

Poole Opinion Panel Autumn 2013

Report of Key Results:
Upton Country Park

Sean Bevis
Research Officer
Corporate Research Team

Autumn 2013 Poole Opinion Panel



- The Poole Opinion Panel is the Council's citizens panel
- Survey fieldwork managed by the Corporate Research Team in October – December 2013
- Reminder postcard sent to boost response rates
- 856 of 1710 questionnaires returned (50% response rate)
- 680 (79%) respondents returned a paper survey; 176 (21%) completed the survey online
- Results are weighted by MOSAIC group (lifestyle data) to make them representative of Poole's population

Autumn 2013 Poole Opinion Panel



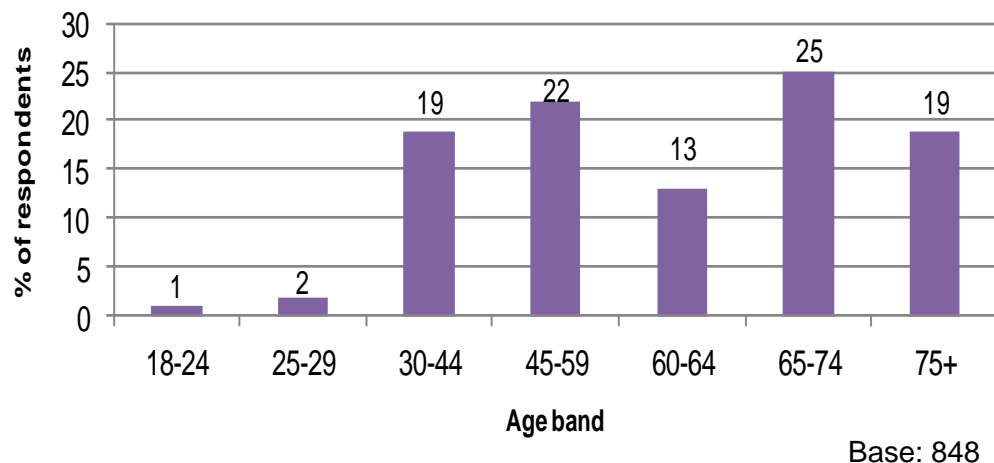
Questions were asked in Poole Opinion Panel to identify:

- how often respondents visit Upton Country Park (UCP)
- why respondents 'never' visit, or visit 'less than once a year'
- how long respondents stay when they visit UCP
- why respondents visit UCP
- what respondents feel are the best things about UCP
- what respondents would like to see improved at UCP
- how respondents access UCP
- what time of year respondents visit UCP
- how respondents know about UCP

Profile of Respondents (Unweighted)



Age Band of Respondents



Age:

- The largest age band was 65 -74 (25%)
- 26 respondents were aged under 29 (3%)
- 368 respondents were aged 65 and over (44%)

Gender:

- 48% of respondents were male, 52% female
- Base = 815

Ethnicity:

- Ethnicity was known for 833 respondents (97%). Of these:
- 96% were White British (797 respondents)
- 4% were from Black or Minority Ethnic groups

Disability:

- Having a Disability or Limiting Long-term Illness (LLTI) was known for 828 respondents (97%). Of these, 28% reported having a LTLI or disability

Data is being collected for religion and sexual orientation for new members, but figures are too small to report.

Mosaic & Weighting



MOSAIC Group		% of households in sample	Weight (rounded)
A	Residents of isolated rural communities	0.0	0.00
B	Residents of small & mid-sized towns with strong local roots	18.8	0.82
C	Wealthy people living in the most sought after neighbourhoods	4.4	0.89
D	Successful professionals living in suburban or semi-rural homes	16.5	0.77
E	Middle income families living in moderate suburban semis	14.4	0.76
F	Couples with young children in comfortable modern housing	4.2	0.94
G	Young, well-educated city dwellers	1.2	2.06
H	Couples and young singles in small modern starter homes	5.8	1.77
I	Lower income workers in urban terraces in often diverse areas	1.8	1.49
J	Owner occupiers in older-style housing in ex-industrial areas	9.0	1.04
K	Residents with sufficient incomes in right-to-buy social housing	4.0	1.70
L	Active elderly people living in pleasant retirement locations	13.0	1.04
M	Elderly people reliant on state support	5.7	1.04
N	Young people renting flats in high density social housing	0.2	2.20
O	Families in low-rise social housing with high levels of benefit need	1.1	1.47

For more information on MOSAIC please contact the Corporate Research Team.

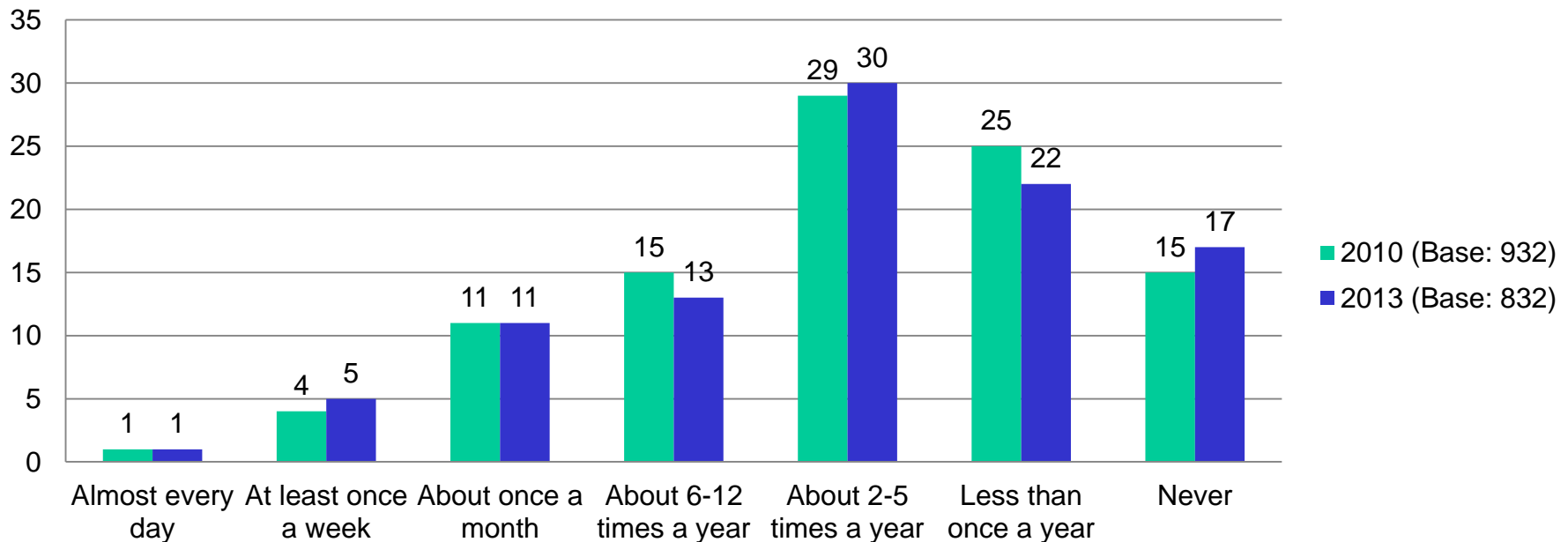
Upton Country Park

Upton Country Park



Q1. "How often do you visit Upton Country Park?"

Frequency of Visits (%)



- Most respondents (30%), said they visited UCP approximately '2-5 times a year', followed by 22% who said they visited the park 'less than once a year' ;
- 17% of respondents were 'Regular Visitors', visiting 'once a month or more', while 43% were 'Occasional Users' visiting 2-12 times per year
- 39% of respondents were 'Infrequent Users', visiting 'less than once a year' or 'never'
- There are no significant changes in visiting patterns since the 2010 survey

Q1 Cont. Equality Analysis

How often people visit Upton Country Park varies by **ward**.

The following groups are more likely to be “Regular Users” (visit once a month or more)

- Respondents from Hamworthy West (44%) and Oakdale (29%) wards

The following groups are more likely to be “Occasional Users” (visit 2-12 times a year)

- Respondents from Parkstone (39%), Canford Heath West (29%), and Newtown (26%) wards

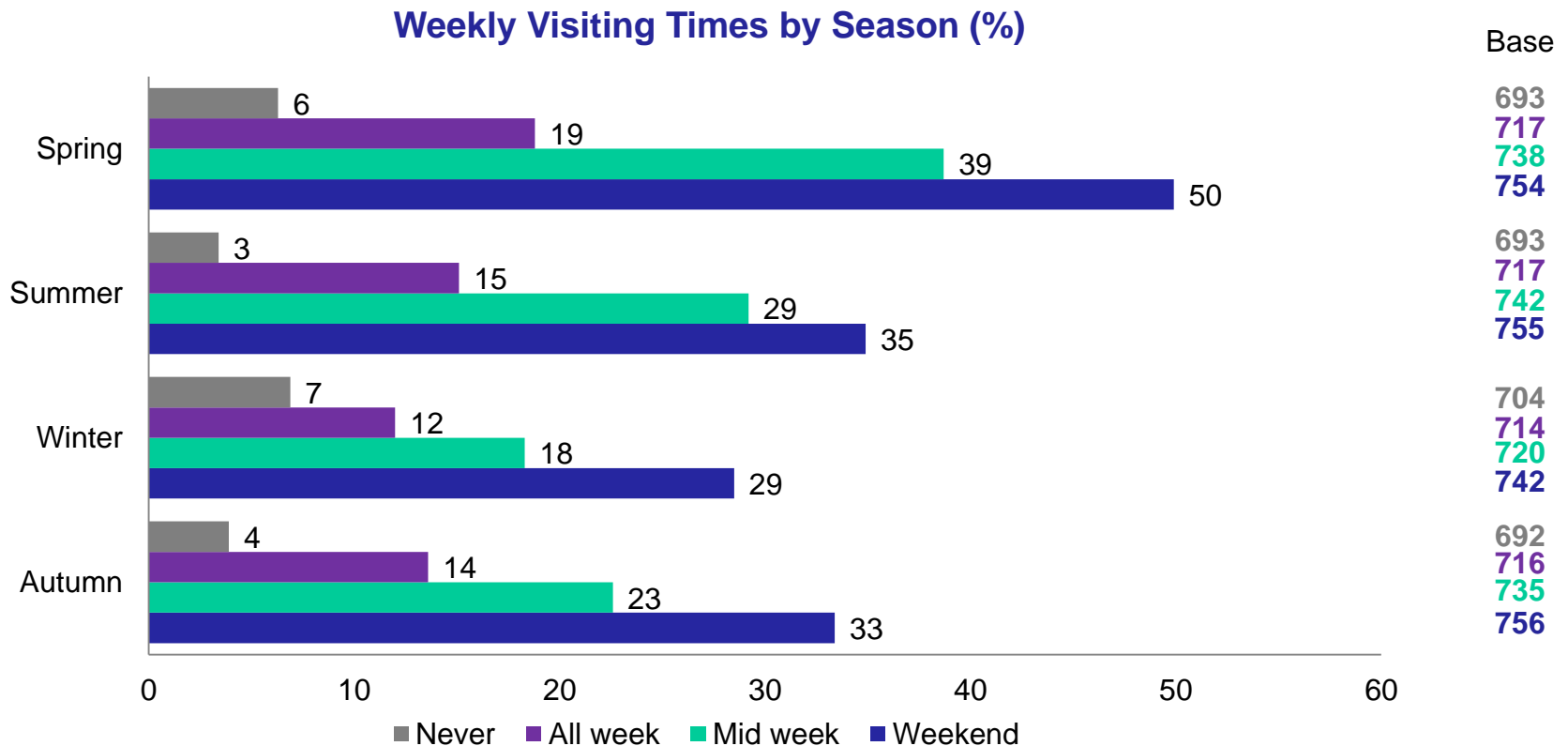
The following groups are more likely to be “Infrequent Users” or “Never visit” (less than once a year)

- Respondents from Canford Cliffs (42%), Merley and Bearwood (39.5%), Penn Hill (34%), and Alderney (30%) wards

Upton Country Park



Q8. "When do you visit Upton Country Park?"



- Across all seasons, most respondents visited UCP on the weekend, particularly in Spring (50%)
- For those who said they visited UCP 'mid week', most did so in Spring (39%) and Summer (29%)
- The fewest number of visitors went to UCP 'all week', especially in Winter (12%)

Q8 Cont. Equality Analysis

Responses as to when respondents visit UCP varied by **age**, **area**, **gender**, and whether they had a **disability** or not.

The following groups were more likely to visit UCP on a Weekend in 'Spring'

- Respondents without a disability (55%)
- Respondents aged 25-29 (79%), 45-59 (70%), and 30-44 (67%)
- Respondents from Oakdale ward (68%)

The following groups were more likely to visit UCP on a Weekend in 'Summer'

- Respondents without a disability (41%)
- Respondents aged 25-29 (64%), 30-44 (55%), and 45-59 (52%)
- Respondents from Canford Heath East ward (51%)

The following groups were more likely to visit UCP on a Weekend in 'Autumn'

- Respondents without a disability (39%)
- Respondents aged 25-29 (64%), 30-44 (52%), and 45-59 (51%)
- Respondents from Canford Heath East ward (52%)

The following groups were more likely to visit UCP on a Weekend in 'Winter'

- Respondents without a disability (33%)
- Female respondents (33%)
- Respondents aged 25-29 (71%), 30-44 (43%), and 45-59 (43%)

Q8 Cont. Equality Analysis

The following groups were more likely to visit UCP Mid week in 'Spring'

- Respondents aged 65-74 (51%) and 60-64 (49%)

The following groups were more likely to visit UCP Mid week in 'Summer'

- Respondents without a disability (32%)
- Respondents aged 30-44 (39%)

The following groups were more likely to visit UCP Mid week in 'Autumn'

- Respondents without a disability (25%)
- Respondents aged 65-74 (31%)

The following groups were more likely to visit UCP Mid week in 'Winter'

- Respondents aged 60-64 (29%) and 65-74 (28%)

The following groups were more likely to visit UCP All week in 'Spring'

- Respondents aged 60-64 (32%)

The following groups were more likely to visit UCP All week in 'Summer'

- Respondents without a disability (18%)
- Respondents aged 60-64 (27%)

Q8 Cont. Equality Analysis

The following groups were more likely to visit UCP All week in 'Autumn'

- Respondents aged 60-64 (26%)

The following groups were more likely to visit UCP All week in 'Winter'

- Respondents without a disability (14%)
- Respondents aged 60-64 (25%)

The following groups were more likely to Never visit UCP in 'Summer'

- Respondents from Branksome East (22%), Canford Cliffs (11%), and Canford Heath West (10%) wards

The following groups were more likely to Never visit UCP in 'Autumn'

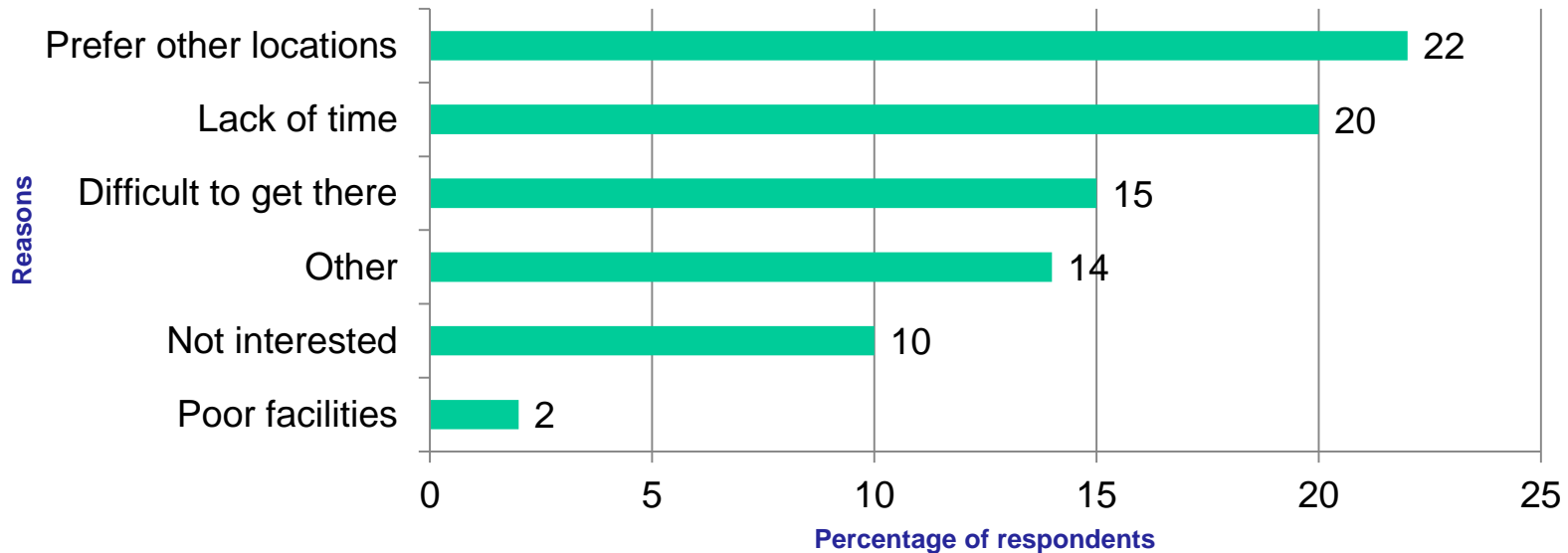
- Respondents from Branksome East (22%) ward

Upton Country Park



Q2. If you visit UCP 'less than once a year' or 'never' at all, please tell us why?

Reasons for low/non-attendance (%)



Base: 542

- Most respondents (22%) said they visited UCP 'less than once a year' or 'never' because they 'preferred other locations'
- This was followed by 'not having enough time to visit' (20%) and respondents 'finding it difficult to get to UCP' (15%)
- 'Other' reasons given for seldom, or never, visiting included preferring to go to other locations such as Poole Park (n=9) and the Beach (n=9). A full breakdown can be seen on the next page.

Q2 Cont. “Other - please specify”: Top 10 additional responses for low/non-attendance:

Reason	Number
I prefer to go to Poole Park	9
I prefer to go to the beach	9
Accessibility	7
I am immobile	7
Nothing of interest there	5
I am disabled	5
Live closer to other attraction/venue	4
Forget/don't think about UCP	4
I prefer coastal walks	3
I have no time	3

Base: 75 responses

- Most of the comments about accessibility were respondents saying that UCP was too far away (n=4)
- For those who said “there was little of interest there”, some said that they could not take their dogs off leads which defeated the purpose of taking them to UCP (n=2); and the bird hide was better in the 1980s (n=1)

Q2 Cont. Equality Analysis:

Responses as to why respondents never visited UCP or 'less than once a year' varied by **age**, **area** and whether they had a **disability** or not.

The following groups were more likely to explain their low attendance due to a 'lack of time'

- Respondents aged 45-59 (25%)

The following groups were more likely to say their low attendance was because it was 'difficult to get there'

- Respondents with a disability (19%)
- Respondents from Canford Cliffs ward (26%)

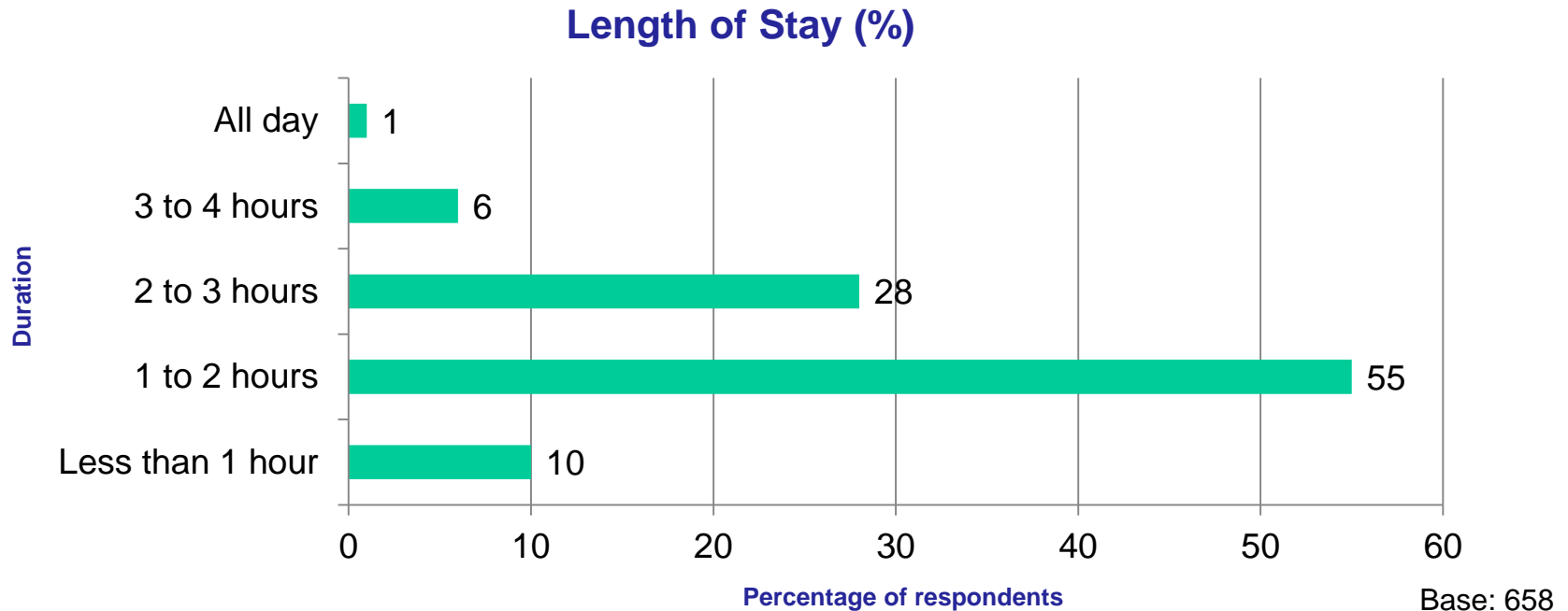
The following groups were more likely to say their low attendance was because they 'preferred another' location

- Respondents from Canford Cliffs (50%) and Branksome East (40%) wards

Upton Country Park



Q3. "How long do you stay at Upton Country Park?"



- Over half of respondents (55%) spend between 1 and 2 hours at UCP for each visit
- Just over a quarter of respondents (28%) spend between 2 and 3 hours each time they visit UCP
- 1% of respondents spend all day at the Park

Q3 Cont. Equality Analysis

How long respondents stayed at UCP varied by **age**.

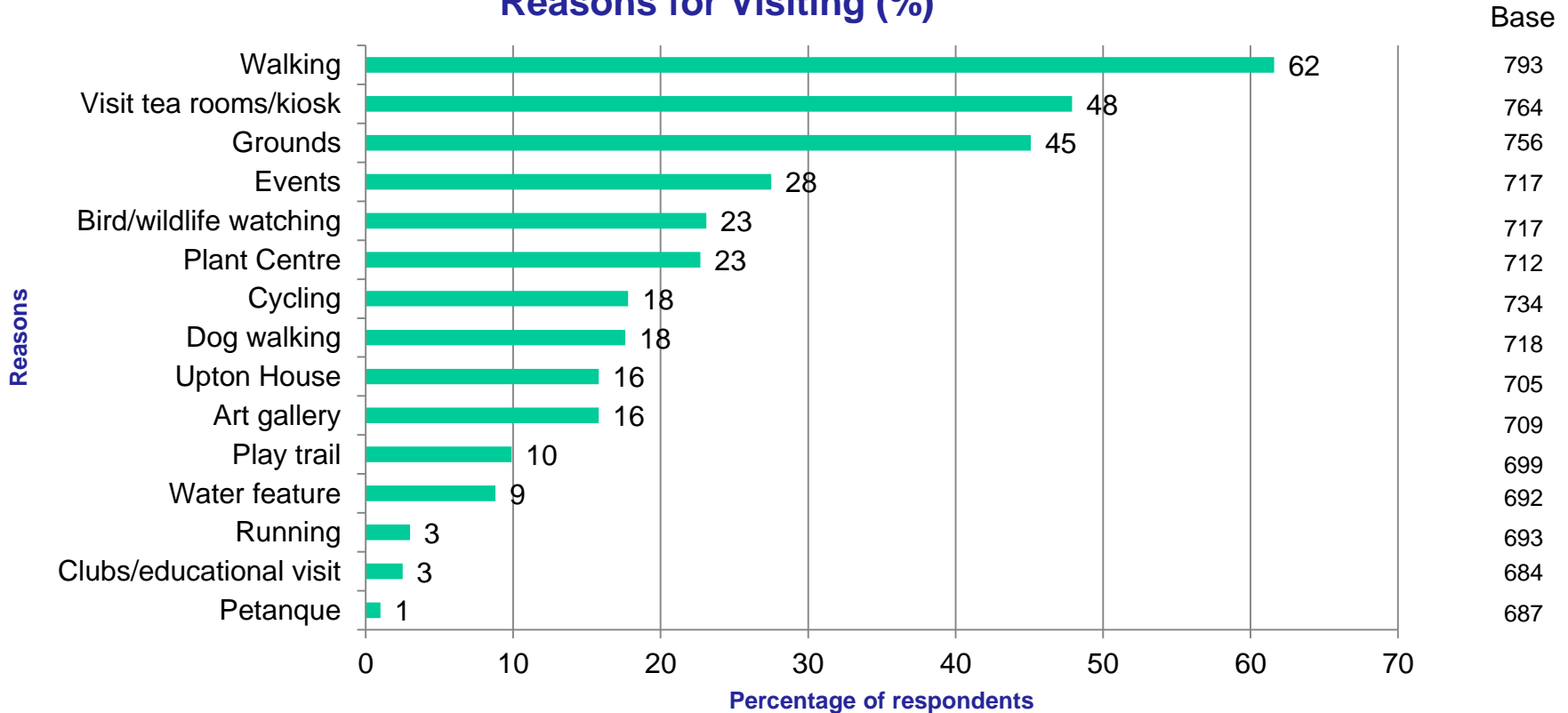
- Respondents aged 60-64 (67%) were more likely to visit for 1-2 hours
- Respondents aged 25-29 (54%) and 65-74 (37%) were more likely to visit for 2-3 hours

Upton Country Park



Q4. "Why do you visit Upton Country Park?"

Reasons for Visiting (%)



- Walking (62%) was the most popular reason for visiting UCP, while 48% said they visited to go to the tea rooms/kiosk, and 45% said they visited to explore the grounds
- Less than 10% of respondents visited UCP for the Water feature, running, clubs/education, and petanque

Upton Country Park



Q4 Cont. “Other – please specify” Top 10 additional reasons for visiting UCP:

Reason	Number
Social Events/Day Out	11
Activities	5
Events	5
Professional meetings	4
Gardens	3
Art exhibitions	2
Relaxation	2
Sport	2
Children’s Activities	2
Passing through	2

Base: 57 comments

- “Family outings” (n=6) were the most popular social event that respondents visited UCP for

Q4 Cont. Equality Analysis

Responses as to why respondents visit UCP varied by **age**, **area**, **ethnicity**, and whether they had a **disability** or not.

The following groups were more likely to visit UCP for 'Walking'

- Respondents without a disability (69%)
- Respondents aged 30-44 (77%) and 45-59 (71%)
- Respondents from Hamworthy West (81%) and Oakdale (76%) wards

The following groups were more likely to visit UCP for 'Cycling'

- Respondents without a disability (23%)
- Respondents aged 45-59 (32%) and 30-44 (26%)

The following groups were more likely to visit UCP for 'Dog Walking'

- Respondents aged 30-44 (25%)

The following groups were more likely to visit UCP to 'Visit the tea rooms/kiosk'

- Respondents without a disability (51%)
- Respondents from the 'White British' ethnicity (49%)

Q4 Cont. Equality Analysis

The following groups were more likely to visit UCP to attend 'Events'

- Respondents without a disability (30%)
- Female respondents (32%)

The following groups were more likely to visit UCP for 'Petanque'

- Respondents aged 65-74 (4%)

The following groups were more likely to visit UCP for 'Running'

- Respondents without a disability (4%)
- Respondents aged 30-44 (9%)

The following groups were more likely to visit UCP for the 'Play Trail'

- Respondents without a disability (12%)
- Female respondents (12%)
- Respondents aged 25-29 (31%) and 30-44 (26%)

The following groups were more likely to visit UCP for the 'Water Feature'

- Respondents without a disability (11%)
- Respondents aged 30-44 (20%)

Q4 Cont. Equality Analysis

The following groups were more likely to visit UCP for the 'Grounds'

- Respondents without a disability (50%)
- Respondents from the 'White British' ethnicity (46%)
- Respondents aged 30-44 (54%)

The following groups were more likely to visit UCP for the 'Bird/Wildlife Watching'

- Respondents without a disability (26%)
- Respondents aged 65-74 (33%) and 60-64 (32%)

The following groups were more likely to visit UCP for the 'Art Gallery'

- Respondents without a disability (19%)
- Female respondents (20%)
- Respondents aged 65-74 (21%)

Upton Country Park



Q5. “What’s the best thing about Upton Country Park?”

543 respondents (63%) answered this question, with the top 10 best characteristics outlined in the table below:

Characteristic	Number of responses
Beautiful location/environment	100
Free entry/parking	92
Open space	89
Peaceful/Relaxing	89
Walks	78
Trees/plants/countryside	59
Easily accessible	45
Grounds	43
Wildlife	41
Gardens	37
Tea Rooms/Café	30

“UCP is a lung for Poole residents”

“It’s free with lots of parking”

“An ideal place to relax”

- Most respondents (n=100) said that the ‘location’ of UCP was its best quality, with many appreciating that it provides a beautiful countryside environment in an urban setting
- Many respondents highly valued the quality of parking (=52), particularly because it was free (n=41)

Q6. “Is there anything about Upton Country Park that could be improved?”

310 respondents (36%) made suggestions for improving UCP. The most popular themes are outlined below:

Tea Rooms/Café (41)

- Longer opening hours (12)
- More seating (4)
- Better toilets (3)

Walks (24)

- Better drainage as can get very muddy (10)
- Better walkways (7)
- Variation in the walks (1)

Parking (23)

- More parking (8)
- More parking spaces for disabled (3)
- Introduce car parking charges to fund other developments (2)

Dogs (21)

- Should be allowed off leads (8)
- Should be on leads at all times (7)
- Dog waste should be managed better (5)

Upton Country Park



Q6 Cont. “Is there anything about Upton Country Park that could be improved?”

Upton House (20)

- Open House to the public (10)
- Make better use of the House (7)
- Furnish in period style (2)

Children’s Activities/Facilities (20)

- Better facilities for children (9)
- Proper playground for small children (eg. like at White Cliff + Moors Valley) (5)
- Extend the play trail (3)

Events (13)

- More events (8)
- Open air theatre (1)
- Music events (1)

Information/Advertising (12)

- Better + more signposting (6)
- Advertise facilities better (4)
- System of Tree/Shrub identification (1)

More Seating (12)

- More picnic tables (4)
- More covered seating for wet weather (2)

Q6 Cont. “Is there anything about Upton Country Park that could be improved?”

Cycling (11)

- Reduce speed of cyclists on walkways as currently dangerous (5)
- Improved cycle routes through park (4)

Accessibility (11)

- Improve disabled access (2)
- Improve access at Hamworthy Bridge End (2)

Bird Watching/Hide/Wildlife (11)

- Replace birdhide (5)
- More farm animals as in the past (2)
- Reposition birdhide (2)

Facilities (11)

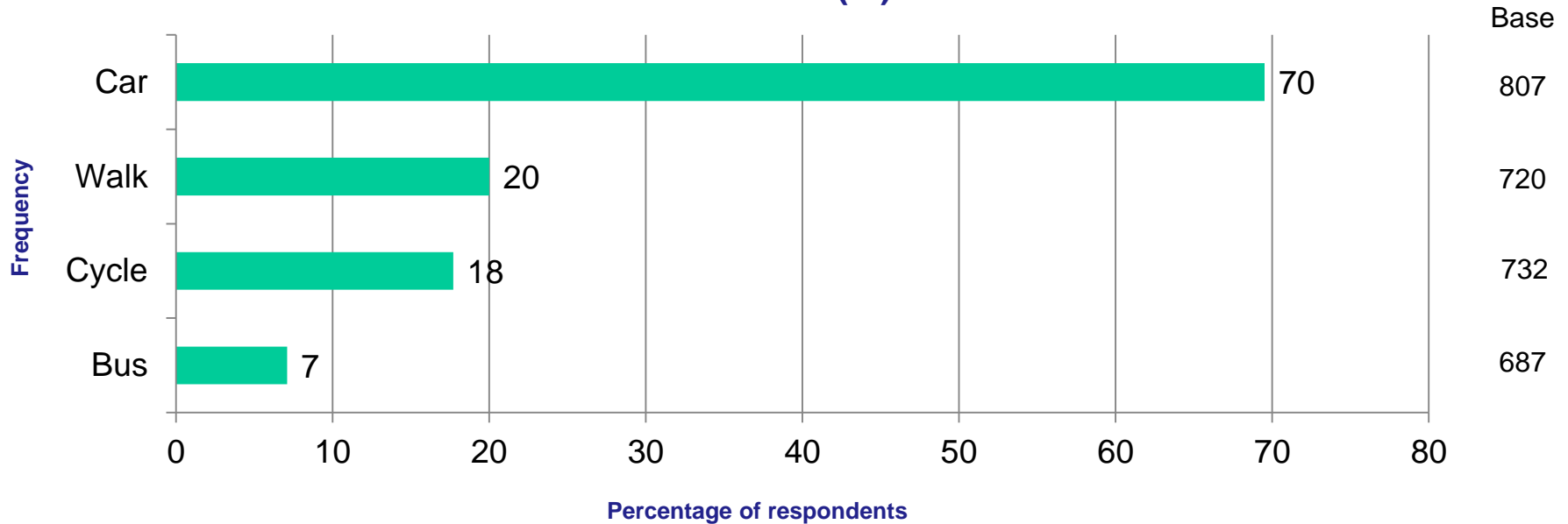
- Improve toilets (5)
- Toilets open for longer (2)
- More visitors facilities (2)

Upton Country Park



Q7. "How do you access Upton Country Park?"

Travel to UCP (%)



- The majority of respondents (70%) go to UCP by car, while 20% said they walked
- Taking the bus (7%) was least popular method of travelling to the park
- 'Other' methods of getting to UCP included 'getting a lift' (n=8) and 'jogging' (n=5)

Q7 Cont. Equality Analysis

Responses as to how respondents access UCP varied by **age**, **area**, **gender**, and whether they had a **disability** or not.

The following groups were more likely to visit UCP by 'Bus'

- Respondents from Branksome West (17%) and Poole Town (14%) wards

The following groups were more likely to 'Cycle' to UCP

- Respondents without a disability (24%)
- Male respondents (22%)
- Respondents aged 45-59 (30%) and 30-44 (25%)
- Respondents from Broadstone (31%) and Merley and Bearwood (31%) wards

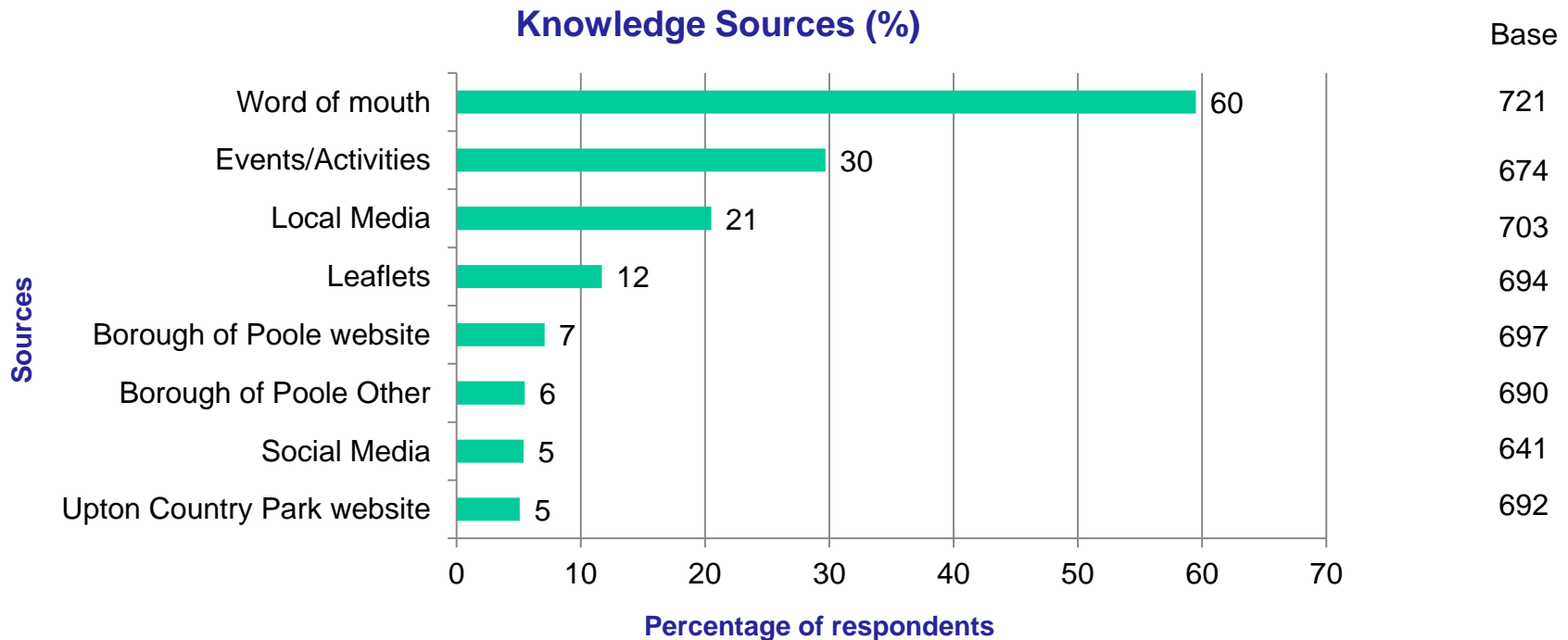
The following groups were more likely to 'Walk' to UCP

- Respondents without a disability (24%)
- Respondents aged 60-64 (29%) and 45-59 (28%)
- Respondents from Hamworthy West (68%), Hamworthy East (62%), and Creekmoor (35%) wards

Upton Country Park



Q9. "How do you know about Upton Country Park?"



- Most respondents (60%) said they knew about UCP through 'word of mouth'
- 'Events/Activities' (30%) and 'Local Media' (21%) were also popular sources of knowledge about UCP
- The fewest respondents (5%) said they knew about UCP through the 'UCP website' or via 'Social Media'
- Other knowledge sources included 'Knowing about UCP from living in Poole/Dorset' (n=58); 'Living near the park' (n=38); 'From previous visits' (n=30); 'Just knowing about it' (n=24); 'Passing by' (n=17); 'Signposts' (n=9); and 'Through work' (n=7)

Q9 Cont. Equality Analysis

Responses as to how respondents knew about UCP varied by **age**, **area**, **gender**, and whether they had a **disability** or not.

The following groups were more likely to know about UCP through ‘Word of Mouth’

- Respondents from Oakdale (71%) ward

The following groups were more likely to know about UCP via the ‘UCP Website’

- Respondents without a disability (7%)
- Female respondents (8%)
- Respondents aged 25-29 (21%) and 30-44 (12%)

For Further Information



Sean Bevis
Research Officer
Corporate Research
Borough of Poole
Civic Centre, BH15 2RU

Tel: 01202 633354

Email: s.bevis@poole.gov.uk

www.boroughofpoole.com/opinions - our research and consultation results and on-line consultations

www.boroughofpoole.com/statistics - Poole statistics on-line

www.boroughofpoole.com/yourpoole - our on-line mapping service