

Bath & North East Somerset Council

Keynsham Memorial Park

Discovery and Understanding Survey Report



Section 1: Introduction

Bath & North East Somerset (B&NES) Council is working with Keynsham Town Council to make improvements to Keynsham Memorial Park.

A Discovery and Understanding survey was carried out for a duration of 8 weeks between Friday 4th March and Friday 29th April 2022 using the online platform [surveymonkey.com](https://www.surveymonkey.com). The purpose of the survey was to gather information about issues currently experienced at the park and to identify priorities for future improvements.

The survey was promoted both online and via paper medium and was available to anyone who has a connection with the park. A range of B&NES Council online media were used including website news items, twitter, newsletters, and a press release. Keynsham Town Council also promoted it through their social media network. Physical posters were placed in Keynsham Memorial Park, the High Street noticeboard, and the library. An article was published promoting the survey in the local newspaper 'The Week In' Issue 721.

B&NES Parks Team interviewed representatives of the following groups between February and April 2022 to better understand their aspirations for the park:

- Keynsham Abbey Volunteers,
- Keynsham Music Festival,
- Keynsham Now,
- Keynsham Bowls Club,
- Keynsham Town Council's Sustainability Committee, and
- Keynsham Wombles.

We also ran a 'drop in and chat' session in the park in May 2022.

A total of 668 people participated in the online survey, and we would like to thank everyone that helped with the study.

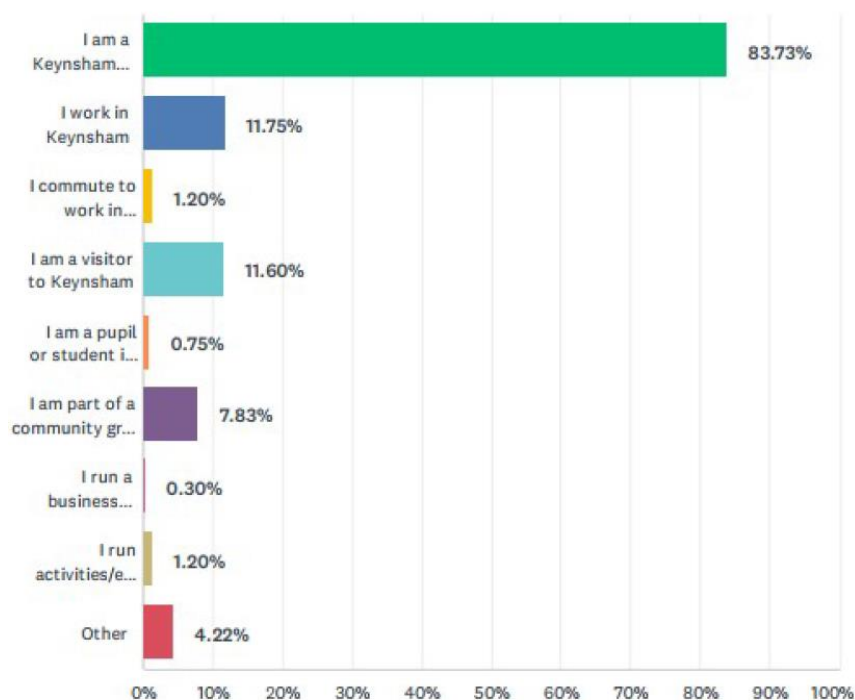
This report will summarise the main findings for each question and the next steps to be undertaken.

Section 2: Key Findings

Keynsham Park Survey Section

Question 1: Let us know your connection to Keynsham Park

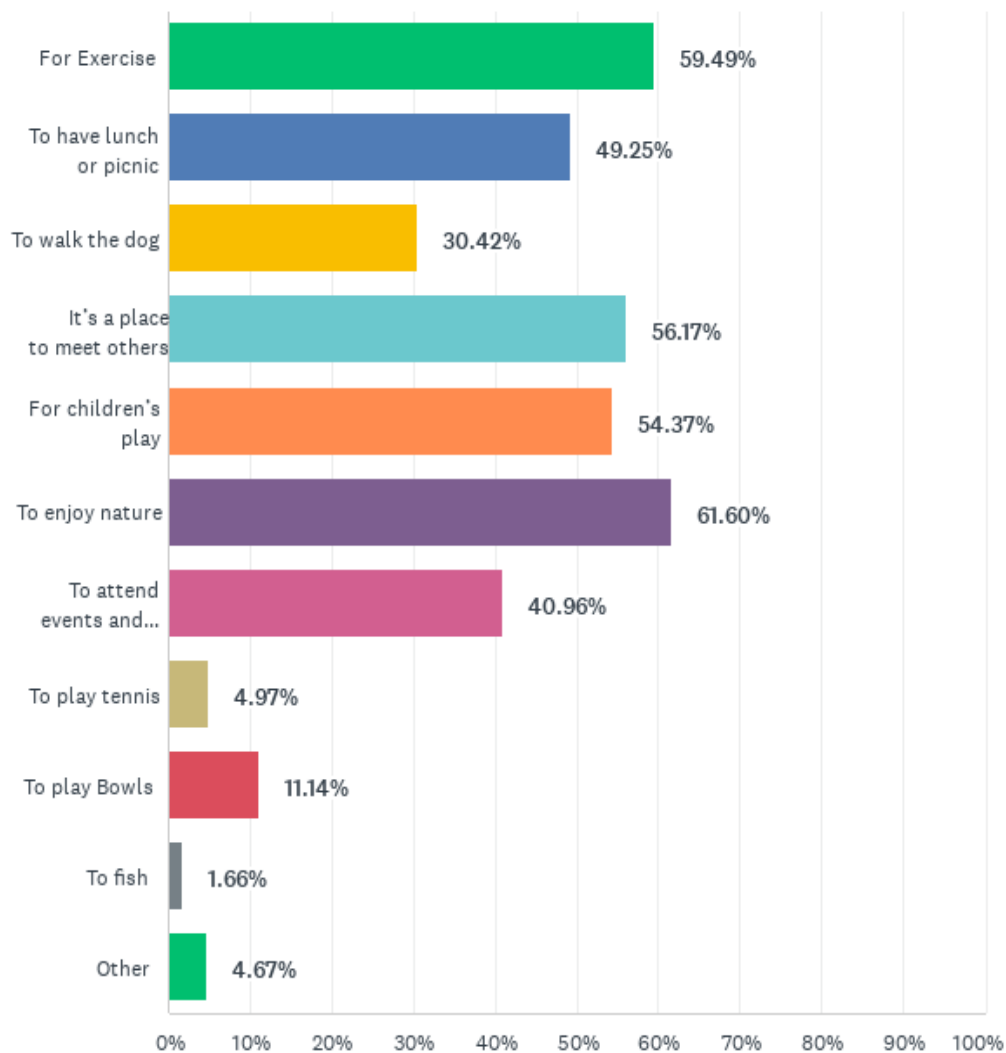
Response Rate: 99.4%



The majority of park users who responded are Keynsham residents (83.73%). The second highest group which responded are people who work in Keynsham (11.75%), closely followed by visitors to Keynsham (11.6%). 7.83% of responders are part of a community group with an interest in the park. 4.22% of responders fall within the 'Other' category. People who commute to work in Keynsham and those who run activities or events related to the park both contributed 1.2% of the survey responses. The lowest number of responders at 0.3% run a business related to the park.

Question 2: How do you use Keynsham Memorial Park? Please select all that apply

Response Rate: 99.4%



The top five reasons for using the park were identified as 'To enjoy nature' (61.6%), 'For exercise' (59.49%), 'It's a place to meet others' (56.17%), 'For children's play' (54.37%) and 'To have lunch or picnic' (49.25%). Fishing was the least popular reason for using the park scoring 1.66%.

Question 3: Are there any issues with the park that impact your ability to use or enjoy the park?

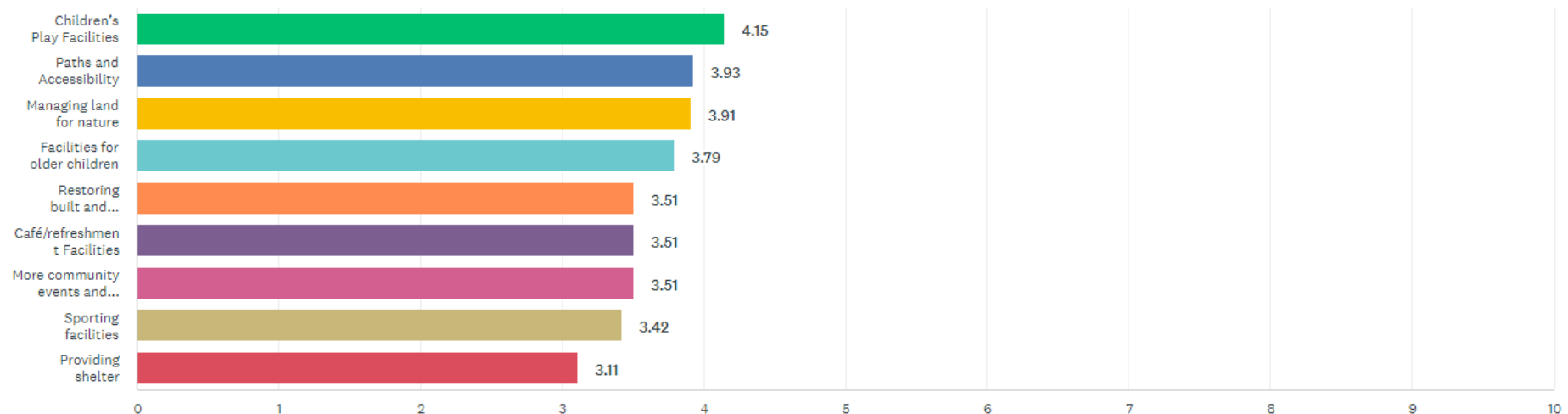
Response Rate: 64.5%

There was a total of 431 comments in response to Question 3. The most notable issues included the following:

- Footbridge replacement,
- Anti-social behaviour,
- Off-lead dogs,
- No play equipment for children over 6yrs old,
- Not enough benches,
- Narrow path width causes conflict,
- Poor river health,
- Flooding of paths from springs,
- Bandstand area is unsightly,
- Skatepark is too small, conflict between ages/abilities,
- Swing gates prevent access with mobility scooters,
- Low lighting level,
- Poor entrances/access from Avon Mill Lane,
- Poor entrance by the Abbey Remains,
- High hedge around the Bowls Club obscures the view,
- Lack of cycle route through park,
- Needs more sports facilities,
- Poor café, no indoor space,
- No shelter,
- Greater focus on conservation for nature, and
- No disabled play equipment.

Question 4: Which areas do you think are priorities for investment?

Response Rate: 98%



The above graph displays a 'weighted average' to rank priorities, showing the greatest three priorities as 'Children's Play Facilities' (4.15), 'Paths and Accessibility' (3.93) and 'Managing land for nature' (3.91). Providing facilities for older children also scored highly as an investment priority at 3.79. Restoring built and natural heritage, Café/refreshment facilities and more community events and activities received the same level of support as a priority area at 3.51. Investing in sporting facilities and shelter provision were identified as the lowest priorities at 3.42 and 3.11 respectively.

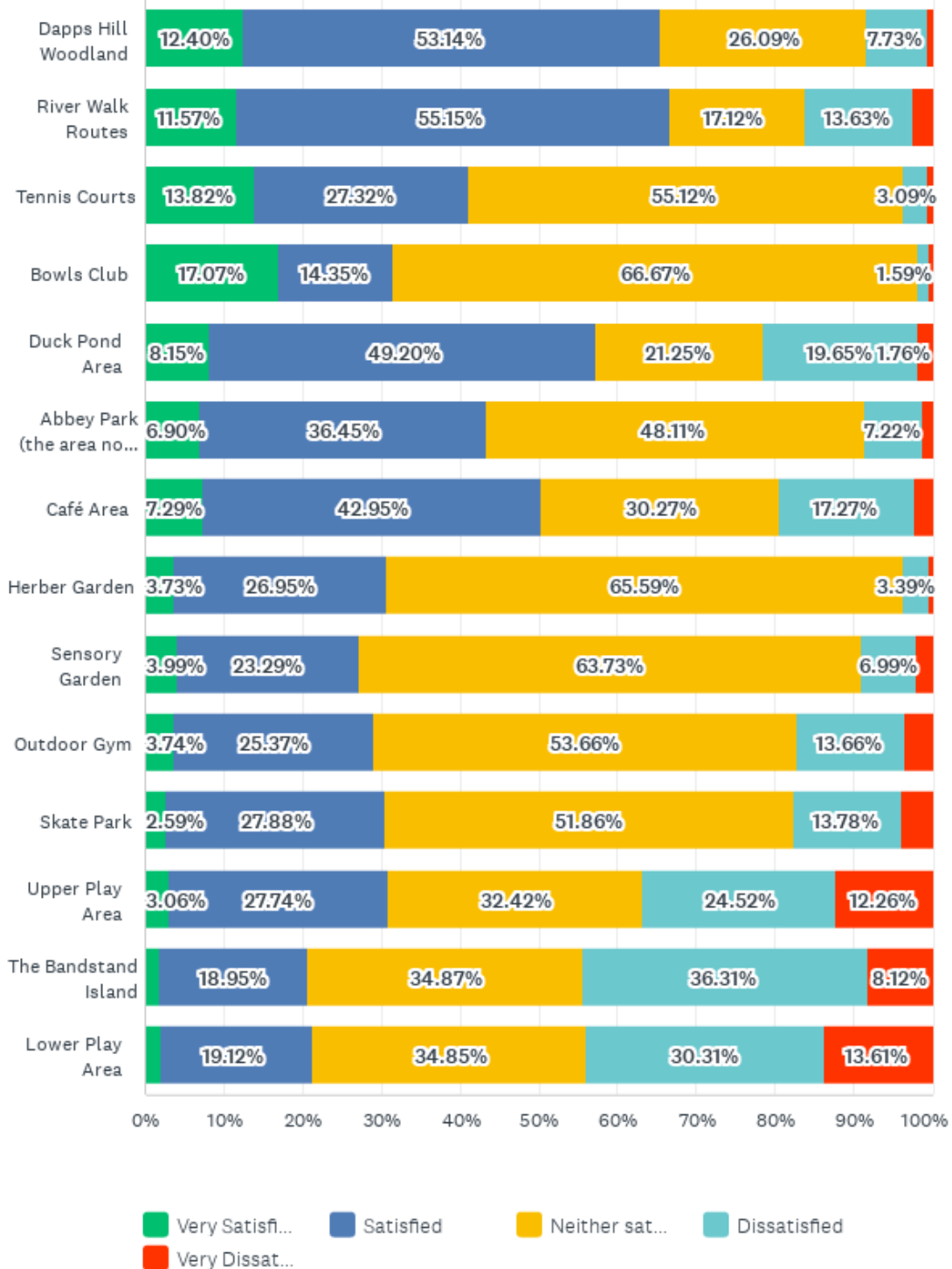
A comments section accompanied Question 4 to allow responders to expand on suggestions for investment priority areas. A total of 51 comments were received, with some of the key suggestions as follows:

- Restoring the river to good health,
- Include opportunities for community cohesion/responsibility,
- More seating to accommodate need of older people,
- More picnic areas,
- Include active travel routes,
- Access to the water by bandstand,
- Challenging play for all ages,
- Good café/restaurant,
- Remove invasive species (Himalayan balsam),
- Widen paths,
- Enhance heritage features (waterwheel), and
- Build skateboard ramp for young children.

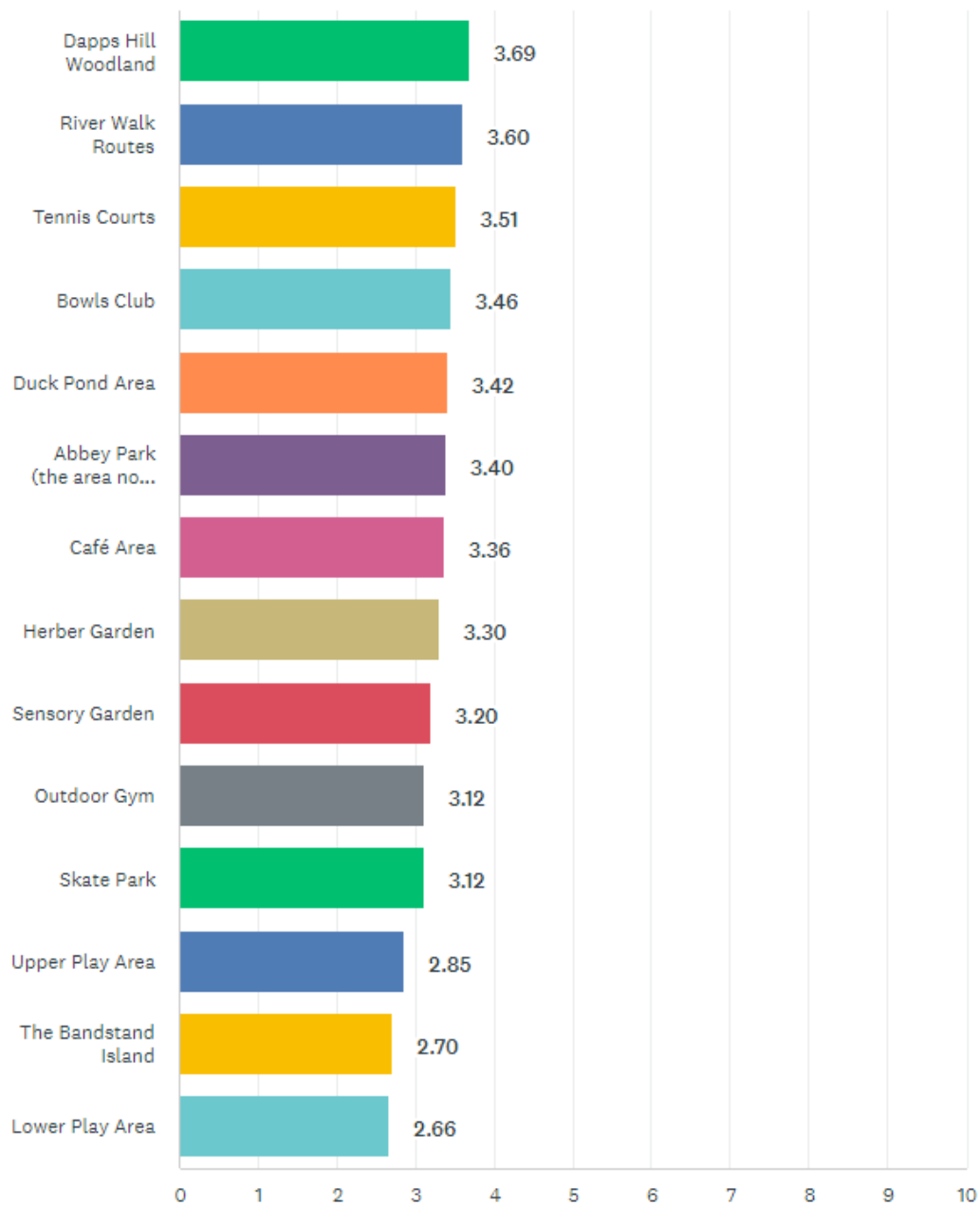
Question 5: Are there any areas of the park you are particularly satisfied or dissatisfied with?

Response Rate: 97.8%

A.



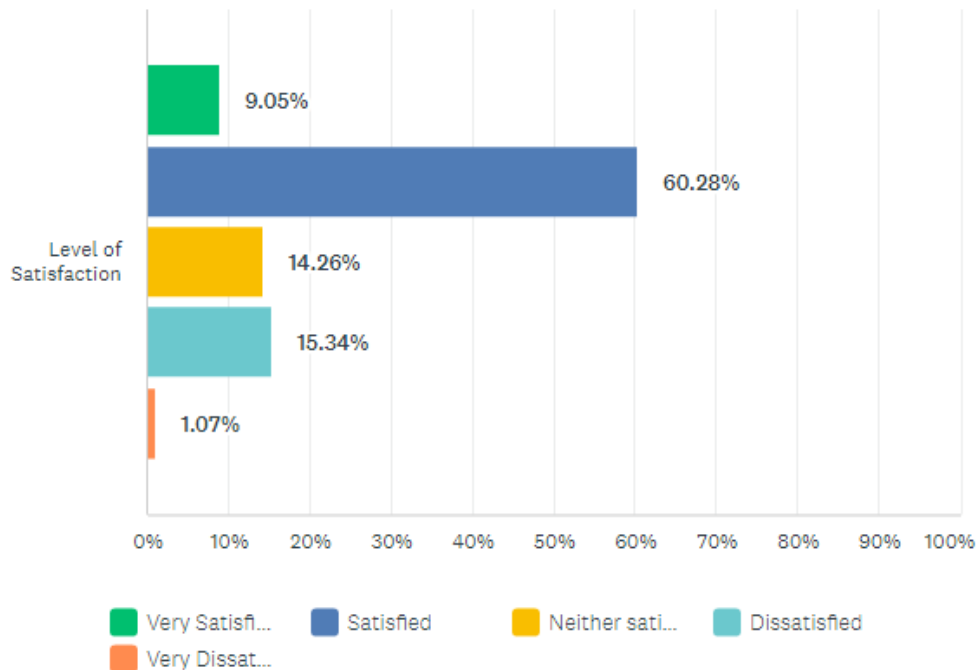
B.



Graph A. shows the spread of responses across the five categories of Very Satisfied, Satisfied, Neither Satisfied or Dissatisfied, Dissatisfied and Very Dissatisfied. Graph B. shows satisfaction level using a 'weighted ranking', revealing the greatest level of satisfaction is with Dapps Hill Woodland (3.69), and the lowest level of satisfaction is with the Lower Play Area (2.66).

Question 6: Overall, how satisfied are you with Keynsham Park?

Response Rate: 97.6%



Overall, the majority of responders are Satisfied with the park (60.28%). 15.34% of responders are Dissatisfied with the park, with only 1.07% of responders being Very Dissatisfied.

Question 7: Do you have any further comments about Keynsham Park you would like to share?

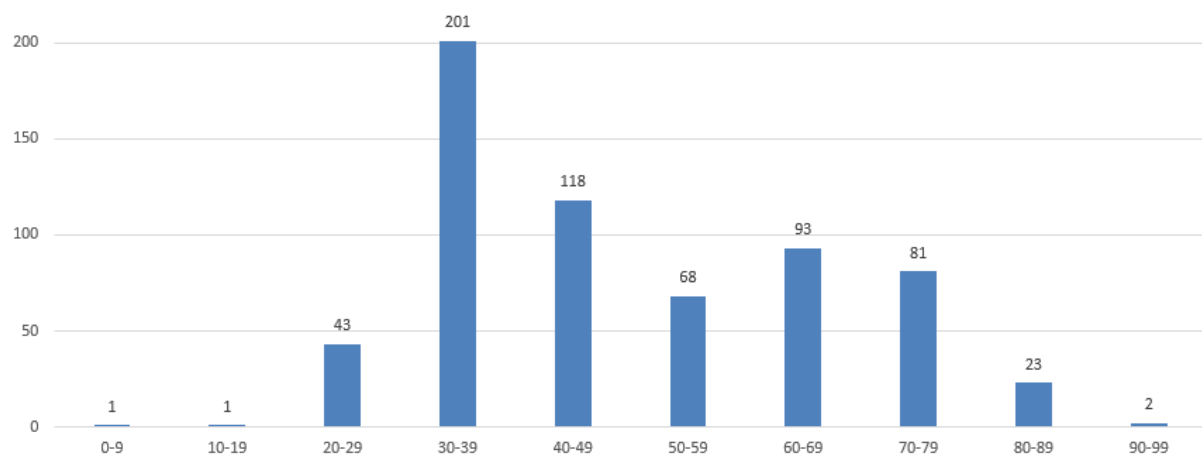
Response Rate: 45.1%

There was a total of 301 comments in response to Question 7. Many of them reiterated comments made in response to Question 3, with the majority noting the play areas, paths, anti-social behaviour, facilities, and footbridge as areas for improvement.

About You Survey Section

Question 8: How old were you at your last birthday?

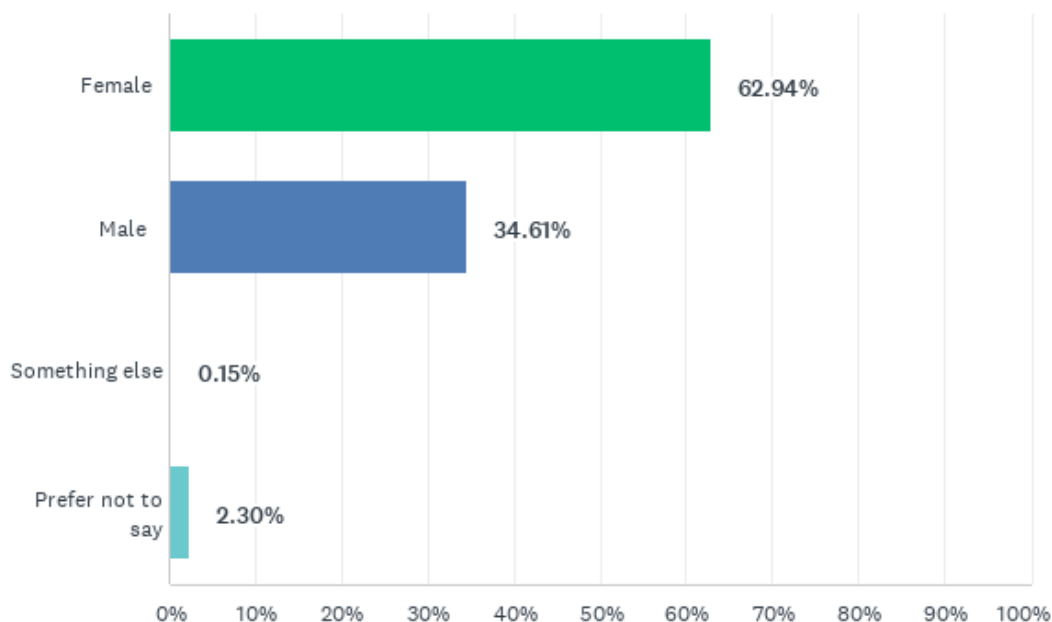
Response Rate: 94.5%



The majority of the people who completed the survey were aged between 30 and 49 years old. There were only two responders aged between 90 and 99 years old, one aged between 0 and 9 years old and another aged between 10 and 19 years old.

Question 9: How do you define your sex?

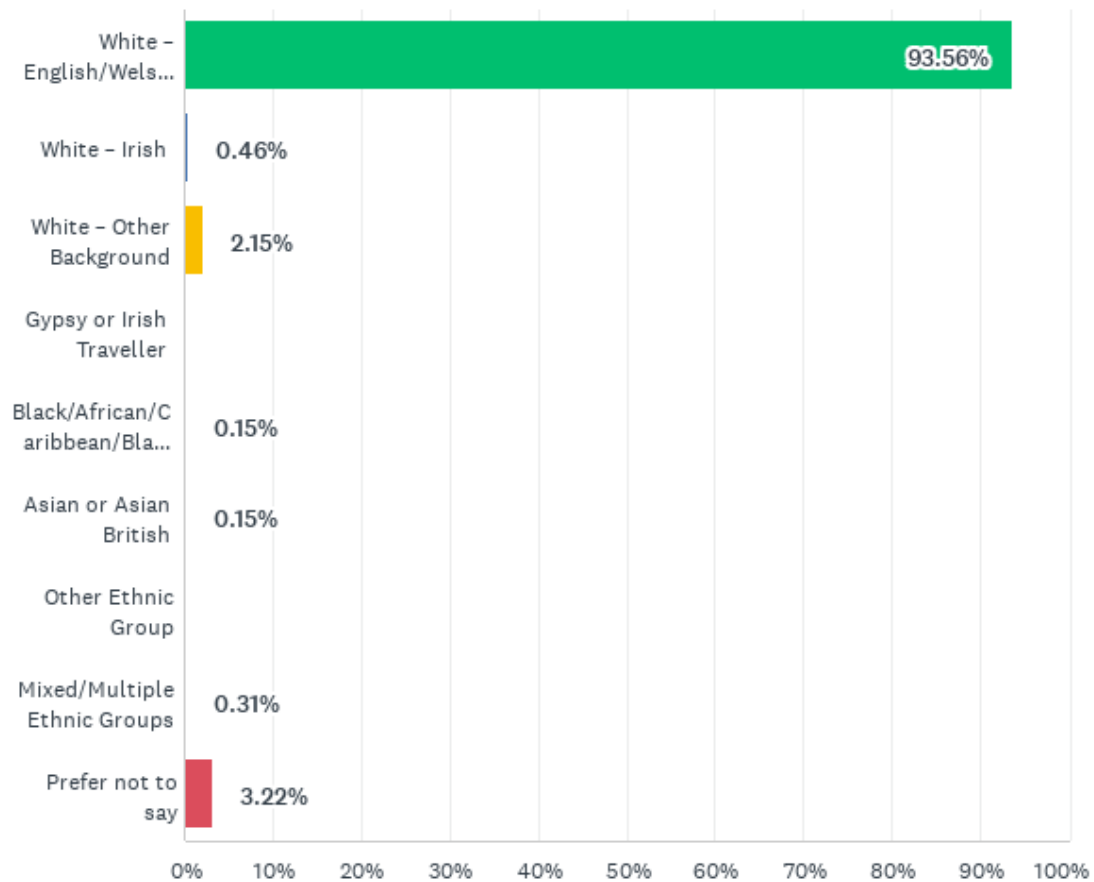
Response Rate: 97.8%



Almost twice as many females than males responded to the survey at 62.94% and 34.61% respectively.

Question 10: How would you define your ethnic group?

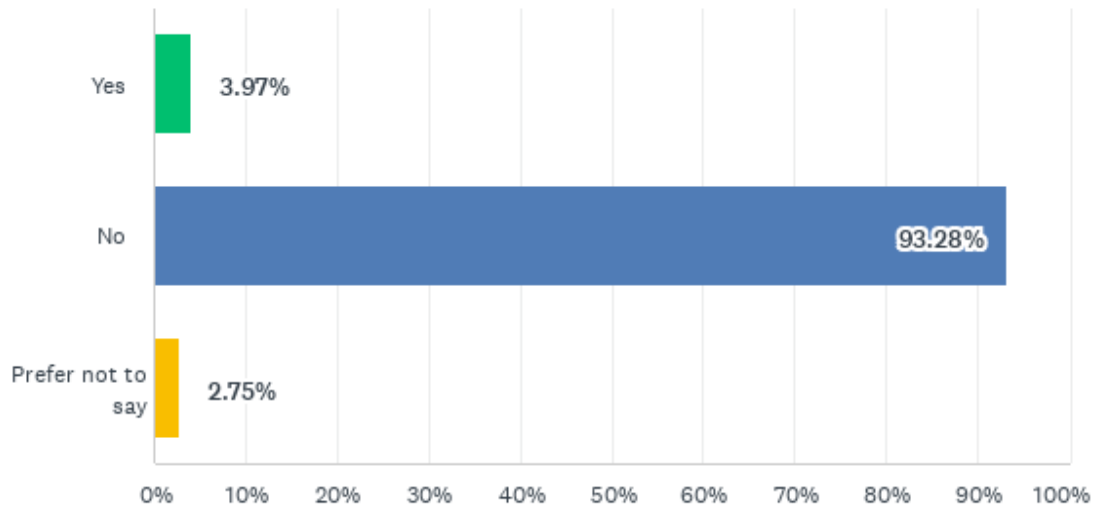
Response Rate: 97.6%



Most of the people who completed the survey fall within the 'White - English/Welsh/Scottish/Northern Irish or British' category (93.56%). The lowest number of survey responders fall within the 'Black/African/Caribbean or Black British' and 'Asian/Asian British' categories (both at 0.15%).

Question 11: Do you consider yourself to have a disability that affects your access to or use of Keynsham Park?

Response Rate: 98.1%



Most of the survey responders would not consider themselves to have a disability that affects access to or use of the park. There were 3.97% of survey responders who would consider themselves to have a disability that affects access to or use of the park.

Section 3: Conclusion and Next Steps

The key findings of the Discovery and Understanding survey can be summarised as follows:

- Most of the responders use the park to enjoy nature, for exercise or to meet others,
- There were a range of current issues identified from comment responses. The play areas, closed footbridge and anti-social behaviour were noted as particular issues,
- The three main priority areas for investment were identified as children’s play facilities, paths and accessibility and managing land for nature, and
- Dapps Hill Woodland is the area of the park with the highest level of satisfaction, with the Lower Play Area receiving the lowest level of satisfaction.

The survey has informed the next steps for the Keynsham Memorial Park improvement project.

Given the clear feedback that park users would like to see play facilities improved, B&NES will work with Keynsham Town Council to commission a design team to consider how play facilities for all ages can be improved – with a focus on the area around the centre of the park, taking into account other important uses of the space (such as Keynsham Music Festival and the park café). Designs will then be shared with the public and key stakeholders in 2023, and further funding sought to make improvements.

B&NES Parks Team will investigate options for improving café facilities- exploring the potential to provide indoor or covered space for café users.

B&NES Parks Team will seek to address access issues, such as localised flooding under Echo Bridge, in 2023.

The replacement of the footbridge in the park is currently scheduled to begin in Spring 2023.