednesday and Friday once per season	Saturday - twice per season/ Sunday –twice per season
Group 5	Tuesdays once a season	Saturday – once a season

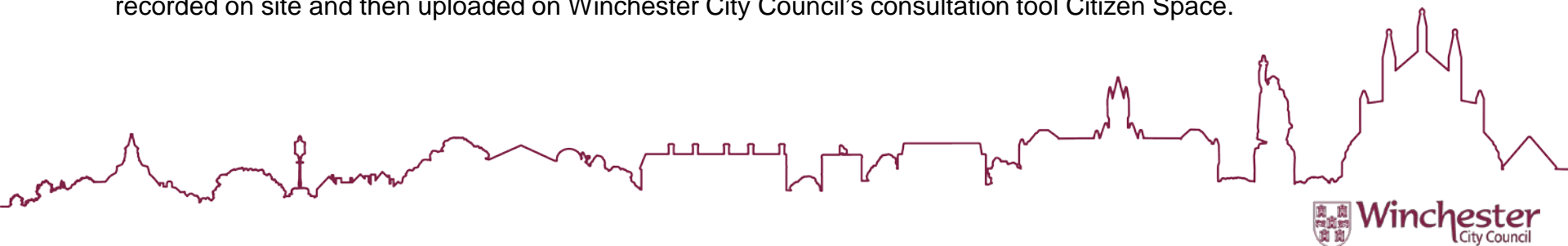
The year was split into seasons as follows:

Winter	December to February
Spring	March to May
Summer	June to August
Autumn	September to November

On weekdays and weekends the surveys were undertaken during the following times:

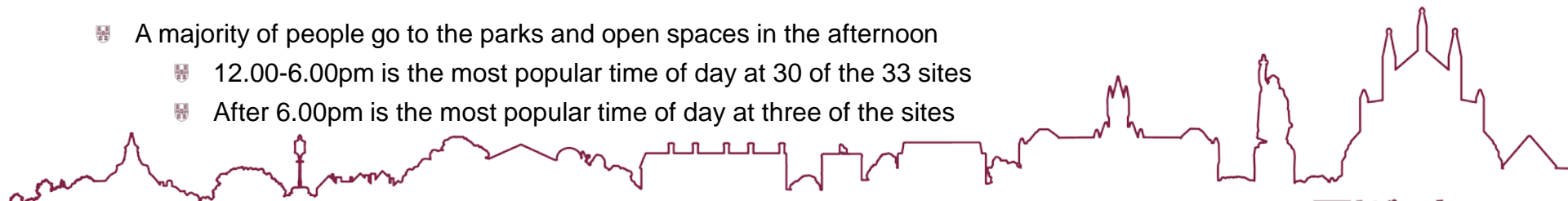
	Weekdays	Weekends
Morning	8:00 – 12:00	8:00 – 12:00
Lunch	12:00 – 14:00	N/A
Afternoon	14:00 – 18:00	12:00 – 18:00
Evening	17:00 - 20:00	17:00 - 20:00

Each survey involved staying on the site for 10 minutes (small sites) or walking the site (large sites) and counting the people on the site and noting their age and the activity in which they are participating. Data was recorded on site and then uploaded on Winchester City Council's consultation tool Citizen Space.

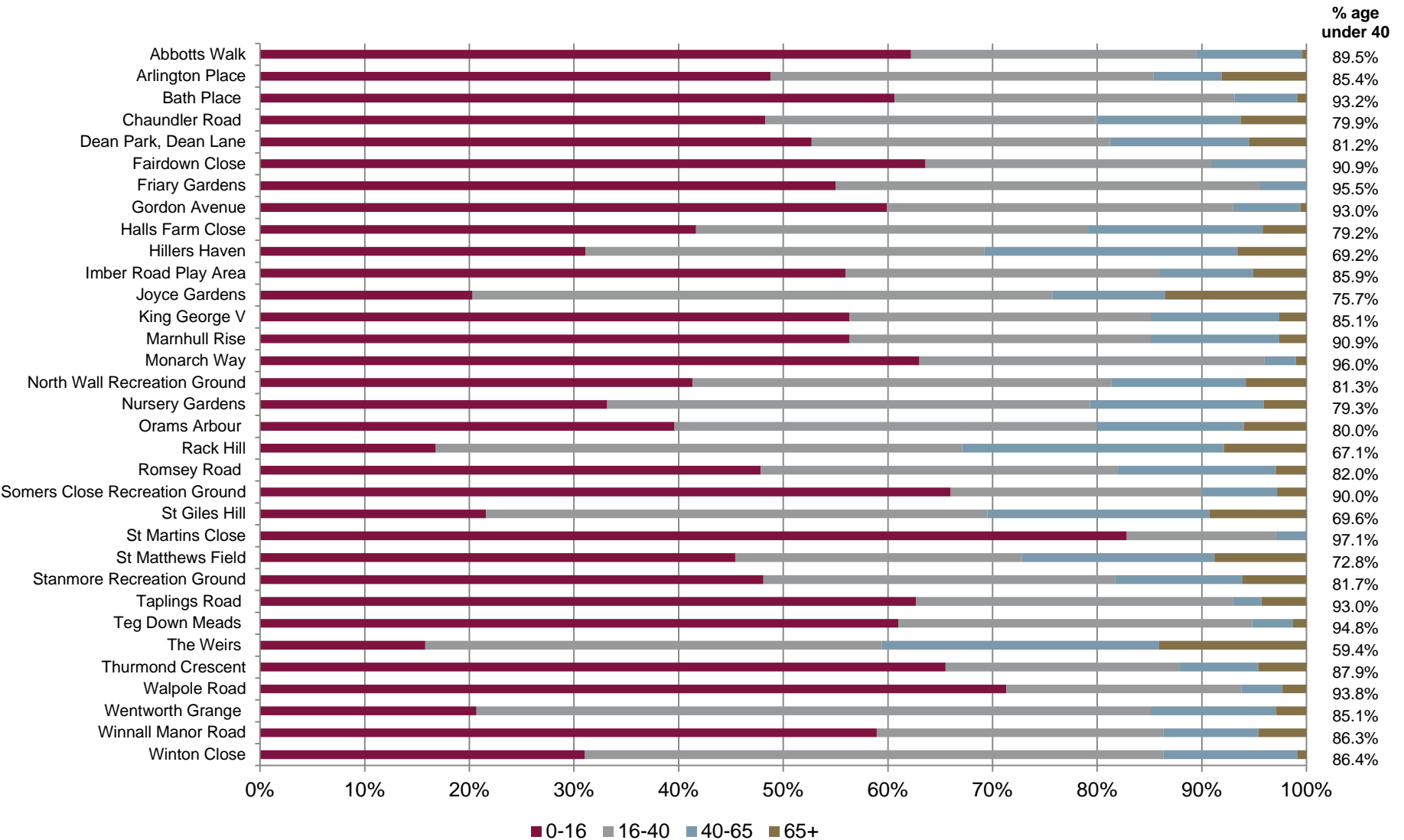


# KEY FINDINGS

- 2,676 visits took place at the 33 identified sites and a total of 24,531 visitors were observed during this period
- An average of 9.2 visitors were on site during each survey visit
- Visitors to the parks and open spaces tend to be younger in age than the Winchester average
  - At 32 out of the 33 sites at least two-thirds of visitors were 40 or under. The median age for a Winchester resident is 42\*
- The top activities are:
  - Using the play area – the top activity at 16 of the 33 sites (48.5%)
  - Walking – the top activity at 14 sites (42.4%)
  - Walking the dog – the top activity at 2 sites (6.1%)
- Autumn is the busiest season
  - 20 of the 33 sites are busiest between September – November (60.6%)
  - 8 of the parks and open spaces are busiest in the Spring, March-May (24.2%)
  - 5 of the areas are busiest in the Summer months, June-August (15.2%)
- 84.9% of visits to the parks take place over the weekend
  - Saturday is the busiest day at 19 of the 33 sites, while Sunday is the most popular day at 9 of the sites
- A majority of people go to the parks and open spaces in the afternoon
  - 12.00-6.00pm is the most popular time of day at 30 of the 33 sites
  - After 6.00pm is the most popular time of day at three of the sites



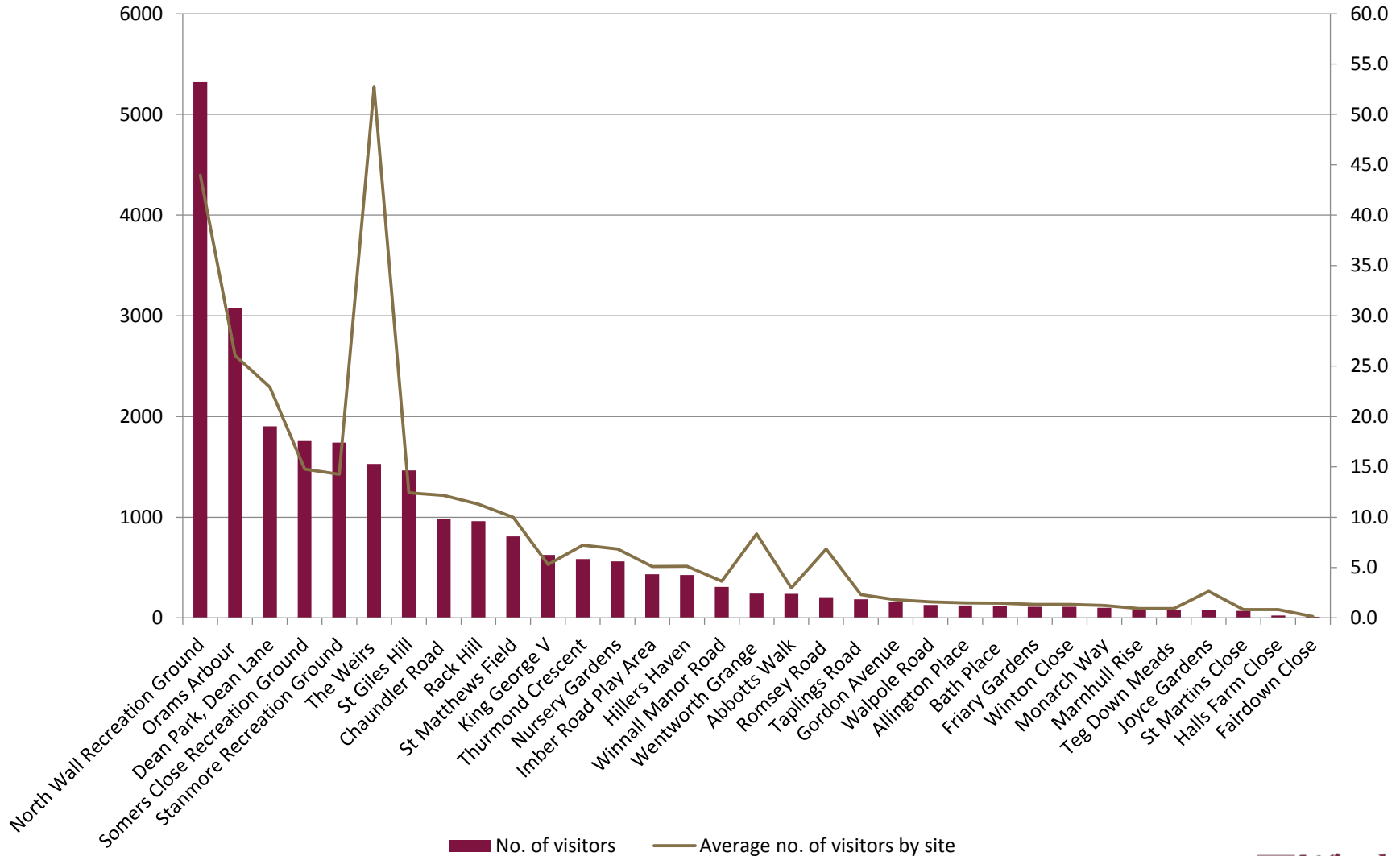
# DEMOGRAPHICS: AGE BY SITE



\*The median age for a Winchester resident is 42 (Source Census 2011)

# NUMBER OF VISITORS BY SITE

The total average number of visitors is 9.2



# TOP ACTIVITY BY SITE

The top activity in 16 of the 33 sites was using the play area. Walking was the main activity undertaken in 14 of the sites. Walking the dog was the top activity in 2 of the sites.



Using the play area

Abbotts Walk	64.9%
Arlington Place	54.5%
Chandler Road	31.5%
Dean Park, Dean Lane	39.6%
Fairdown Close	90.9%
Friary Gardens	85.6%
Gordon Avenue	56.1%
King George V	24.8%
Marnhull Rise	63.9%
Monarch Way	75.0%
Somers Close	31.4%
St Martins Close	95.7%
Taplings Road	84.3%
Teg Down Meads	77.9%
Walpole Road	67.4%
Winnall Manor Road	40.1%



Walking

Halls Farm Close	62.5%
Hillers Haven	48.0%
Imber Road Play Area	26.5%
Nursery Gardens	68.8%
Orams Arbour	40.8%
Rack Hill	50.5%
Romsey Road	71.2%
St Giles Hill	34.7%
Stanmore	31.1%
The Weirs	70.6%
Wentworth Grange	79.3%
North Walls	35.3%
Thurmond Crescent	70.6%
Winton Close	47.3%



Walking the dog

Bath Place	40.2%
St Matthews Field	44.6%

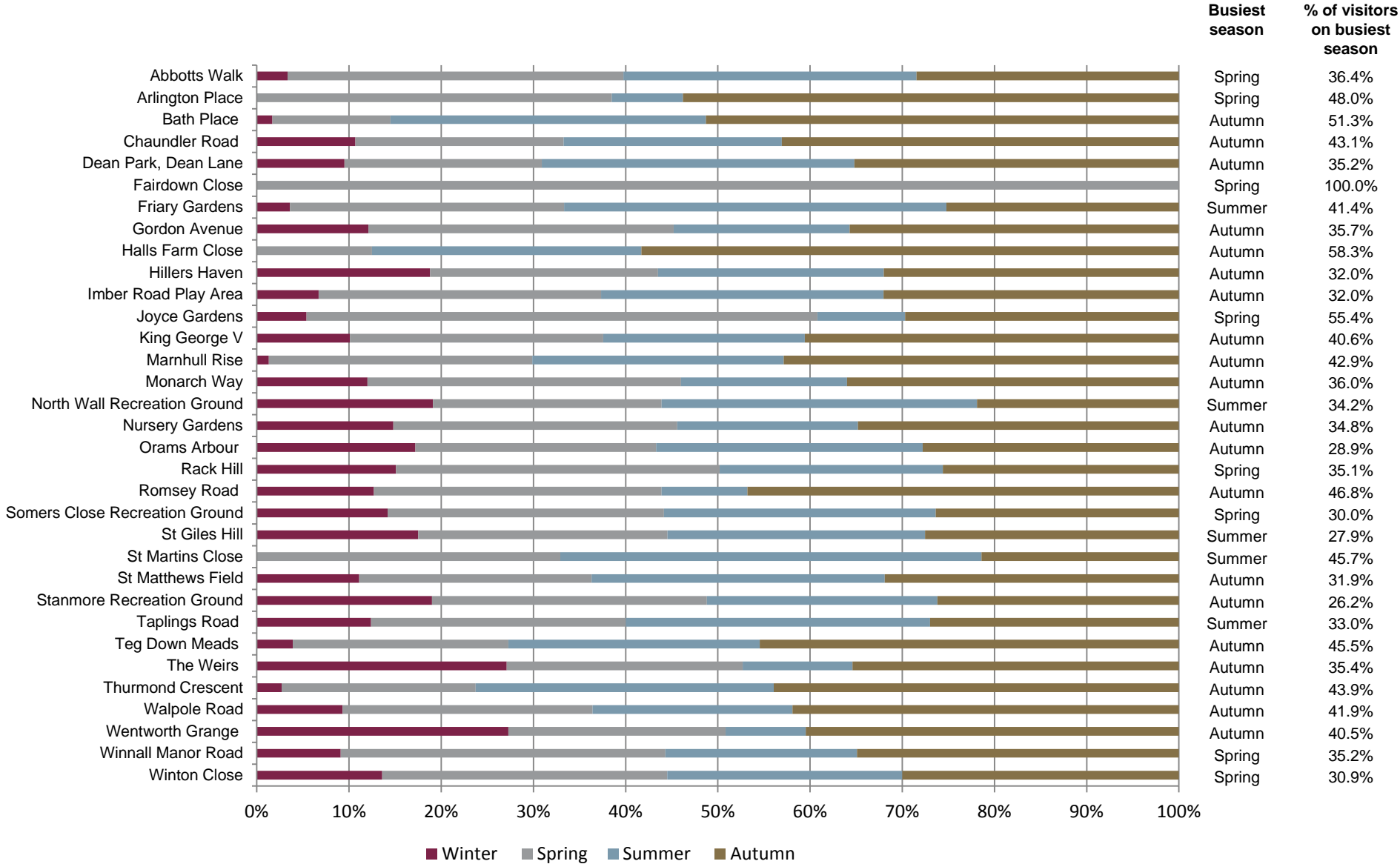


Sitting on grass

Joyce Gardens	28.4%
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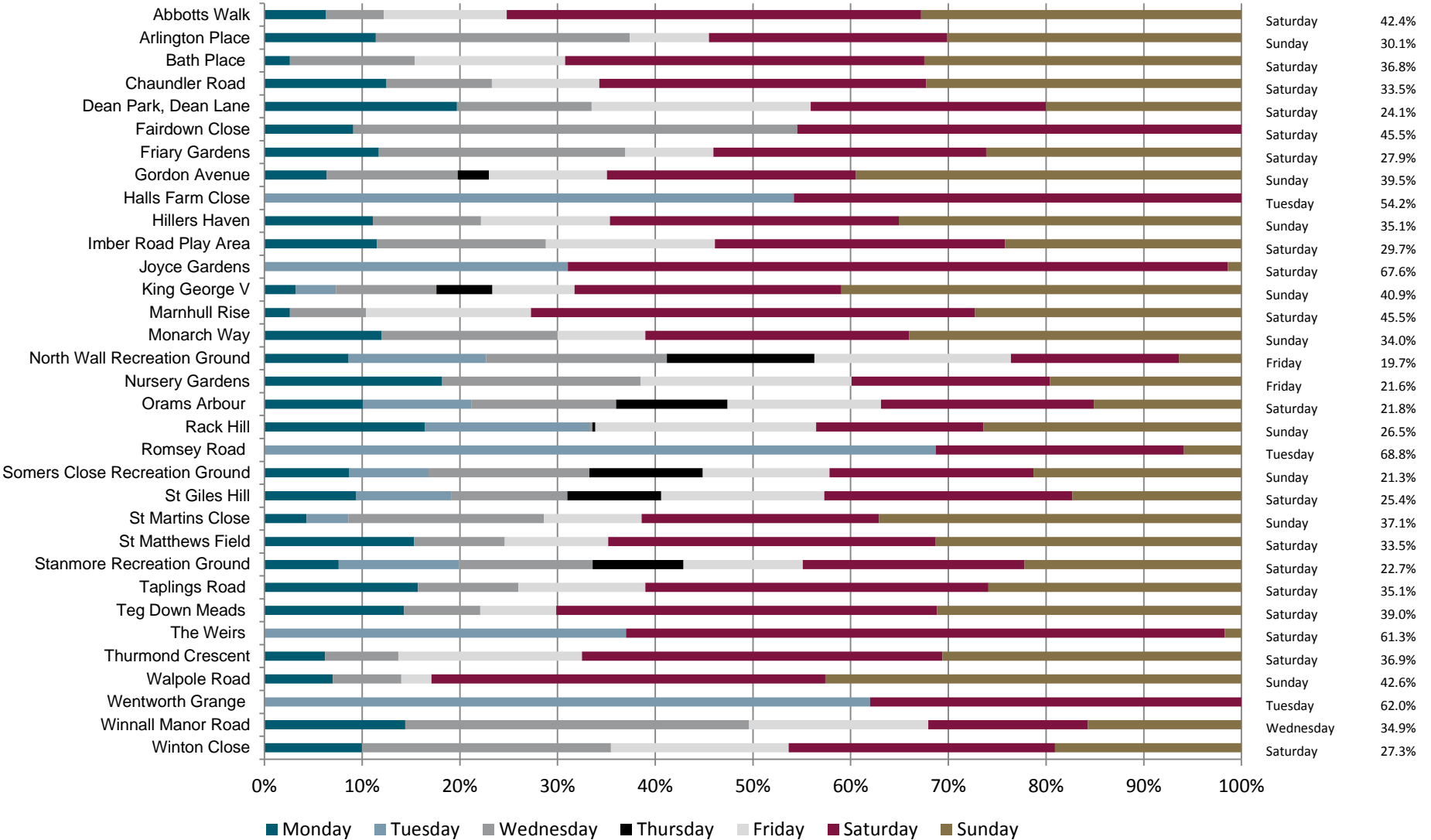


# VISITORS BY SEASON



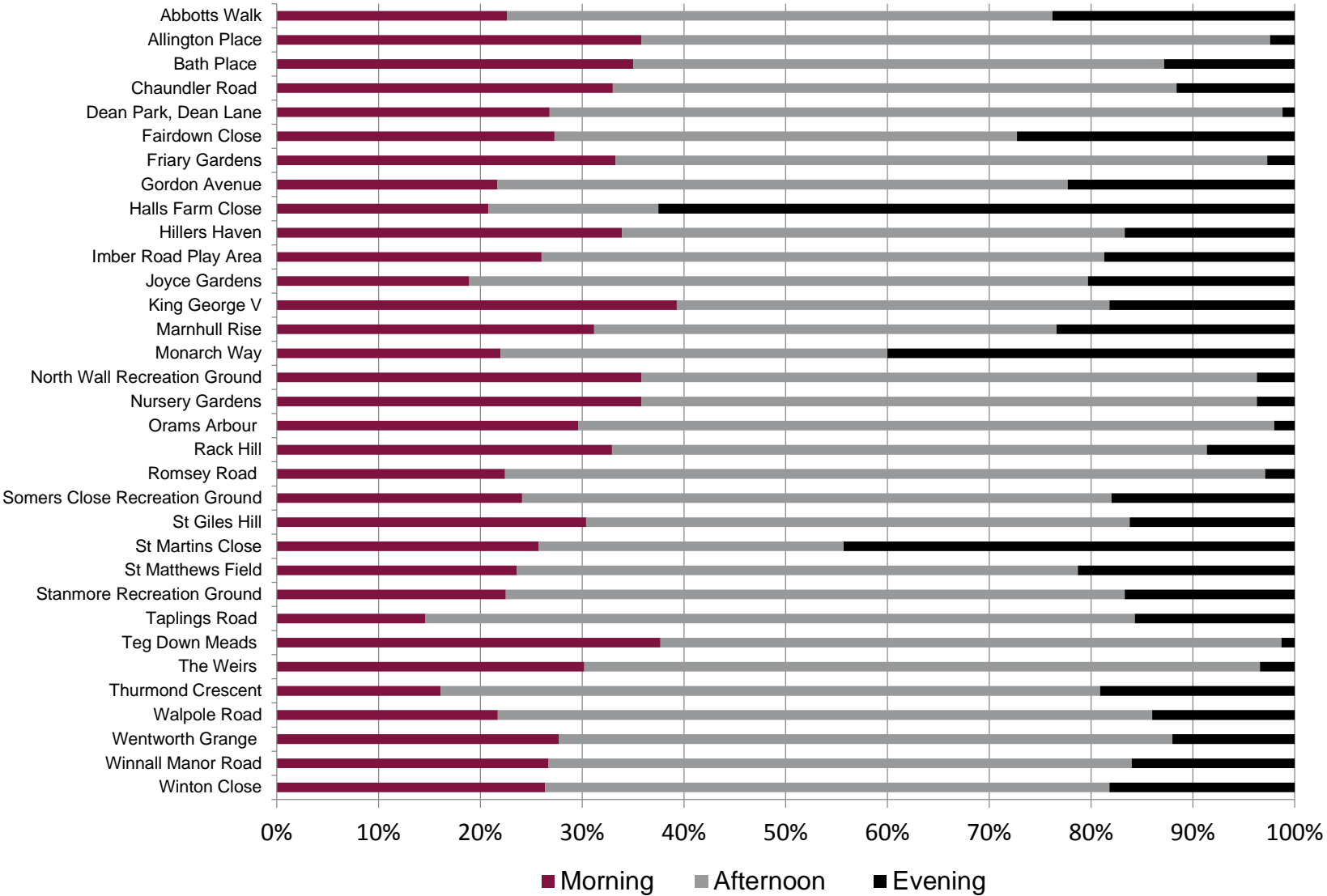
# VISITORS BY DAYS OF THE WEEK

Busiest day % of visitors



# VISITORS BY TIME OF DAY

Busiest time of day % of visitors during the busiest time



# KEY FINDINGS BY SITE

# Group 1

Orams Arbour, Clifton Road  
North Walls Recreation Ground, Gordon Road  
St Giles Hill, Quarry Road  
KGV, Milland Road  
Stanmore Recreation Ground, Kings Avenue  
Somers Close Recreation Ground

# KEY FINDINGS: ORAMS ARBOUR

- Orams Arbour was visited 118 times during this survey period and a total of 3076 people were observed. An average of 26.1 people were present during each site visit, this was 184.4% higher than the overall average of 9.2 visitors per site
- 80% of visitors were aged 40 or under
  - The largest age demographic for Orams Arbour was 16-40 who made up 40.4% of the visitor numbers
  - Only 6% of the visitors to the space were age 65+. The main activity for this age group was walking the dog
- 40.8% of people go to Orams Arbour for walking. This was the top activity for the site. People were more than twice as likely to do this than the second most popular activity which was walking dogs (12.9%)
- The busiest day of the week was Saturday when just over a fifth (21.8%) of people visit the area
  - An average of 32 visitors were on site during each survey visit that took place on a Saturday
- The quietest day of the week was Monday when 10.1% of the weekly total of visitors went to Orams Arbour
  - An average of 22.1 visitors were on site during each survey visit that took place on a Monday
- Over two-thirds (68.4%) of visitors went in the afternoon
  - An average of 30.9 visitors were on site during each survey visit that took place in the afternoon, this is compared to an average of 19.8 in the morning and 15.3 in the evening
- Orams Arbour has a fairly even split of usage all year around
  - Summer (28.9%), Autumn (27.8%), Spring (26.1%), Winter (17.2%)

# KEY FINDINGS: NORTH WALLS RECREATION GROUND

- 🏰 North Walls Recreation Ground was visited 121 times during this survey and a total of 5320 people were observed. An average of 44 people were present during each site visit, this was 379.6% higher than the overall average of 9.2 visitors per site
- 🏰 81.3% of visitors were aged 40 or under
  - 🏰 The 0-16 year old demographic make up just over 40% of the visitor numbers
  - 🏰 Only 1 in 20 of the people who go to the recreation ground were aged 65+
- 🏰 Overall, walking, using the play area and walking dogs were the three most popular activities undertaken by visitors to the North Walls recreation grounds regardless of age, day of the week, weather or season
- 🏰 The peak time for activity is Friday afternoon. There were an average of 76 visits on a Friday and 64.3% of these took place in the afternoon
- 🏰 The quietest day of the week for the recreation ground was Sunday with an average of 14 visits
- 🏰 Sunday was the only day of the week when walking was not the most popular activity at NWRG. This is likely to be due to people using the area as a route to work or to the City Centre during the week and on Saturdays
- 🏰 Usage of the recreation ground increases in the summer months
  - 🏰 Under 16s are more than twice as likely to visit the recreation grounds in the summer compared to the winter
  - 🏰 Visitors aged 65+ are consistent in their usage of NWRG throughout the year and their attendance only increases by 16.9% between the summer and winter

# KEY FINDINGS: ST GILES HILL

- 🏰 St Giles Hill was visited 118 times during the survey period and a total of 1465 people were observed. An average of 12.4 people were present during each site visit, this was 35.4% higher than the overall average of 9.2 visitors per site
- 🏰 69.6% of visitors were aged 40 or under
  - 🏰 The largest age demographic for St Giles Hill is 16-40 which made up 47.9% of visitors
  - 🏰 There were a similar percentage of 0-16 (21.6%) and 40-65 (21.2%)
  - 🏰 65+ participated in fewer activities compared to other age groups
    - 🏰 65+ took part in five activities
    - 🏰 0-16 and 40-65 year olds participated in eight different activities
    - 🏰 16-40 got involved with nine activities across the site
- 🏰 The top two activities for the site were walking and walking dogs. These activities made up two-thirds of the activity for St Giles Hill, 34.7% and 32.2% respectively
- 🏰 The busiest day of the week for walking was Monday, the least busy day of the week for walking was Sunday
- 🏰 The most popular day of the week is a Saturday, 25.4% of people that use St Giles Hill go on this day
- 🏰 53.4% of visits take place in the afternoon
- 🏰 St Giles Hill has a fairly even split of usage all year around
  - 🏰 Summer (27.9%), Autumn (27.5%), Spring (27.0%), Winter (17.5%)



# KEY FINDINGS: KING GEORGE V (KVG)

- 🏰 King George V was visited 118 times during this survey and a total of 626 people were observed. An average of 5.3 people were present during each site visit, this was 42.1% lower than the overall average of 9.2 visitors per site
- 🏰 85.1% of visitors were aged 40 or under
  - 🏰 0-16 year olds made up 56.4% of the visitor numbers
  - 🏰 Less than 3% of people who went to KVG were aged 65+
- 🏰 The skate park at KGV was not as well used as the one at North Walls recreation ground
  - 🏰 1.9% of visitors to KGV used the skate park compared to 7.9% at North Walls
- 🏰 Over two-thirds of visits to the KGV playing ground took place over the weekend. This was the prime time for the use of the sports pitches and tracks
  - 🏰 On a Saturday 75.6% of people that use the site go to use the football goal/ MUGA
- 🏰 39.1% of visits to the KGV grounds happen in the morning, a further 42.5% happen in the afternoon and the remaining 18.2% occur in the evening
  - 🏰 39.1% of visits take place before 12pm. KGV has the highest number of morning visitors out of the 33 sites
- 🏰 KGV site was used almost twice as much in the autumn (40.6%) compared to the summer (21.9%) months. The site has links to the University so lower numbers may be due to a core student demographic being away on holiday

# KEY FINDINGS: STANMORE RECREATION GROUND

- 🏰 Stanmore Recreation Ground was visited 122 times during this survey and a total of 1741 people were observed. An average of 14.3 people were present during each site visit, this was 55.7% higher than the overall average of 9.2 visitors per site
- 🏰 81.7% of visitors were aged 40 or under
  - 🏰 Almost half (48.1%) of the visitors were 0-16 and a third (33.6%) of visitors were aged 16-40
  - 🏰 Only 6.1% were 65+
- 🏰 Walking (31.3%), using the play area (18.7%) and walking dogs (18.4%) were the top three activities for this site, this is in line with the most popular activities overall
- 🏰 The activities that all four age groups participated in were sitting on benches, walking dogs, walking and jogging/running
- 🏰 The busiest season at Stanmore recreation ground was spring, 29.8% of people visited the site between March – May
  - 🏰 In the spring, the percentage of people walking and using the play area was higher than the site average; 35.9% and 26.4% respectively
- 🏰 60% of people chose to visit the recreation ground in the afternoon
- 🏰 The busiest days of the week were Saturday (22.7%) and Sunday (22.2%)
  - 🏰 An average of 18.0 visitors were on site during each survey visit that took place on a Saturday
  - 🏰 An average of 16.8 visitors were on site during each survey visit that took place on a Sunday
- 🏰 The quietest day of the week was Monday
  - 🏰 An average of 10.2 visitors were on site during each survey visit that took place on a Monday

# KEY FINDINGS: SOMERS CLOSE RECREATION GROUND

- 🏰 Somers Close Recreation Ground was visited 119 times during this survey and a total of 1757 people were observed. An average of 14.8 people were present during each site visit, this was 61.1% higher than the overall average of 9.2 visitors per site
- 🏰 90.0% of visitors were aged 40 or under
  - 🏰 Two-thirds of visitors to the site were 0-16
  - 🏰 Fewer than 3% of the visitors were 65+
- 🏰 The most popular activity was using the play area (31.4%)
- 🏰 6.0% of visitors used the skate park
  - 🏰 This was a higher usage than KGV (1.9%) but lower than North Walls (7.9%)
- 🏰 The use of the teen shelter was higher than North Walls
  - 🏰 6.1% use the teen shelter at Somers Close compared to 0.1% at North Walls
- 🏰 The busiest day of the week was Sunday (21.3%)
  - 🏰 An average of 16.3 visitors were on site during each survey visit that took place on a Sunday
- 🏰 The quietest day of the week was Tuesday (8.1%)
  - 🏰 An average of 9.5 visitors were on site during each survey visit that took place on a Tuesday
- 🏰 Spring was the most popular season. Visitors were more than twice as likely to visit Somers Close in the spring compared to the winter (14.2%)

# Group 2

Nursery Gardens  
Bath Place  
Monarch Way  
Marnhull Rise  
Walpole Road  
Thurmond Crescent  
Arlington Place

# KEY FINDINGS: NURSERY GARDENS

- 🏰 Nursery Gardens was visited 82 times during this survey and a total of 561 people were observed. An average of 6.8 people were present during each site visit, this was 25.4% lower than the overall average of 9.2 visitors per site
- 🏰 79.3% of visitors were aged 40 or under
  - 🏰 16-40 year olds were 11 times more likely to use the site than 65+
  - 🏰 The activities that all four age groups participated in were walking and walking the dog
- 🏰 Walking and walking the dog made up three-quarters of the user activity for this site
- 🏰 The busiest days of the week were Wednesday and Saturday
  - 🏰 The percentage of visitors on the busiest days was 20.3%
- 🏰 The quietest day of the week was Monday
  - 🏰 The percentage of visitors on the quietest day was 18.2%
- 🏰 60.4% of visits took place in the afternoon
  - 🏰 Only 3.7% of visits happened in the evening
- 🏰 Autumn was the busiest season at Nursery Gardens
  - 🏰 The usage of the site was more than twice as high in the autumn (34.8%) compared to the quietest season in the winter (14.8%)

# KEY FINDINGS: BATH PLACE

- 🏰 Bath Place was visited 80 times during this survey and a total of 117 people were observed. An average of 1.5 people were present during each site visit, this was 84.0% lower than the overall average of 9.2 visitors per site
- 🏰 93.2% of visitors were aged 40 or under
  - 🏰 The most common age of visitors observed in Bath Place was between 0-16 years old equating to 60.7% of the total overall
  - 🏰 This was followed by 16-40 year olds at 32.5%
  - 🏰 100% of the visitors to Bath Place that were 65+ observed in this sample were viewed in the play area
  - 🏰 The only activity that all four age groups participated in was using the play area
- 🏰 40.2% of people visited Bath Place to walk dogs. They were more than twice as likely to do this compared to the next most popular activity which was walking (18.8%)
- 🏰 38.8% of people visited the site on a Saturday which was the peak day for activity
  - 🏰 An average of 2.2 visitors were on site during each survey visit that took place on a Saturday
- 🏰 Just over half (52.1%) of visitors used the area in the afternoon
  - 🏰 An average of 1.3 visitors were on site during each survey visit that took place between 12.00-6.00pm
- 🏰 Usage of Bath Place increased in the autumn months
  - 🏰 51.3% of visitors went to the site between September – November
  - 🏰 An average of 2.6 visitors were on site in the autumn

# KEY FINDINGS: MONARCH WAY

- 🏰 Monarch Way was visited 81 times during this survey and a total of 100 people were observed. An average of 1.2 people were present during each site visit, this was 86.5 % lower than the overall average of 9.2 visitors per site.
- 🏰 96% of visitors were aged 40 or under
  - 🏰 The 0-16 year old demographic made up 63.0% of the visitor numbers
  - 🏰 Only 1.0% of people who used the area were 65+
  - 🏰 The main activity that 65+ visitors used the park for was walking dogs
- 🏰 75% of people that went to Monarch Way did so to use the play area. This was reflected in the high percentage of younger visitors
- 🏰 The park was well used throughout the afternoon and evening
  - 🏰 The percentage of visitors in the afternoon was 38.0%
  - 🏰 The percentage of visitors in the evening was 40.0%
  - 🏰 Monarch Way was one of only three sites that was busier in the evening than in the afternoon
- 🏰 60% of visits took place over the weekend
  - 🏰 27.0% of visits were on a Saturday. An average of 1.4 visitors were on site during each survey visit that took place on a Saturday
  - 🏰 34.0% of visits were on a Sunday. An average of 1.8 visitors were on site during each survey visit that took place on a Sunday
- 🏰 People were three times more likely to visit Monarch Way in the autumn compared to the winter
  - 🏰 36.0% of visitors went to the area between September – November
  - 🏰 Only 12.0% visited the site during the winter months

# KEY FINDINGS: MARNHULL RISE

- ❖ Marnhull Rise was visited 82 times during this survey and a total of 77 people were observed. An average of 0.9 people were present during each site visit, this was 89.8% lower than the overall average of 9.2 visitors per site
- ❖ 90.9% of visitors were aged 40 or under
  - ❖ The 0-16 year old demographic made up just over 56.4% of the visitor numbers
  - ❖ 0-16 year olds visited the site to use the play area, play in the open space and to sit on the benches and the grass
  - ❖ Only 2.6% of people that used Marnhull Rise were 65+. This age group went to the site to use the play area
- ❖ 63.6% of visitors to the site used the play area, this was twice as much as the next most popular pastime of sitting on benches (27.3%)
- ❖ The peak day for activity was Saturday when 45.5% of visitors used the area
- ❖ The quietest day of the week was Monday which only saw a footfall of 2.6%
- ❖ Autumn was the busiest season. 42.9% of visitors went to Marnhull Rise between September - November
  - ❖ 50% fewer people visited the area in the spring (28.6%)
  - ❖ 57.1% fewer people visited the area in the summer (27.3%)
- ❖ 45.5% of visits took place in the afternoon



# KEY FINDINGS: WALPOLE ROAD

- 🏰 Walpole Road was visited 81 times during this survey and a total of 129 people were observed. An average of 1.6 people were present during each site visit, this was 82.6% lower than the overall average of 9.2 visitors per site
- 🏰 93.8% of visitors were aged 40 or under
  - 🏰 The 0-16 year old demographic made up 71.3% of the visitor numbers
  - 🏰 Only 2.3% of people who used the area were 65+. They used Walpole Road to walk dogs, sit on benches and use the play area
  - 🏰 The only thing that all four age groups did at Walpole Road was sit on benches
- 🏰 Two-thirds (67.4%) of people that went to the space used the play area. They were six times more likely to use the play area compared to the next most popular pastime which was sitting on benches (10.1%)
- 🏰 The busiest day of the week was Sunday
  - 🏰 42.6% of visits were on a Sunday. An average of 2.9 visitors were on site during each survey visit that took place on a Sunday
- 🏰 The quietest day of the week was Friday
  - 🏰 3.1% of visits were on a Friday. An average of 0.3 visitors were on site during each survey visit that took place on a Friday
- 🏰 64.3% of visits took place in the afternoon between 12.00-6.00pm.
- 🏰 Site usage was four times busier in the autumn (41.9%) compared to the winter (9.3%)

# KEY FINDINGS: THURMOND CRESCENT

- 🏰 Thurmond Crescent was visited 81 times during this survey and a total of 585 people were observed. An average of 7.2 people were present during each site visit, this was 21.2% lower than the overall average of 9.2 visitors per site
  
- 🏰 87.9% of visitors were aged 40 or under
  - 🏰 Two-thirds (65.5%) of the visitor numbers were made up by the 0-16 year old demographic
  - 🏰 The activities that all four age groups participated in at Thurmond Crescent were walking, walking dogs and sitting on benches
  
- 🏰 70.6% of people used this area for walking, the age breakdown is as follows:
  - 🏰 0-16 – 45.5%
  - 🏰 16-40 - 36.6%
  - 🏰 40-65 – 10.8%
  - 🏰 65+ - 7.8%
  
- 🏰 The busiest day of the week was Saturday
  - 🏰 36.9% of visits were on a Saturday. An average of 10.8 visitors were on site during each survey visit that took place on a Saturday
  
- 🏰 The quietest day of the week was Monday
  - 🏰 6.2% of visits were on a Monday. An average of 3.0 visitors were on site during each survey visit that took place on a Monday
  
- 🏰 43.9% of people visited the area in the autumn
  - 🏰 An average of 11.7 visitors were on site during each survey visit in the autumn

# KEY FINDINGS: ARLINGTON PLACE

- 🏰 Arlington Place was visited 82 times during this survey and a total of 123 people were observed. An average of 1.5 people were present during each site visit, this was 83.6% lower than the overall average of 9.2 visitors per site
  
- 🏰 85.4% of visitors were aged 40 or under
  - 🏰 Just under half (48.8%) of visitors were 0-16
  - 🏰 8.1% of visitors to Arlington Place were 65+
  
- 🏰 54.5% of visitors to Arlington Place went to use the play area
  - 🏰 The age breakdown of playground usage is 0-16 (62.7%), 6-40 (26.9%), 40-65 (7.5%), 65+ (3.0%)
  - 🏰 The seasonal breakdown of the use of the play area is winter (10.4%), spring (59.7%), summer (14.9%) and autumn (14.9%)
  - 🏰 The breakdown of playground usage according to time of day is morning (37.3%), afternoon (58.2%), evening (4.5%)
  - 🏰 The breakdown of the use of the play area is Monday (10.4%), Wednesday (25.4%), Friday (14.9%), Saturday (23.9%) and Sunday (25.4%)
  
- 🏰 The busiest day of the week was Sunday, 30.1% of people visited the site on this day
  
- 🏰 The busiest time of day was afternoon, 61.8% of visitors went to the site between 12.00-6.00pm
  
- 🏰 The busiest season was autumn, 48.0% visitors went to Arlington Place between September – November

# Group 3

Dean Park, Dean Lane  
Teg Down Meads  
Taplings Road  
St Matthews Field, St Matthews Road  
Chandler Road  
Winton Close  
Hilliers Haven, Hillier Way  
Abbotts Walk, Cassandra Road

# KEY FINDINGS: DEAN PARK, DEAN LANE

- 🏰 Dean Park was visited 83 times during this survey and a total of 1901 people were observed. An average of 22.9 people were present during each site visit, this was 149.8% higher than the overall average of 9.2 visitors per site
- 🏰 The most common age of visitors observed in Dean Park was between 0-16 years old equating to 52.7% of the total overall. This was followed by 16-40 year olds at 28.5%
- 🏰 81.2% of the total number of visitors were under 40
  - 🏰 52.7% of visitors to the site were aged 0-16
  - 🏰 Only 5.5% of the visitors observed were 65+
- 🏰 The top three activities for Dean Park were using the play area (39.6%), walking (19.1%) and playing in the open space (7.5%)
- 🏰 24.1% of visitors went to the park on a Saturday
  - 🏰 An average of 24.2 visitors were on site during each survey visit that took place on a Saturday
- 🏰 72.0% of people visited the area in the afternoon
  - 🏰 An average of 28.5 visitors were on site during each survey visit that took place in the afternoon
- 🏰 35.2% of visitors went to Dean Park in the Autumn
  - 🏰 An average of 30.4 visitors were on site during each survey visit that took place between September - November

# KEY FINDINGS: TEG DOWN MEADS

- 🏰 Teg Down Meads was visited 82 times during this survey and a total of 77 people were observed. An average of 0.9 people were present during each site visit, this was 89.8% lower than the overall average of 9.2 visitors per site
- 🏰 94.8% of visitors were aged 40 or under
  - 🏰 The 0-16 year old demographic made up 61.0% of the visitor numbers
  - 🏰 The main activities for 0-16 were using the play area (71.7%) and playing in the open space (66.7%)
- 🏰 77.9% of visitors go to Teg Down Meads to use the play area
- 🏰 The busiest day of the week was Saturday
  - 🏰 39.0% of visits were on a Saturday. An average of 1.5 visitors were on site during each survey visit that took place on a Saturday
- 🏰 The quietest days of the week were Wednesdays and Fridays
  - 🏰 7.8% of visits were on a Wednesday. An average of 0.5 visitors were on site during each survey visit that took place on a Wednesday
  - 🏰 7.8 of visits were on a Friday. An average of 0.4 visitors were on site during each survey visit that took place on a Friday
- 🏰 Usage of the recreation ground increases in the autumn months
  - 🏰 45.5% of visits to Teg Down Meads took place in the autumn compared to 27.3% in the summer, 23.4% in the spring and 3.9% in the winter

# KEY FINDINGS: TAPLINGS ROAD

- 🏰 Taplings Road was visited 80 times during this survey and a total of 185 people were observed. An average of 2.3 people were present during each site visit, this was 74.8% higher than the overall average of 9.2 visitors per site
- 🏰 93.0% of visitors were aged 40 or under
  - 🏰 62.7% of visitors to the site were 0-16
  - 🏰 4.3% of visitors were 65+
- 🏰 84.3% of visitors went to Taplings Road to use the play area
  - 🏰 People were twelve times more likely to go to the park to use the play area than for the second most popular pastime which was sitting on benches (7.0%)
- 🏰 The busiest day of the week was Saturday, 35.1% of people who visited the play area did so on this day
  - 🏰 An average of 3.6 visitors were on site during each survey visit that took place on a Saturday
- 🏰 The quietest day of the week was a Wednesday, 10.3% of people who visited the site did so on this day
  - 🏰 An average of 1.7 visitors were on site during each survey visit that took place on a Wednesday
- 🏰 Taplings Road was one of five sites where summer was the most popular season for visits. A third (33.0%) of people went to this site in the summer
- 🏰 69.7% of visitors went to the play area in the afternoon

# KEY FINDINGS: ST MATTHEWS FIELD

- 🏰 St Matthews Field was visited 81 times during this survey and a total of 809 people were observed. An average of 10.0 people were present during each site visit, this was 9.0% higher than the overall average of 9.2 visitors per site.
- 🏰 72.8% of visitors were aged 40 or under
  - 🏰 The 0-16 demographic made up 45.4% of visitor numbers
  - 🏰 8.8% of visitors to St Matthews Field were 65+
- 🏰 44.6% of people went to the space to walk dogs
  - 🏰 Age breakdown for dog walking was 0-16 (14.7%), 16-40 (38.5%), 40-65 (33.8%), 65+ (13%)
- 🏰 The busiest day of the week was Saturday, 33.5% of people visited the site on this day
- 🏰 The quietest day of the week was Wednesday, 9.3% of people went to St Matthews Field on this day
- 🏰 The peak time of day to go to the area was between 12.00-6.00pm, 55.1% of people visited in the afternoon
- 🏰 The usage of St Matthews Field is consistent throughout the summer and autumn months
  - 🏰 31.8% of people visited between June - August
  - 🏰 31.9% of people visited between September - November



# KEY FINDINGS: CHAUNDLER ROAD

- 🏰 Chaundler Road was visited 81 times during this survey and a total of 985 people were observed. An average of 12.2 people were present during each site visit, this was 32.7% more than the overall average of 9.2 visitors per site
- 🏰 79.9% of visitors were aged 40 or under
  - 🏰 The most common age of visitors observed in Chaundler Road was between 0-16 years old equating to 48.3% of the total overall. This was followed by 16-40 year olds at 31.6%
- 🏰 The top three activities at this site were using the play area (31.5%), walking (19.9%) and walking dogs (17.6%)
- 🏰 Usage of the Chaundler Road site was highest in the autumn (43.1%)
  - 🏰 People were more than three times more likely to use the site in the autumn compared to the winter (10.7%)
  - 🏰 Visitors were almost twice as likely to use the site in the autumn compared to the spring (22.6%) and summer (23.7%)
- 🏰 55.4% of people visited the area in the afternoon
  - 🏰 An average number of 14.0 visitors were on site during each visit that took place in the afternoon
- 🏰 The busiest day of the week was a Saturday when Chaundler's Road received a third (33.5%) of its visitors
  - 🏰 An average number of 14.3 visitors were on site during each visit that took place on a Saturday

# KEY FINDINGS: WINTON CLOSE

- 🏰 Winton Close was visited 82 times during this survey and a total of 110 people were observed. An average of 1.3 people were present during each site visit, this was 85.4% lower than the overall average of 9.2 visitors per site
- 🏰 86.4% of visitors were age 40 or under
  - 🏰 55.5% of visitors to this site were 16-40
  - 🏰 Less than 1.0% of people who used Winton Closer were 65+
- 🏰 47.3% of people went to Winton Close to walk
  - 🏰 The age breakdown for people walking is 0-16 (10.0%), 16-40 (76%), 40-65 (14.0%), 65+ (0.0%)
  - 🏰 The seasonal breakdown for walking at Winton Close is winter (17.3%), spring (36.5%), summer (34.6%) and autumn (11.5%)
  - 🏰 The breakdown for walking according to time of day is morning (30.8%), afternoon (50.0%) and evening (19.2%)
  - 🏰 The breakdown for walking by day of the week is Monday (0.0%), Wednesday (42.3%), Friday (21.2%), Saturday (25.0%) and Sunday (11.5%)
- 🏰 The busiest day of the week was Saturday, 27.3% of people visited the site this day
- 🏰 The busiest time of day was afternoon, 50.0% of people went to the site between 12.00-6.00pm
- 🏰 The busiest season was autumn, 30.0% visitors went to Winton Close between September - November

# KEY FINDINGS: HILLIERS HAVEN

- 🏰 Hilliers Haven was visited 83 times during this survey and a total of 425 people were observed. An average of 5.1 people were present during each site visit, this was 44.1% less than the overall average of 9.2 visitors per site
- 🏰 93.2% of visitors were aged 40 or under
  - 🏰 The most common age of visitors observed in Hilliers Haven was between 0-16 years old equating to 60.7% of the total overall. This was followed by 16-40 year olds at 32.5%
  - 🏰 The activities that all four age groups participated in were walking, cycling and scootering
- 🏰 Walking and walking the dog made up three-quarters of the user activity for this site
- 🏰 The busiest day of the week was Sunday
  - 🏰 The percentage of visitors on the busiest day was 35.1%
- 🏰 The quietest days of the week were Monday and Wednesday
  - 🏰 The percentage of visitors on the quietest days was 11.1%
- 🏰 49.4% of visits took place in the afternoon
- 🏰 Autumn was the busiest season at Nursery Gardens, 32.0% of visitors went to the site between September - November
- 🏰 Similar numbers of people used the site in spring (24.7%) and summer (24.5%)

# KEY FINDINGS: ABBOTTS WALK

- 🏰 Abbotts Walk was visited 80 times during this survey and a total of 238 people were observed. An average of 3.0 people were present during each site visit, this was 67.5% lower than the overall average of 9.2 visitors per site
- 🏰 89.5% of visitors were aged 40 or under
  - 🏰 62.2% of visitors to the site were 0-16
  - 🏰 0.4% of visitors were 65+. Only four other sites had a lower percentage of 65+ visitors
- 🏰 64.9% of visitors went to Abbotts Walk to use the play area
  - 🏰 The age breakdown of playground usage was 0-16 (75.5%), 16-40 (20.6%), 40-65 (3.9%) and 65+ (0.0%)
- 🏰 Three-quarters of visits took place over the weekend
  - 🏰 The busiest day of the week was Saturday. 42.4% of people visited the site on a Saturday and an average of 5.3 visitors were on site during each survey visit that took place on that day of the week
  - 🏰 A further 32.8% of visits took place on a Sunday, with an average of 4.1 visitors on site during each survey visit that took place on that day of the week
- 🏰 Usage of the area increased slightly in the spring
  - 🏰 Spring (36.4%)
  - 🏰 Summer (31.8)
  - 🏰 Autumn (28.5%)
  - 🏰 Winter (3.3%)
- 🏰 53.6% of people visited Abbotts Walk in the afternoon
  - 🏰 This was more than twice as likely than the morning (22.6%) or the evening (23.8%)

# Group 4

Winnall Manor Road play area

Imber Road play area

Fairdown Close

St Martins Close

Gordon Avenue

Rack Hill, Chesil Street

Friary Gardens, Culver Road

# KEY FINDINGS: WINNALL MANOR PLAY AREA

- 🏰 Winnall Manor was visited 84 times during this survey and a total of 307 people were observed. An average of 3.7 people were present during each site visit, this was 60.1% lower than the overall average of 9.2 visitors per site
- 🏰 86.3% of visitors were aged 40 or under
  - 🏰 The largest age demographic for Winnall Manor play area was 0-16 who made up 59.0% of the visitor numbers
  - 🏰 Only 4.6% of the visitors to the space were age 65+. The main activity for this age group was walking the dog
- 🏰 40.1% of people went to Winnall Manor play area to use the play area. All four age groups participated in the activity
  - 🏰 0-16 (66.7%), 16-40 (30.9%), 40-65 (1.6%) and 65+ (0.8%)
- 🏰 The busiest day of the week was Wednesday when just over a third (34.9%) of people visited the area
  - 🏰 An average of 6.3 visitors were on site during each survey visit that took place on a Wednesday
  - 🏰 This was the only site where a Wednesday was the most popular day of the week
- 🏰 The quietest day of the week was Monday when 14.3% of the weekly total of visitors went to this site
  - 🏰 An average of 3.4 visitors were on site during each survey visit that took place on a Monday
- 🏰 57.3% of visitors went to the play area in the afternoon
- 🏰 Spring was the most popular time of year for people to go to this site, 35.2% of people visited between March – June

# KEY FINDINGS: IMBER ROAD PLAY AREA

- 🏰 Imber Road Play Area was visited 85 times during this survey and a total of 434 people were observed. An average of 5.1 people were present during each site visit, this was 44.3% lower than the overall average of 9.2 visitors per site
- 🏰 85.9% of visitors were aged 40 or under
  - 🏰 The most common age of visitors observed in Imber Road Play Area was between 0-16 years old equating to 56.0% of the total overall. This was followed by 16-40 year olds at 30.0%
  - 🏰 The two activities that all four age groups took part in were walking and walking dogs
- 🏰 Just over a quarter (26.5%) of people went to the site to go walking, the second most popular activity was using the play area (20.3%)
- 🏰 The busiest day of the week was Saturday
  - 🏰 29.7% of visits were on a Saturday. An average of 6.8 visitors were on site during each survey visit that took place on a Saturday
- 🏰 The quietest day of the week was Monday
  - 🏰 11.5% of visits were on a Monday. An average of 3.8 visitors were on site during each survey visit that took place on a Monday
- 🏰 The usage of the play area was fairly even throughout the spring (30.6%), summer (30.6%) and autumn (32.0%) months

# KEY FINDINGS: FAIRDOWN CLOSE

- 🏰 Please note the small sample size for Fairdown Close
  
- 🏰 Fairdown Close was visited 85 times during this survey and a total of 11 people were observed. An average of 0.1 people were present during each site visit, this was 98.6% lower than the overall average of 9.2 visitors per site
  
- 🏰 Of the 33 sites Fairdown Close had the lowest average number of visitors
  
- 🏰 90.9% of visitors were aged 40 or under
  - 🏰 The most common age of visitors observed in Fairdown Close was between 0-16 years old equating to 63.6% of the total overall. This was followed by 16-40 year olds at 27.3%
  - 🏰 There were no visitors aged 65+
  
- 🏰 The only pastimes that people undertook in this area were using the play area and cycling/scootering
  
- 🏰 The busiest days of the week were Wednesday and Saturday
  - 🏰 45.5% of visits were on a Wednesday and Saturday. An average of 0.3 visitors were on site during each survey visit that took place on these days
  
- 🏰 Spring was the only season that visitors were observed to be using the site
  
- 🏰 45.5% of visitors went to Fairdown Close in the afternoon



# KEY FINDINGS: ST MARTINS CLOSE

- 🏰 St Martins Close was visited 85 times during this survey and a total of 70 people were observed. An average of 0.8 people were present during each site visit, this was 91% lower than the overall average of 9.2 visitors per site
- 🏰 St Martins Close has the joint second lowest average number of visitors of the 33 sites
- 🏰 97.1% of all visitors were aged 40 or under
  - 🏰 This site has the youngest age demographic
  - 🏰 82.9% of visitors were aged 0-16
  - 🏰 0.0% of visitors were aged 65+
- 🏰 The two activities undertaken on this site were using the play area and playing in open space
  - 🏰 0-16, 16-40 and 40-65 all used the play area
  - 🏰 Only 0-16 and 16-40 played in the open space
- 🏰 The busiest day of the week was Sunday
  - 🏰 An average of 1.4 visitors were on site during each survey visit that took place on a Sunday
- 🏰 The busiest time of day was evening
  - 🏰 44.3% of people visited the area after 6.00pm
  - 🏰 St Martins Close is one of only three sites where the evening was busier than the afternoon
- 🏰 45.7% of visitors went to St Martins Close in the summer
  - 🏰 Of the five sites that have a majority of visitors in the summer months, St Martins Close has the highest percentage of summer visitors

# KEY FINDINGS: GORDON AVENUE

- 🏰 Gordon Avenue was visited 87 times during this survey and a total of 157 people were observed. An average of 1.8 people were present during each site visit, this was 80.3% lower than the overall average of 9.2 visitors per site
- 🏰 93.0% of visitors were aged 40 or under
  - 🏰 The most common age of visitors observed in Gordon Avenue was between 0-16 years old equating to 59.9% of the total overall. This was followed by 16-40 year olds at 33.1%
- 🏰 56.1% of people visited the site to use the play area
- 🏰 The use of the teen shelter was higher than North Walls
  - 🏰 1.3% used the teen shelter at Gordon Avenue compared to 0.1% at North Walls
- 🏰 The most popular day of the week was Sunday (39.5%)
  - 🏰 An average of 3.1 visitors were on site during each survey visit that took place on a Sunday
- 🏰 The most popular time of day to visit was afternoon (56.1%)
  - 🏰 An average of 2.1 visitors were on site during each survey visit that took place between 12.00-6.00pm
- 🏰 Autumn was the most popular season (35.7%). Visitors were almost three times as likely to visit Gordon Avenue in the autumn compared to the winter (12.1%)

# KEY FINDINGS: RACK HILL

- 🏰 Rack Hill was visited 85 times during this survey and a total of 960 people were observed. An average of 11.3 people were present during each site visit, this was 23.2% higher than the overall average of 9.2 visitors per site
- 🏰 67.1% of visitors were aged 40 or under
  - 🏰 Rack Hill had the lowest percentage of 0-16, only 16.8% of visitors to the site were in that age demographic
  - 🏰 Rack Hill is only one of two sites that had a higher percentage of 40-65 year olds (25.0%) vs. 0-16 year olds (16.8%)
  - 🏰 There were five activities that all four age groups took part in, they were walking dogs, sitting on benches, walking, jogging/running and cycling/scootering
- 🏰 50.5% of people went to Rack Hill to walk
  - 🏰 The breakdown of when people went to the area to walk according to time of day was: morning (30.5%), afternoon (64.3%) and evening (5.2%)
- 🏰 The busiest day of the week was Sunday (26.5%)
  - 🏰 An average of 13.4 visitors were on site during each survey visit that took place on a Sunday
- 🏰 The quietest day of the week was Thursday (0.3%)
  - 🏰 An average of 3.0 visitors were on site during each survey visit that took place on a Thursday
- 🏰 Spring was the most popular season (35.1%)
  - 🏰 An average of 13.0 visitors were on site during each survey visit that took place in the spring

# KEY FINDINGS: FRIARY GARDENS

- ❖ Friary Gardens was visited 83 times during this survey and a total of 111 people were observed. An average of 1.3 people were present during each site visit, this was 85.4% lower than the overall average of 9.2 visitors per site
- ❖ 95.5% of visitors were aged 40 or under
  - ❖ The most common age of visitors observed in Friary Gardens was between 0-16 years old equating to 55.0% of the total overall. This was followed by 16-40 year olds at 40.5%
  - ❖ There were no visitors 65+ observed during the period of this survey
- ❖ 85.6% of people went to Friary Gardens to use the play area
  - ❖ The age breakdown of playground usage was 0-16 (56.8%), 16-40 (38.9%) and 40-65 (4.2%)
  - ❖ The seasonal breakdown of the use of the play area was winter (4.2%), spring (24.2%), summer (45.3%) and autumn (26.3%)
  - ❖ The breakdown of playground usage according to time of day was morning (36.8%), afternoon (61.1%) and evening (2.1%)
  - ❖ The breakdown of the use of the play area was Monday (9.5%), Wednesday (27.4%), Friday (10.5%), Saturday (26.3%) and Sunday (26.3%)
- ❖ The busiest day of the week at Friary Gardens was Saturday (27.9%)
- ❖ The busiest time of day was afternoon (64.0%)
- ❖ The busiest season was summer (41.4%)

# Group 5

Romsey Road  
The Weirs, access from the Broadway  
Wentworth Grange  
Halls Farm Close  
Joyce Gardens, Blue Ball Hill

# KEY FINDINGS: ROMSEY ROAD

- 🏰 Romsey Road was visited 30 times during this survey and a total of 205 people were observed. An average of 6.8 people were present during each site visit, this was 25.5% lower than the overall average of 9.2 visitors per site
- 🏰 82.0% of visitors were aged 40 or under
  - 🏰 47.8% of visitors were 0-16
  - 🏰 Fewer than 3.0% were aged 65+
- 🏰 71.2% of people went to Romsey Road to use the play area
- 🏰 Autumn was the busiest season (46.8%)
- 🏰 Romsey Road was one of the few sites where the number of visitors in the winter was greater than in the summer
  - 🏰 46.8% of visitors went to the area in the autumn
  - 🏰 31.2% went to Romsey Road in the spring
  - 🏰 12.7% visitors visited the site in the winter
  - 🏰 9.3% of people went in the summer
- 🏰 Romsey Road is one of only three sites where Tuesday was the busiest day of the week
  - 🏰 68.8% of visitors went to the area on a Tuesday. An average of 8.3 visitors were on site during each survey visit that took place on a Tuesday
- 🏰 The busiest time of day for Romsey Road was afternoon. Almost three-quarters (74.6%) of visitors went to the site between 6.00-12.00pm. This was the highest number of afternoon visitors out of the 33 sites

# KEY FINDINGS: THE WEIRS

- 🏰 The Weirs was visited 29 times during of this survey and a total of 1529 people were observed. An average of 52.7 people were present during each site visit, this was 475.1% higher than the overall average of 9.2 visitors per site
- 🏰 The Weirs had the highest average number of visitors out of the 33 sites
- 🏰 59.4% of visitors were aged 40 or under
  - 🏰 This site had the highest percentage of 40-65 year olds (26.5%)
  - 🏰 This site also had the highest percentage of 65+ (14.1%)
- 🏰 70.6% of people went to the Weirs for walking and a further 8.9% used the site for walking dogs
- 🏰 A higher percentage of people used the Weirs in the winter than they did in the summer
  - 🏰 Visitors were more than twice as likely to go to the area in the winter (27.1%) compared to the summer (11.9%)
  - 🏰 The busiest season was autumn (35.4%)
- 🏰 The busiest day of the week was Saturday
  - 🏰 61.3% of visitors went to the site on a Saturday. An average of 85.3 visitors were on site during each survey visit that took place on a Saturday
- 🏰 Two-thirds (66.4%) of people who visited the Weirs did so in the afternoon
  - 🏰 An average of 63.5 visitors were on site during each survey visit that took place in the afternoon

# KEY FINDINGS: WENTWORTH GRANGE

- 🏰 Wentworth Grange was visited 29 times during this survey and a total of 242 people were observed. An average of 8.3 people were present during each site visit, this was 9% lower than the overall average of 9.2 visitors per site
- 🏰 85.1% of visitors were aged 40 or under
  - 🏰 Almost two-thirds (64.5%) of visitors to Wentworth Grange were aged 16-40
  - 🏰 Fewer than 3% of visitors were 65+
- 🏰 79.3% of people went to the site for walking
- 🏰 This space had more visitors in the autumn and winter than it did in the spring and summer
  - 🏰 Of the 33 sites Wentworth Grange had the highest percentage of visitors between November - February
  - 🏰 Winter (27.3%)
  - 🏰 Spring (23.6%)
  - 🏰 Summer (8.7%)
  - 🏰 Autumn (40.5%)
- 🏰 60.3% of visitors went to Wentworth Grange in the afternoon
- 🏰 62.0% visited the area on a Tuesday. This was one of three sites out of the 33 where Tuesday was the most popular day
  - 🏰 An average of 8.8 visitors were on site during each survey visit that took place on a Tuesday



# KEY FINDINGS: HALLS FARM CLOSE

- 🏰 Halls Farm Close was visited 29 times during this survey and a total of 24 people were observed. An average of 0.8 people were present during each site visit, this was 91% lower than the overall average of 9.2 visitors per site
- 🏰 79.2% of visitors were aged 40 or under
  - 🏰 41.7% of visitors to the site were 0-16
  - 🏰 Only 4.2% of people were 65+
- 🏰 62.5% of people went to Halls Farm Close to walk
  - 🏰 Every age group participated in this activity
  - 🏰 All of the 65+ visitors to the site went there to walk dogs
- 🏰 Halls farm Close was one of three sites where evening visits were more popular than afternoon visits
  - 🏰 62.5% of visits happened in the evening
  - 🏰 This site had the highest percentage of evening visitors
- 🏰 58.3% of visitors went in the autumn (58.3%)
  - 🏰 People were almost twice as likely to go to the site in the autumn compared to the summer (29.2%)
  - 🏰 People were almost four time more likely to go to the site in the autumn compared to the spring (12.5%)
- 🏰 The busiest day of the week was Tuesday (54.2%)

# KEY FINDINGS: JOYCE GARDENS

- 🏰 Joyce Gardens was visited 28 times during this survey and a total of 74 people were observed. An average of 2.6 people were present during each site visit, this was 71.2% lower than the overall average of 9.2 visitors per site
- 🏰 75.7% of visitors were aged 40 or under
  - 🏰 The most common age of visitors observed in Joyce Gardens was between 16-40 years old equating to 55.4% of the total overall. This was followed by 0-16 year olds at 20.3%. This is a surprising contrast to the vast majority of other sites where 0-16 year olds was the predominant age range
- 🏰 28.4% of people went to Joyce Gardens to sit on the grass. This was the only site out of 33 where this was the most popular pastime
  - 🏰 Only 0-16 and 16-40 participated in sitting on the grass
- 🏰 The most popular season was spring
  - 🏰 55.4% of people visited the site in the spring. An average of 5.1 visitors were on site during each survey visit that took place in the spring
  - 🏰 People were more than five times more likely to visit the gardens in the Spring than in the summer (9.5%)
- 🏰 60.8% of people visited the site in the afternoon
  - 🏰 Visitors were three times more likely to go to Joyce Gardens in the afternoon compared to the morning (18.9%) and evening (20.3%)
- 🏰 The busiest day of the week was Saturday
  - 🏰 Just over two-thirds (67.6%) of people went to the space on a Saturday. An average of 4.5 visitors were on site during each survey visit that took place on a Saturday