



people spaces places

# Jellicoe Water Gardens

## HLF Parks for People R2 Submission

### Visitor Survey Report

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LOTTERY FUNDED



# Jellicoe Water Gardens

## Visitor Survey Report

### Contents

1	Introduction.....	1
2	Respondent Profile.....	1
3	Analysis .....	3
3.1	Visiting the Jellicoe Water Gardens .....	3
3.2	Satisfaction with the Jellicoe Water Gardens.....	8
3.3	Awareness of the Heritage Lottery Fund project.....	10
3.4	Improvements.....	11
3.5	Events and Activities .....	15
3.6	Volunteering and community activity .....	16

## 1 Introduction

In order to inform proposals for the submission to Heritage Lottery Fund, a visitor survey was conducted regarding use of the Jellicoe Water Gardens in Hemel Hempstead between 6th August and 5th September 2013. The survey was hosted online and face-to-face surveys were completed by the project team. The survey was promoted in the Gardens and through social media and a total of 159 surveys were completed.

## 2 Respondent Profile

A total of 159 surveys were completed by individuals, of which 53.3% were female, a slight over-representation of females compared to the profile of the nominal 1km catchment of Jellicoe Water Gardens. Around nine in ten respondents (93.2%) described themselves as White British, which roughly corresponds to the demographics of the Garden's catchment. One in ten respondents (10.2%) stated that they have a disability that affects their use of the Gardens.

Table 1 below shows the age profile of respondents compared against the profile of those people residents in the 1km catchment of the Gardens. This is based on a sample of 152 respondents providing optional demographic monitoring data.

Age of respondent	Visitor Survey		1km Catchment	
	n	%	n	%
Under 16	-	-	3,309	18.7%
16 – 24	11	7.2%	1,893	10.7%
25 – 34	29	19.1%	2,665	15.0%
35 – 44	29	19.1%	2,538	14.3%
45 – 54	39	25.7%	2,562	14.5%
55 - 64	22	14.5%	1,947	11.0%
65 – 74	16	10.5%	1,271	7.2%
75+	6	3.9%	1,529	8.6%
<b>Total</b>	<b>152</b>	<b>100.0%</b>	<b>17,716</b>	<b>100.0%</b>

Table 1 Age Profile

A quarter of respondents (25.7%) were aged between 45 and 54 years old, which is greater than the proportion of people within this age range that live within 1km of the Gardens. The views of those people under 16 were generally under-represented (and a separate consultation process with young people is being carried out), with an over-representation of responses from all age groups between 25 years old and 74 years old.

In order to understand where respondents and users of the Water Gardens live the survey requested the first four digits of the respondents home postcode (comprising postcode district and the first character of the inward postcode sector). The (partial) postcodes located within the nominal 1 Km catchment of the Water Gardens include (parts of) HP1 1 , HP1 3, HP2 4 HP2 5 and HP3 9.

	n
HP2 5	23
HP1 1	21
HP2 4	14
HP2 6	13
HP1 3	12
HP3 8	9
HP3 9	9
HP1	7
HP2 7	6
HP1 2	5
HP3 0	4
HP2	3
HP4	3
HP4 2	3
HP3	2
AL3 8	1
AL4 9	1
HP3 0	1
HP4 1	1
LU5	1
LU7	1
SG1 5	1
HP1 4	1
HP2 1	1
HP2 3	1
<b>Total</b>	<b>143</b>

Table 2 Postcodes of respondents

Table 2 above shows the responses received by frequency. Many of the respondents to the visitor survey would appear to live in reasonable proximity to the Water Gardens or further afield within Hemel Hempstead. However, some visitors, albeit relatively small numbers would appear to live further afield in 'AL' (St Albans), 'LU' (Luton) and 'SG' (Stevenage) postcode areas.

### 3 Analysis

#### 3.1 Visiting Jellicoe Water Gardens

Respondents were asked how often they had visited the Jellicoe Water Gardens over the last 12 months, and table 3 below demonstrates that there was a range of responses received.

Around a fifth (20.9%) of respondents indicated they visit on a frequent basis of once or twice a week with a further 5.1% suggesting they visit daily. Just over a quarter of respondents (26.6%) stated that they visit the Gardens infrequently (1 to 3 times a year).

	n	%
Every day/most days	8	5.1%
Once or twice a week	33	20.9%
2 or 3 times a month	27	17.1%
Once a month	16	10.1%
4 - 11 times a year	22	13.9%
1-3 times a year	42	26.6%
Never	10	6.3%
<b>Total</b>	<b>158</b>	<b>100.0%</b>

Table 3 Frequency of visit

Dwell time within Jellicoe Water Gardens is typically very low with the majority of respondents spending less than 30 minutes in the Gardens (80.3%), with a further 18.4% indicating that they spend between 30 minutes to 1 hour here. Almost no one spends more than 1 hour at Jellicoe Water Gardens.

	n	%
Less than 30 minutes	118	80.3%
30 minutes to 1 hour	27	18.4%
Over 1 to 2 hours	1	0.7%
Over 2 hours and less than 4 hours	1	0.7%
4 hours or more	-	-
<b>Total</b>	<b>147</b>	<b>100.0%</b>

Table 4 Length of visit

The adjacent car parks appear to be important in supporting visit to Jellicoe Water Gardens (and the town centre) with more than two thirds of respondents (68.0%) indicated that they use the Parking facilities. However, those using the car parks to access the gardens appear to do so fairly infrequently with over half (52%) suggesting their use was less than once a month.

	n	%
Yes	100	68.0%
No	47	32.0%
<b>Total</b>	<b>147</b>	<b>100.0%</b>

Table 5 Use of the Parking Facilities

	n	%
Every day (5-7 times a week)	-	-
Most days (3-5 times a week)	4	4.0%
Some days (1-3 times a week)	19	19.0%
More than once a month	25	25.0%
Less than once a month	52	52.0%
Never	-	-
<b>Total</b>	<b>100</b>	<b>100.0%</b>

Table 6 Frequency of use of parking facilities

The most popular method of travel to the Jellicoe Water Gardens reported by respondents was travel by car. Around two thirds of respondents indicated that they travelled to the Gardens in this manner (66.2%), with around half (56.8%) stating they walk to the Gardens. Despite the proximity of the bus station to the Gardens, only 14.9% stated they travelled by bus.

	n	%
Car	98	66.2%
On foot	84	56.8%
Bus	22	14.9%
Bicycle	6	4.1%
Taxi	1	0.7%
Other	1	0.7%
Coach	-	-
Mobility scooter	-	-
Motorbike	-	-
Train	-	-
<b>Total</b>	<b>148</b>	<b>100.0%</b>

Table 7 Method of Travel

Respondents were then asked how long it takes them to travel to the Gardens. Table 8 below demonstrates that three quarters of respondents (76.5%) travel for less than 15 minutes, with 5 to 10 minutes most frequently cited. However, it can also be seen that one in ten respondents stated that they travel for more than 20 minutes to visit the Gardens (and the Town Centre).

	n	%
Less than 5 minutes	17	11.4%
5 to 10 minutes	60	40.3%
11 to 15 minutes	37	24.8%
16 to 20 minutes	19	12.8%
21 to 30 minutes	11	7.4%
Over 30 minutes	5	3.4%
<b>Total</b>	<b>149</b>	<b>100.0%</b>

Table 8 Travel time

Overall the current range of uses would appear to be fairly limited. The visitor survey found that the vast majority of respondents use the Water Gardens primary as a route to the town centre (82.8%), with observing wildlife (32.7%) and relaxing (21.8%) also popular reasons for visiting.

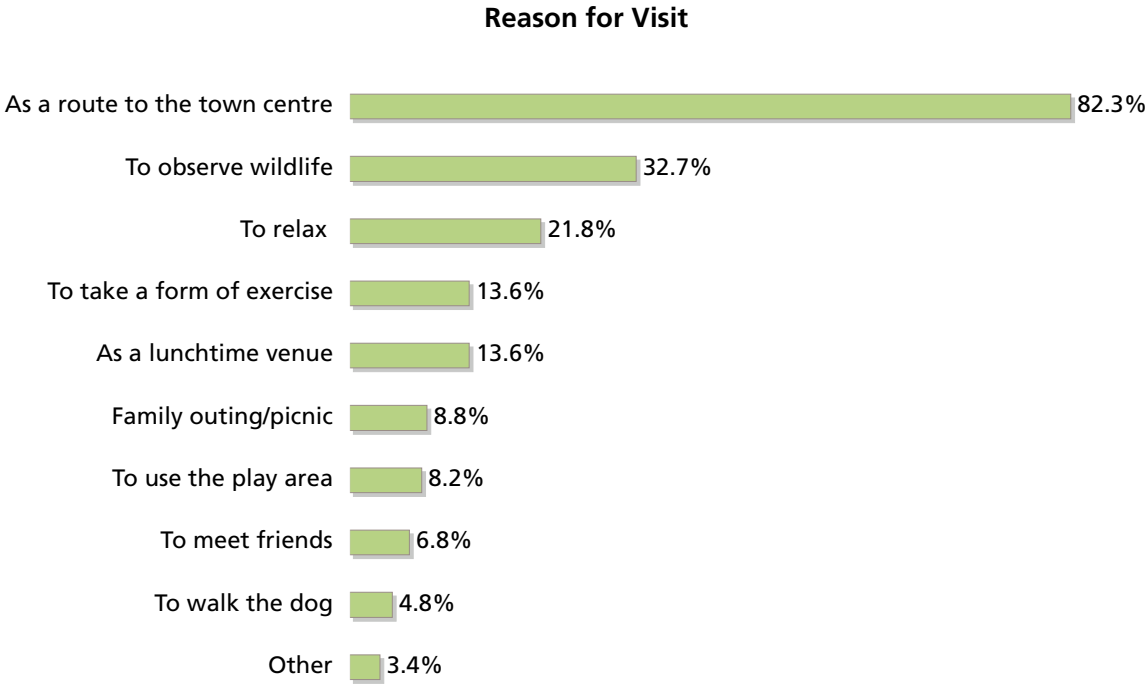


Chart 1 Reason for visit

Respondents were asked how safe they felt when visiting the Jellicoe Water Gardens at different times of the day. The table below illustrates that four in five respondents (81.8%) felt either very safe or fairly safe when visiting the gardens during the day.

	n	%
Very safe	50	33.8%
Fairly safe	70	47.3%
A bit unsafe	26	17.6%
Very unsafe	2	1.4%
Total	100	100.0%

Table 9 Perception of safety (Daytime)



The main concerns about safety during the day appear to relate to:

- General health & safety concerns (12 responses)
- Street drinkers (11)
- Lack of visibility (7)
- Lack of lighting or poor lighting (6)
- Litter (2)

Around a quarter of respondents (25.7%) stated that they had never visited the Gardens in the evening or at night and of those that had, three in five stated that they felt either slightly unsafe or very unsafe (60.2%).

	n	%
Very safe	8	7.3%
Fairly safe	35	31.8%
A bit unsafe	45	40.9%
Very unsafe	22	20.0%
Total	110	100.0%

Table 10 Perception of safety (Night time)

A range of open responses were received about reasons for feeling unsafe in Jellicoe Water Gardens at night. These are summarised below.

- Lighting (29 responses)
- Visibility (28)
- General perceptions of personal safety (15)
- Street drinkers (15)
- Other (8)
- Litter (2)

**3.2 Satisfaction with the Jellicoe Water Gardens**

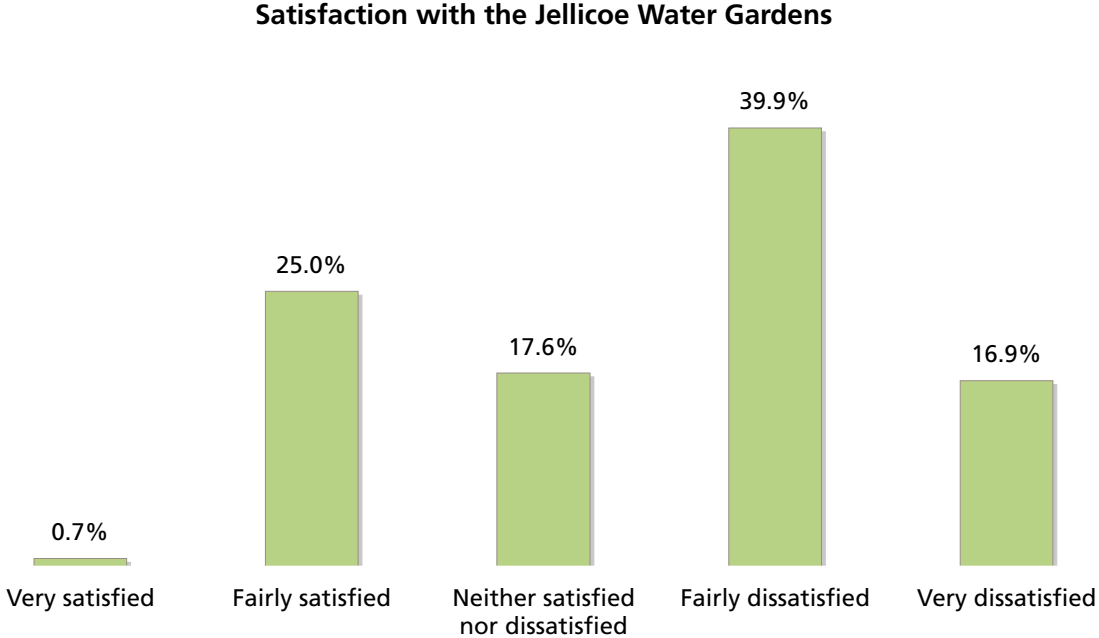


Chart 2 Satisfaction with the Jellicoe Water Gardens

The chart above demonstrates that there are relatively low levels of satisfaction with the Jellicoe Water Gardens, with 39.9% of respondents stated that they are fairly unsatisfied with the Gardens and a further 16.9% indicating that they are very unsatisfied. By comparison just a quarter of respondents (25.0%) stated that they were fairly satisfied with the Gardens.

Table 11 below demonstrates the reasons for satisfaction. The top reasons would appear to relate to the character and proximity of the space: nearly three quarters (74.4%) of respondents liked having the gardens nearby, they liked the nature / wildlife (71.8%) and they liked the open space (53.8%).

	n	%
Like having the gardens locally	29	74.4%
Like the nature / wildlife	28	71.8%
Like the open space	21	53.8%
Sense of tranquility	18	46.2%
Good facilities for children	6	15.4%
The area is clean / free of litter / well maintained	5	12.8%
Good facilities	3	7.7%
Good place to walk the dog	3	7.7%
Other	1	2.6%
<b>Total</b>	<b>39</b>	<b>100.0%</b>

Table 11 Reasons for being satisfied

Chart 3 below shows the main factors generating dissatisfaction with Jellicoe Water Gardens. Respondents were most dissatisfied with the litter / lack of maintenance (79.8%), the prevalence of street drinkers in the gardens (64.3%) or bird droppings (61.9%). Poor light and poor facilities ranked fourth and fifth each cited by over four out of ten respondents.

### Reasons for being dissatisfied

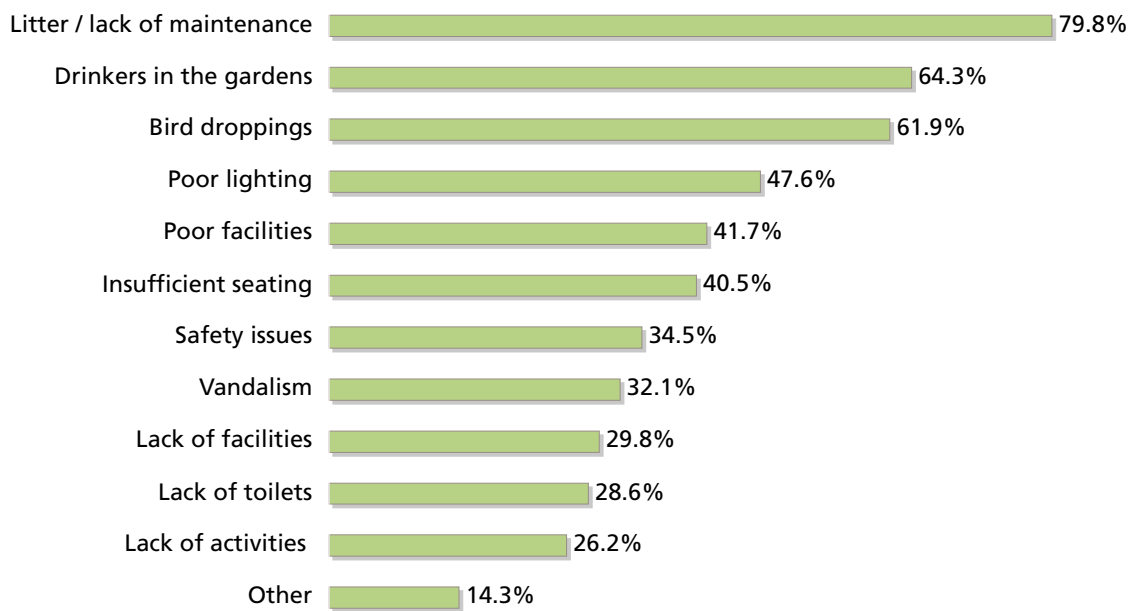


Chart 3 Reasons for being dissatisfied

### 3.3 Awareness of the Heritage Lottery Fund project

The visitor survey sought to gauge the level of awareness of the Heritage Lottery Fund project to regenerate and improve the Gardens. It was found that overall, the majority of respondents were aware of the project (55.1%).

	n	%
Aware	86	55.1%
Unaware	70	44.9%
Total	156	100.0%

Table 12 Awareness of the Heritage Lottery Fund Project

Of those that were aware of the project, table 13 below shows that the most frequently cited source of information was a local / national newspaper, followed by the council website or the Dacorum Digest (residents magazine published by Dacorum Borough Council).

	n	%
Local / national newspaper	27	31.8%
Council website	12	14.1%
Dacorum Digest (resident's magazine)	10	11.8%
Councillor / Dacorum Borough Council member of staff	8	9.4%
Word of mouth	8	9.4%
Google / Internet	7	8.2%
Other	7	8.2%
Friends of the Water Gardens	4	4.7%
August 10th event in Hemel Hempstead	2	2.4%
Local radio	-	-
<b>Total</b>	<b>85</b>	<b>100.0%</b>

Table 13 Source of information

### 3.4 Improvements

Respondents were asked whether they felt the Jellicoe Waters had improved, stayed the same or got worse in the last three years. Table 14 demonstrates that around half of respondents (49.6%) felt that the Gardens had got worse in the last three years, with 44.5% stated they felt that the Gardens had stayed the same.

	n	%
Improved	8	5.8%
Stayed the same	61	44.5%
Got worse	68	49.6%
<b>Total</b>	<b>137</b>	<b>100.0%</b>

Table 14 Improvement in the Gardens over the last 3 years

Respondents were asked to detail the changes or improvements they would like to see in the Jellicoe Water Gardens. The responses received can be summarised as follows:

- Better maintenance (36)
- Better planting / trees (30)
- Seating (25)
- Better Information / Signage (22)
- Better Paths (20)
- Better Lighting (19)
- Control of Geese (18)
- Improved Water Quality(17)
- Staffing/ Safety / Security (14)

- Nature / Wildlife (13)
- Less Litter (12)
- Better Grass areas (10)
- Café / Facilities (9)
- More Events and Activities (9)
- Better Parking (8)
- Activity Trails (8)
- Statues (7)
- Better Landscaping (7)
- Control of street drinking (7)
- Better Play Area (6)
- Toilets (2)
- General other comments (20)

Jellicoe Waters Gardens are considered by many respondents to be an important asset to Hemel Hempstead. Nearly four in five respondents (78.3%) believed the gardens to be either extremely important or very important, with just 3.8% regarding the Gardens to be not at all important.

	n	%
Extremely important	69	43.9%
Very important	54	34.4%
Moderately important	26	16.6%
Slightly important	2	1.3%
Not at all important	6	3.8%
<b>Total</b>	<b>157</b>	<b>100.0%</b>

Table 15 Importance of the Gardens

The location of the Gardens emerged as the most liked feature (78.4%), with the trees / nature (73.9%) and being close to the water (73.2%) also popular features. The play area received relatively low levels of support.

	n	%
Location - convenience / close to town centre	120	78.4%
Trees / nature	113	73.9%
Like being close to the water	112	73.2%
Peace and quiet	83	54.2%
The sculptures	67	43.8%
Planting displays	54	35.3%
The play area / space	26	17.0%
Other	9	5.9%
<b>Total</b>	<b>153</b>	<b>100.0%</b>

Table 16 Most liked feature of the Gardens

Respondents were asked about potential community facilities and catering and refreshment provision. Table 17 below demonstrates that two thirds of respondents (68.0%) wished to see some form of café, tea room or restaurant within the gardens. The provision of more information on the Water Gardens / town centre was also popular.

	n	%
Cafe / tea room / refreshments	100	68.0%
Information on the Water Gardens / town centre	77	52.4%
Toilet facilities	77	52.4%
Gift shop / local produce	46	31.3%
Other	23	15.6%
<b>Total</b>	<b>147</b>	<b>100.0%</b>

Table 17 Support for provision of community facilities

In terms of catering and refreshment provision, respondents were asked what would be the most appropriate level of catering could be provided through any new community facilities. Around half of all respondents (49.7%) indicated that they would like to see a tea room (or similar style catering) featuring hot drinks and basic food, with café style catering (45.8%) also popular.

	n	%
Tea room (hot drinks / basic food)	77	49.7%
Cafe (light lunches etc)	71	45.8%
Kiosk (ice cream / drinks)	46	29.7%
None	36	23.2%
Not interested / Don't know	9	5.8%
Restaurant (full service)	7	4.5%
Vending machine	2	1.3%
Total	155	100.0%

Table 18 Provision of catering and refreshments

Whilst catering and refreshment provision was generally desired around one in five (21.4%) of respondents stated they would visit once or twice a week with a further third (31.3%) indicating less frequent use (2-3 times a month). One quarter (23.7%) of respondents suggested they would not use refreshment facilities at Jellicoe Water Gardens.

	n	%
Every day / most days	2	1.5%
Once or twice a week	28	21.4%
2 or 3 times a month	41	31.3%
Once a month	10	7.6%
4 - 11 times a year	7	5.3%
1 - 3 times a year	12	9.2%
Would not use	31	23.7%
Total	131	100.0%

Table 19 Potential frequency of use of catering and refreshments

As can be seen below, around two thirds of respondents (64.9%) stated that they either strongly support or support the creation of a new Jellicoe Water Gardens community building or facility as part of the redevelopment of the Water Gardens.



	n	%
Strongly support	49	33.1%
Support	47	31.8%
Neutral	27	18.2%
Against	11	7.4%
Strongly against	14	9.5%
Total	148	100.0%

Table 20 Support for community building

### 3.5 Events and Activities

Respondents were asked to indicate the types of events and activities they would like to see provided in the Jellicoe Water Gardens. As table 21 illustrates, there was wide support for a range of events and activities. The most interest was for events and activities relating to nature and wildlife (66.7%), music (63.7%) and local history and heritage (60.0%).

	n	%
Nature and wildlife	90	66.7%
Music	86	63.7%
Local history and heritage	81	60.0%
Cultural Festivals	69	51.1%
Practical nature conservation workdays	60	44.4%
Guided walks and talks	51	37.8%
Arts and crafts	50	37.0%
Children and young people activities	49	36.3%
Archeological	49	36.3%
Practical horticultural and gardening workdays	47	34.8%
Healthy living	32	23.7%
Sports and coaching	20	14.8%
Other	6	4.4%
Total	135	100.0%

Table 21 Support for events and activities

### 3.6 Volunteering and community activity

Around two in five respondents (43.0%) reported that they had not taken part in any volunteer activity over the last 12 months. Three in ten (29.8%) indicated that they had volunteered at least once a month and a similar proportion (27.2%) stated that they had volunteered less often.

	n	%
At least once a month	45	29.8%
Less often	41	27.2%
I have not volunteered at all in the last 12 months	65	43.0%
Total	151	100.0%

Table 22 Volunteering during the last 12 months

Two in five respondents who completed the survey (42.0%) stated that they were members of a voluntary organisation and 28.4% reported that they were members of a Neighbourhood Watch Scheme. Just one in ten respondents (11.1%) indicated that they were part of the Friends of the Water Gardens.

	n	%
A voluntary organisation	34	42.0%
A Neighbourhood Watch scheme	23	28.4%
A sports club	18	22.2%
Other	15	18.5%
Neighbourhood action	12	14.8%
Friends of the Water Gardens group	9	11.1%
A residents' association	9	11.1%
Total	81	100.0%

Table 23 Membership of local organisations