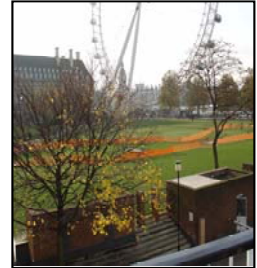


## JUBILEE GARDENS BASELINE EXECUTIVE SUMMARY

CSC Regeneration and Research Consultants carried out a detailed survey into the current and possible future usage of Jubilee Gardens between November 2004 and February 2005. During this period 754 individuals (407 residents, 253 local employees and 94 visitors) and 28 key stakeholders were consulted about their use and their opinions on future development. This document complements a full research report and is intended to give a flavour of the results of this consultation and also create a baseline which can be used to inform future studies of the park. Key findings and other relevant information are highlighted below:

### SUMMARY OF RESEARCH FINDINGS

- Residents and tourists tend to use the park at weekends; local employees were more likely to use the space in the week.
- Respondents were most likely to use the park after 2pm in the summer. In saying this local employees had a reasonably even spread of usage across the year.
- Around one third of all users said they used the park as a short cut to other places or for walking across. Other than this, residents used the space as a 'traditional' park (i.e. for sitting and relaxing, as a meeting place and as a place for children to play); local employees used the park as a route to work, a place to eat lunch and sit and relax; tourists and visitors used the park as a place to eat lunch, relax and meet friends.
- Residents were keen to see events, park furniture, toilet facilities and an affordable café, which were similar preferences to tourists and visitors. Employees also wanted to see park furniture but were also keen to see grassed areas, trees and flower beds.
- Around two-thirds of those who were surveyed said that they would welcome events of some form (either daytime or evening) as part of the parks redevelopment.
- Those NOT currently using the park would welcome park furniture, events and a café as part of the redevelopment.
- Seating and furniture were identified as a priority for all groups surveyed along with increased trees, flower beds and grassed areas. Whilst events were preferable to most respondents they did not score as highly as a priority.
- All groups considered Drink/Drug abuse, dog, mess, litter and fear of crime the key threats to future usage.
- Key stakeholders felt that funding, achieving a consensus and timescale were areas which could hinder the parks future development if not addressed in the near future.



### INFORMATION TO INFORM FUTURE RESEARCH

- CSC consulted with residents spread across the Waterloo area; some residents in the south of the area felt that they had not been represented in the past.
- The vast majority of the survey sample were aware of Jubilee Gardens when prompted with a map or picture. However, incidental findings suggest that knowledge of the park (it's name, position, history, etc) is low. Key stakeholders suggested that signage to the park was a key issue in need of resolution.
- Use amongst residents was low, qualitative findings suggest that they feel a lack of 'ownership', meaning the park would not necessarily be their first choice when visiting green spaces in Waterloo.
- Residents and local employees were keen to have their opinions on future development recorded. Tourists and visitors had less interest in the redevelopment of the park and were less likely to answer this question.
- 37% of residents surveyed had dependant children either living with them or visiting regularly and around 30% of park users are under 25. A future review of youth opinion would be beneficial.

