



QUEEN'S PARK CAFÉ

CONSULTATION REPORT

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EXECUTIVE SUMMARY

The City of London Corporation engaged Groundwork London to develop and deliver a public engagement and consultation process in order to ensure that the café in Queen's Park continues to meet the needs of local users and residents. The findings of this process will inform the tender specification to determine who will take over the next lease for the Park Café.

This report is based on the findings from two pop-up engagement events in the park, one at Queen's Park Day and one outside the café on a weekday afternoon, a focus group with representatives from the Queen's Park Area Residents' Association (QPARA) and an online questionnaire, the link to which was shared widely with key user groups and the wider community. Paper copies of the questionnaire with pre-paid return envelopes were available on request. The engagement and consultation process took place between September and November 2019.

In total, 763 people contributed their thoughts and aspirations for the Park Café. The online questionnaire received 440

responses, with 243 people leaving comments. 318 people participated in the engagement events, at which 89 comments were also received. The focus group was help with 5 representatives from QPARA.

Overall, the key message was that the new management of the Queen's Park Café should have strong ties with the local community and should be passionate about making the café an integral part of community life. This should include showing enthusiasm about using innovative and creative events and other methods to cater for and draw in diverse age and community groups so that the café can become as much a part of the social fabric of the community as the park itself.

It was also felt strongly that Queen's Park is a diverse area and that the café should cater for all members of the community by offering good quality food at affordable prices. 'Quality of food' and 'value for money' were favoured over 'a range of

food options' and comments supported that a smaller, simpler menu of seasonal, good quality and reasonably priced food would be preferred.

In addition, the questionnaire found that 63% of café visitors do so with children and the view was strongly expressed at all engagement events that the café should provide a family-friendly offer, including good quality healthy children's meals at affordable prices.

Finally, the process revealed that the Queen's Park Café should be should be environmentally friendly and should offer a range of ways to pay, in order to retain current users and attract residents that currently do not use the café.

Queen's Park undoubtedly holds a special place in the heart of the community and there was a strong feeling that the Park Café has the potential to become as much a part of the social fabric of the community as the park itself.

1

INTRODUCTION/ BACKGROUND

The City of London Corporation (City Corporation) commissioned Groundwork London to carry out community engagement and consultation around the letting of a lease for its café at Queen's Park. The process was commissioned as a consequence of the premature withdrawal of the leaseholder, Urban Leisure Group, from the agreement reached with the City of London with respect to the provision of café services at Queen's Park in April 2019.

Following the City Corporation's tendering of its café leases and public responses to this tender process in 2015, the City Corporation committed to initiating a new public engagement and consultation process before each retendering of its café leases in order to ensure that the cafés continue to meet the needs of local users and residents.

Groundwork London carried out a programme of engagement activities between September and November

2019 to capture the views of stakeholders and park users. The findings of this report will inform the City Corporation's tender specification to determine who will take over the next lease for the Park Café.

Objectives:

- To develop a programme of effective engagement activities to consult with a wide range of current and potential café users
- To map community aspirations and priorities through creative and appealing engagement activities
- To effectively promote engagement activities to a large number and wide range of audiences
- To produce a report presenting findings
- To inform the City Corporation's tendering standards for their café asset in Queen's Park.



2

METHODOLOGY

Groundwork London deployed a number of different methodologies in order to ensure that the views and aspirations of as many community members as possible, both current and potential users of the Park Café, were accounted for in the process.

Online Questionnaire

Groundwork London prepared an online questionnaire for distribution to café users and local stakeholders. The content and wording of the questionnaire were agreed in advance of it being published as a live document. The questionnaire was open to the public for four weeks from Sunday 15 September – Monday 14 October 2019. The questionnaire was promoted both on and offline by the City Corporation, Groundwork London, Queen's Park Area Residents' Association and associated stakeholder organisations. Paper copies with pre-paid return envelopes were available on request. The questions used appear in Appendix 1 of this report.

The questionnaire consisted of 10 multiple-choice questions and 2 additional dialogue boxes offering respondents the opportunity to express specific opinions. A total of 440 questionnaires were completed. A detailed analysis of the views and opinions captured in the questionnaire appears as Appendix 2 of this report.

On-site Pop-Up Engagement Events

To complement the questionnaire, two pop-up engagement events were held in the autumn of 2019. The purpose of these events was to engage an even broader collection of park users, spanning the breadth of the local community and to capture more nuanced opinion.

Events took place on the following dates in Queen's Park:

- Sunday 15 September: 12:00 – 17:30PM, Queen's Park Day, an annual event with around 18,000 attendees in 2019
- Wednesday 2 October: 14:00 – 17:00PM

Participants were presented with a number of mood board images inquiring about park users' reasons for visiting the café and the café feature most important to them and depicting a variety of types of food and drink offer. They were given the opportunity to vote on options using stickers. The mood boards used in the on-site engagement events are contained within Appendix 3 of this report.

Participants were also offered the opportunity to leave individual comments on post-it notes, either directly related to the image boards or to further issues and opportunities that were significant for them in the context of their use and enjoyment of the café.

The pop-up stalls engaged a total of 318 people and 89 individual comments were collected. Detailed findings of the voting system and the comments received appear in Appendix 4 of this report.

On-site Focus group with QPARA

Groundwork London hosted a focus group with five representatives from the QPARA on Wednesday 9 October. The purpose of the focus group was to delve deeper into issues and aspirations of park users highlighted by the questionnaire and at the engagement events.

3

KEY FINDINGS

3.1 On-site pop-up engagement events

Two main reasons we would visit the Park Café:

The Park Café would be visited by the majority of participants for a coffee or tea break, with this being selected as one of their two choices by 191 people out of a total 636 responses. Other main reasons chosen were 'at the start or end of a walk' (114), 'to socialise with friends and family' (97), 'for a quick snack' (86) and 'for a quick meal' (76). Quality of tea and coffee, and of meal and snack options should therefore be prioritised. Moreover, attention should be paid to creating a cosy, welcoming space where users would like to come and spend their leisure time with loved ones.

Food options we would like:

Around a third of participants selected 'healthy food' when asked for their ideal food option. This was echoed in the comments received at the engagement events. Considering repeated comments made throughout the engagement process indicating dissatisfaction about prices of food at the current catering offer, which were felt to be "expensive" or "overpriced", it is essential to find a balance between food that is healthy, yet also affordable. Vegetarian and vegan options, ice creams and lollies and hot snacks were also selected highly.

Drink options we would like:

Overwhelmingly, 116 out of 320 participants selected 'fresh brewed tea and coffee' as their top drink option. The quality of teas and coffees offered in the café should therefore be prioritised, particularly considering that "better coffee" was repeatedly cited by questionnaire respondents as their reason for choosing other cafes in the area over the Park Café. The next two most popular options were 'fresh fruit juices and smoothies' (72) and 'low/ no sugar drinks' (48), respectively. There was some demand for 'alcoholic drinks' with 36 people selecting this image. Very few participants selected 'branded soft drinks' and 'bottled water' and, in fact, 9 people requested in comments received that the café not offer bottled water at all due to the environmental impact of single-use plastic.

The Park Café's most important feature:

In this forced choice question, in which all options are generally considered to be important, participants were pushed to choose the feature of the Park Café that was most important to them, rather than being simply desirable. 118 people prioritised the 'quality of food and drink', whilst 63 people chose 'value for money'. The third most popular feature was the café being environmentally friendly (47). The least popular feature chosen was 'a wide range of food and drink' with only 18 stickers. This highlights that, although a range of options were selected on the 'Food options' mood board, when pushed to choose what is most important, the vast majority of users prioritise the quality of food offered. Although the café should try to offer a selection of snacks and meals, a smaller, simpler menu made up of affordable, good quality offerings should be prioritised, above all.



Fig 3.1- Queen's Park Day Engagement Event, 15.09.19



Fig 3.2- Queen's Park Day Engagement Event, 15.09.19. Queen's Park Ward Councillor

Pop-Up Engagement Event Comments:

Of a total 89 comments, 19 referred to the café's food and drink offering. 6 people commented on the need for food offered to be healthy, whilst others requested good quality children's meals. 14 further participants commented on the prices of food and drink. Over half of these comments were negative reflections on the pricing of the current café offer, whilst the other 5 aspired for reasonable prices in the future. 16 people commented on the service and management of the café. 10 of these 16 comments related to desires for the café to remain independent and to become embedded within the community, with several people suggesting ideas for events and partnerships. 9 people felt strongly that the café should be environmentally friendly and requested that the café not use single-use plastics, including selling bottled water. 5 people requested that the café stock Fairtrade products, whilst 8 people requested the option to pay using cash. The remaining 19 'general' comments covered a range of subjects, such as the toilet facilities, dogs in the park and the atmosphere inside the café. The full record of comments received is contained within Appendix 4 of this report.



Fig.A.4.1 - Queen's Park Consultation Event, 15.09.19

3.2 On-site focus group with QPARA

Community ties: There was a very strong feeling at the focus group with QPARA that the next management of the café should have a strong interest in the community and show enthusiasm about embedding the café in community life. Attendees felt strongly that the new management should offer ideas for strategies and events to draw different age groups in to the café, e.g. socials and special offers for local clubs. The discussion highlighted the feeling that the café should build partnerships with community organisations and that café facilities could also function as a community space, hosting events and activities, such as children's cooking workshops and themed evenings. They felt that, with so much competition locally and considering the park's standing in the social fabric of the area, the Park Café had the potential to become a community hub – and a destination in its own right.

A café that caters for all: Attendees highlighted the diverse demographics of residents in the Queen's Park Area, emphasising the need for the café to cater for all members of the community. They acknowledged the challenges involved in striking the balance between quality and affordability of food and drink and suggested that the new management offer different price points in order to ensure all community members feel welcome. It was felt that so long as some hot drinks and the majority of meals and snacks are simple, good quality, healthy and reasonably priced, a few other meals and alcoholic drinks could be priced higher.

A diversity of seasonal activities: Attendees appreciated that the Park Café is often quieter in the colder months and emphasised that the new management would need to be creative in order to prosper. They offered various ideas for events and initiatives that could help the café to cover seasonal costs, such as supper club evenings and a cart/bike to serve residents coffee in the mornings and ice creams in the summer.

3.3 Online questionnaire

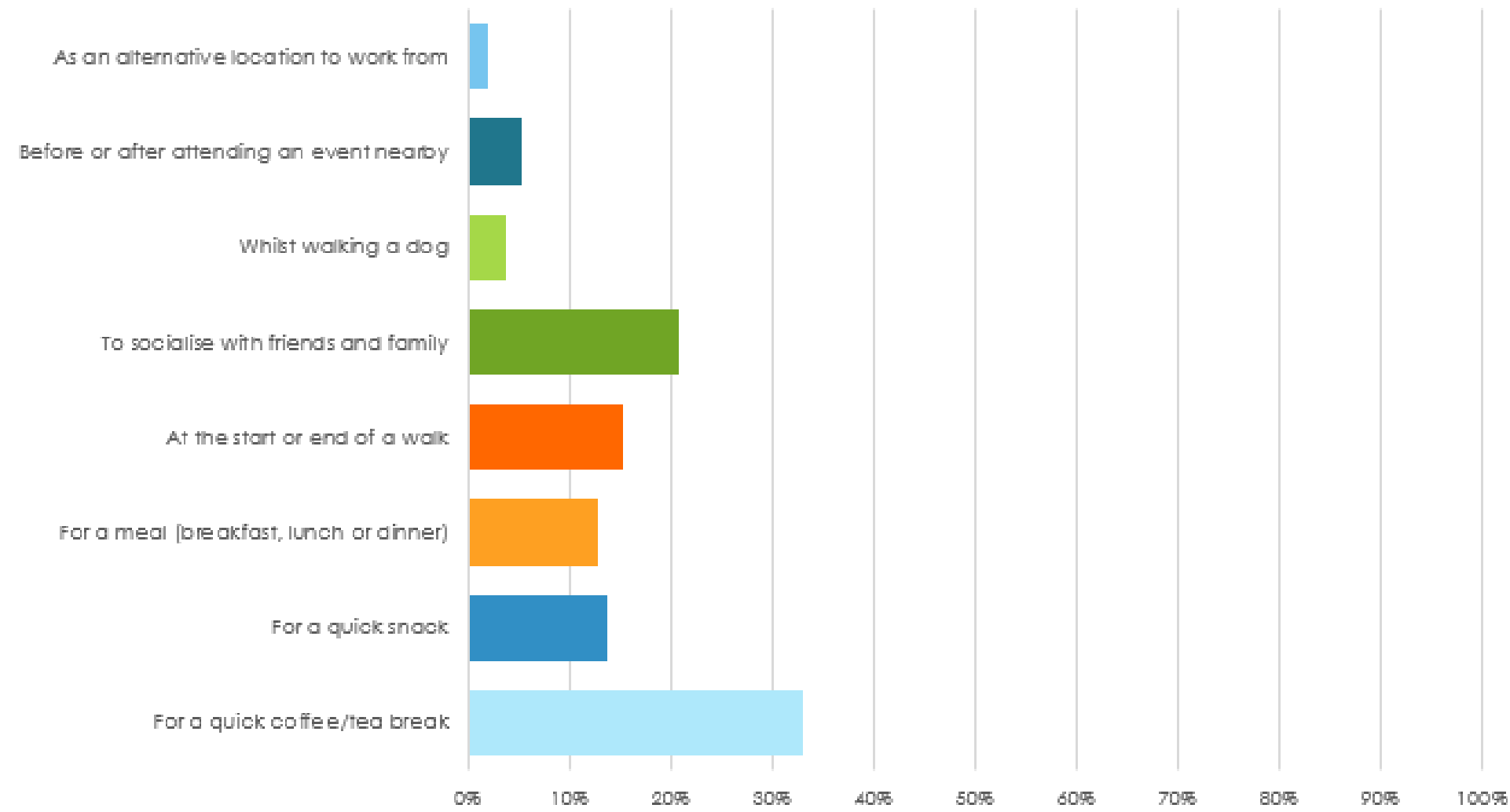
The consultation questionnaire was developed to determine the views of current and potential users of the Queen's Park Café. Once agreed it was published online and the link widely shared.

The online questionnaire was open for 4 weeks from 15 September - 14 October 2019. Responses were received from 440 individuals. The complete data from the questionnaire is contained within Appendix 2 of this report.

Reasons people visit the café in Queen's Park:

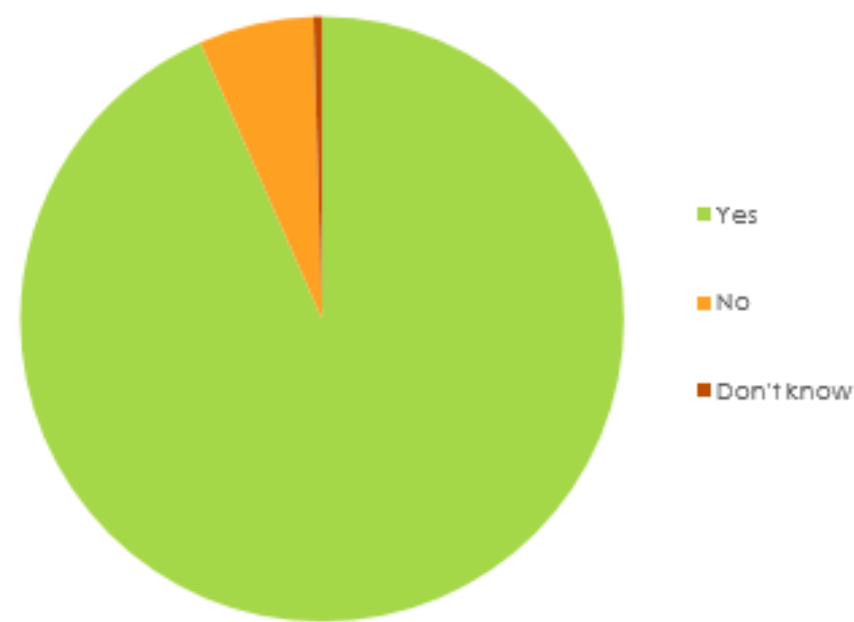
Graph 1 shows that the 3 main reasons for visiting the café in Queen's Park are for a coffee or tea break (33%), to socialise with friends and family (21%) and at the start or end of a walk (15%). This aligns with the results of the engagement events. Around 13% of respondents said they would visit for a quick snack or for a meal, respectively.

65% of survey respondents visit the café at least once a month, with 35% visiting at least once a week.



Graph 1: What are the two main reasons you would visit the Queen's Park café?

Had respondents visited other cafés near the park in the last year?



Graph 2: Have you visited other cafes near the park in the last year?

93% of respondents in Graph 2 reported that they had visited cafés nearby in the last year. The main reasons cited for this were better quality of food and better value for money ("Food offering is poor and not particularly good quality or value"), more comfortable and welcoming interior ("Other cafes are more inviting."), friendlier and more efficient service ("Service at the café is not good.") and the prices of children's food ("There are kid's options but they are very pricey.") Given the positive feelings about the location of the café in the park, improving the quality of what is served, investing in making the café ore comfortable and considering what value for money means to potential customers, including families, would encourage more people to make use of the café in Queen's Park.

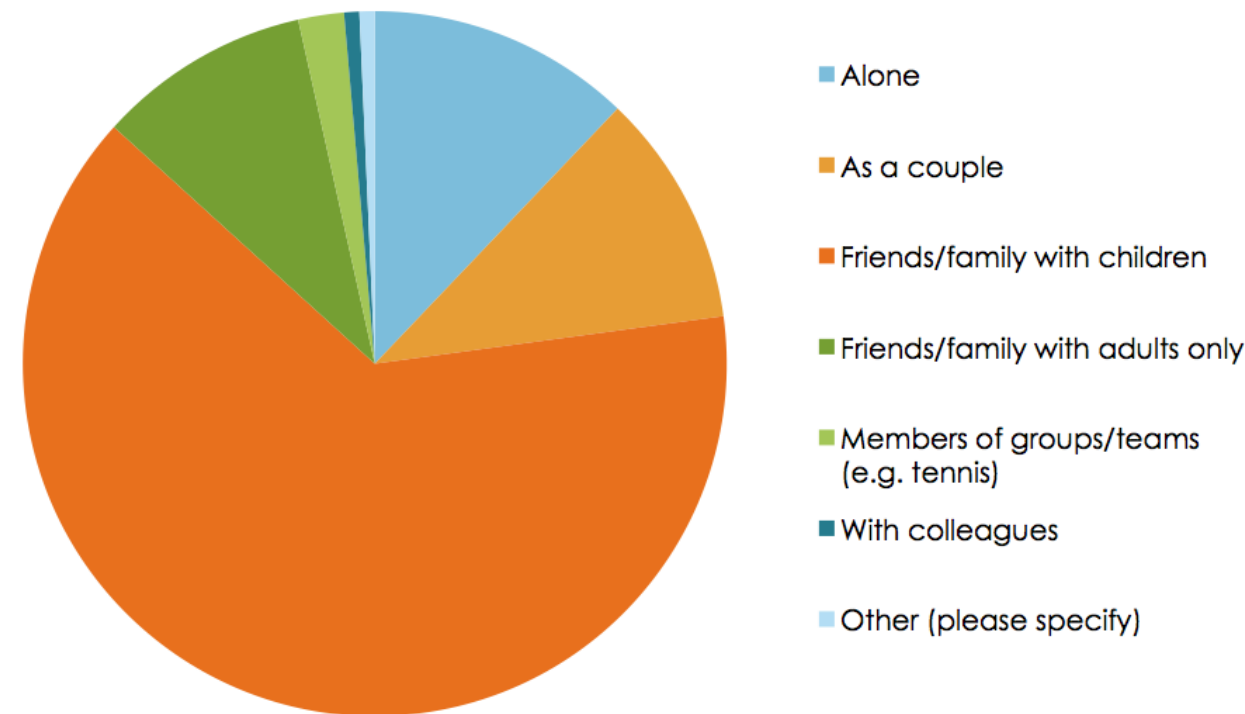
With whom people visit the café:

In Graph 3, respondents were asked with whom they would visit the café in Queen's Park. The majority of respondents reported that they were most likely to visit the café with friends or family, including children (63%). As this was by far the most popular response, it indicates a need for the café to provide effectively for this group, with plenty of options for children, seating and facilities to accommodate families, and efficient service.

The next most popular responses were: alone (12%), as a couple (11%) and with adult friends or family (10%)

Of the respondents, 2% said they visited with members of groups or teams, for example tennis. Finally, less than 1% said they visited with colleagues.

The majority of people who selected the option "other", reported that they visited with children they were looking after in a professional capacity or with their dog.



Graph 3: Who would you be most likely to visit the café with?

What Food Do People Want?

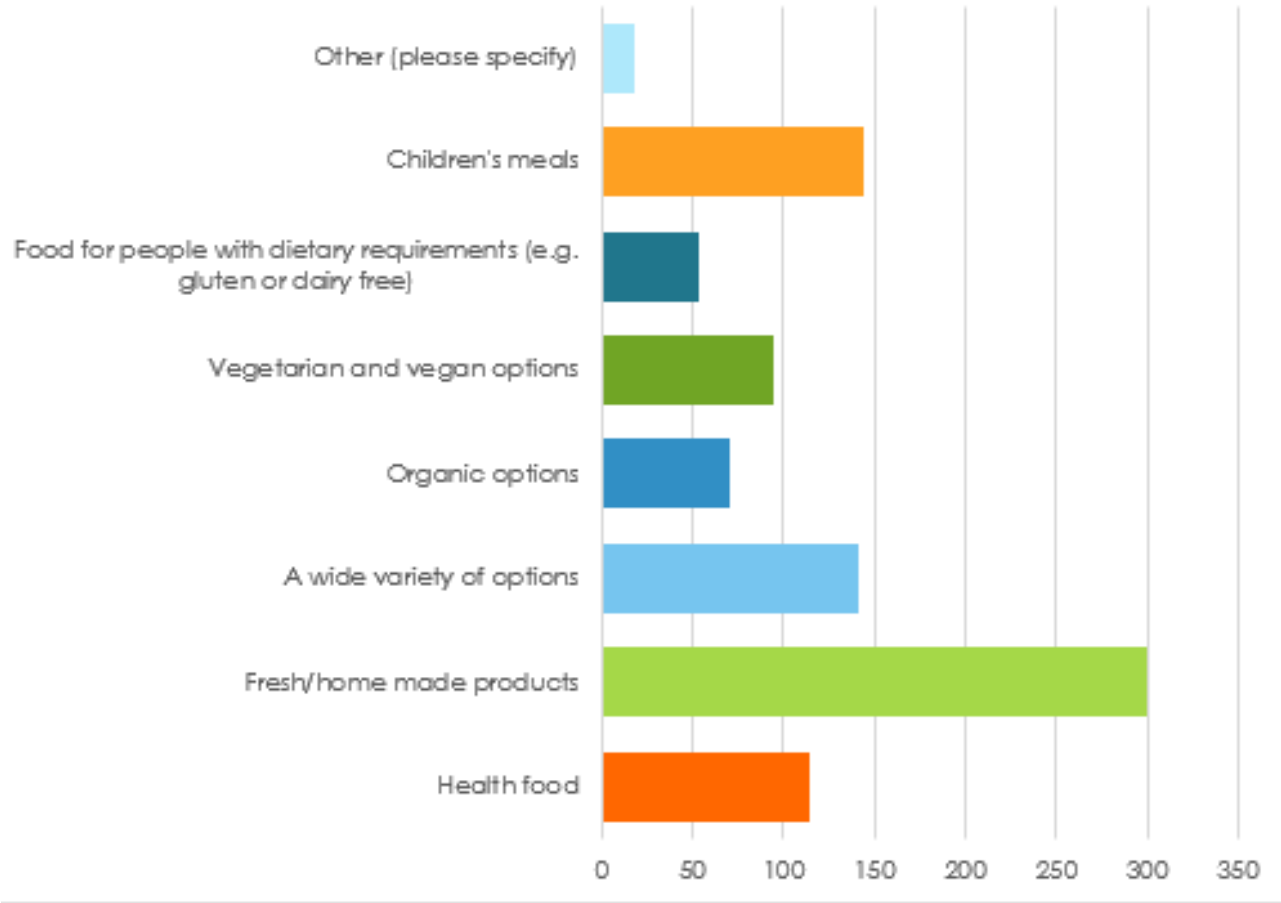
People were asked to select the two most important food items that should be served in the café. Responses suggested that a range of options should be offered, and this aligned with comments received to the questionnaire.

The most important food options for respondents were main meals / hot food (189 selections), children's meals (152) and cakes (146). This highlights that a large proportion of people want to come to the café with their families or children, for lunch or dinner

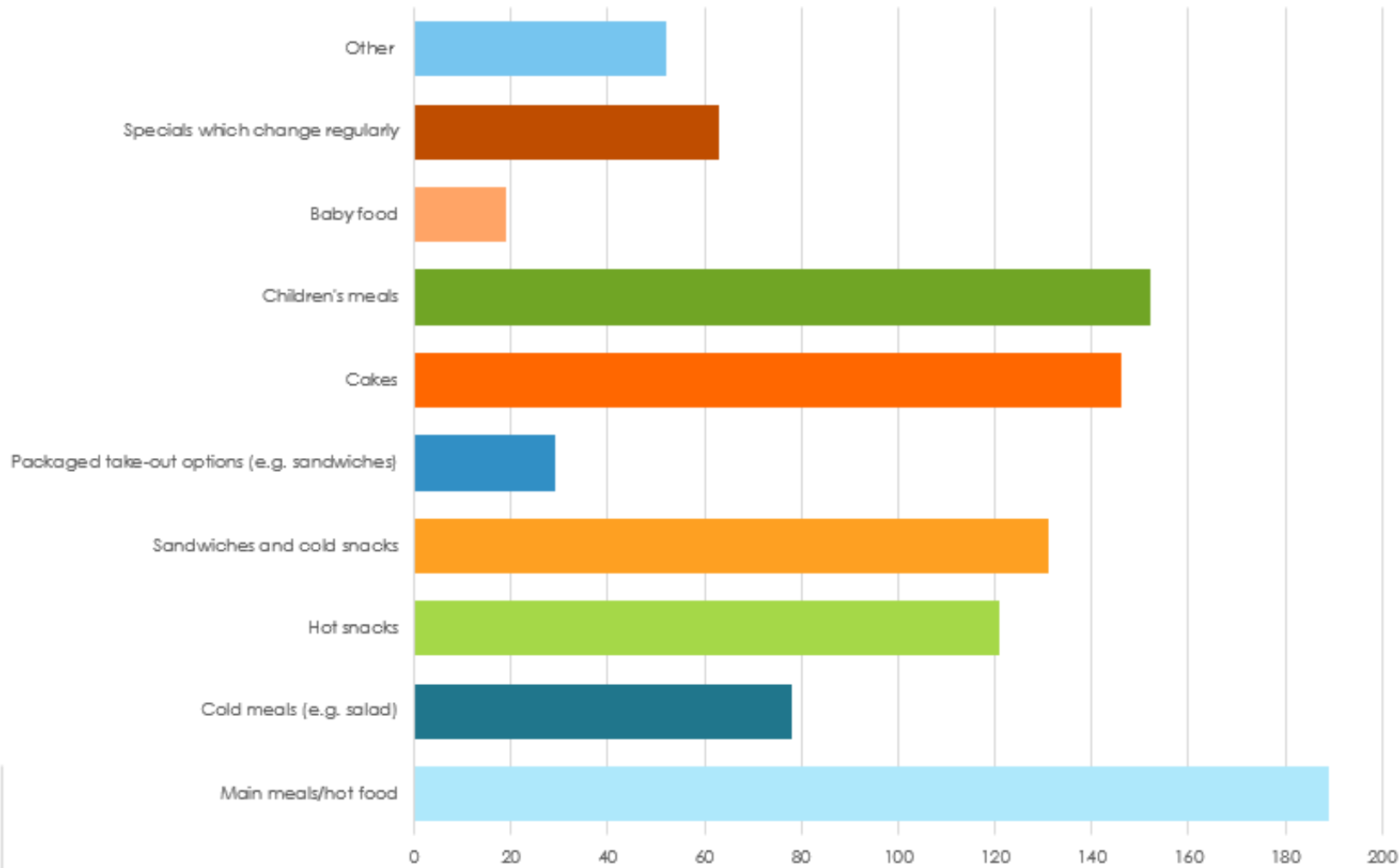
Just below a third of respondents felt that sandwiches and cold/ hot snacks should also be served.

Less important to people overall were cold meals, such as salads, pre-packaged sandwiches, baby food and specials which change regularly.

The 52 people that selected "other" as one of their options mentioned most frequently: healthy (10), vegetarian/ vegan (8), brunch (3), pizzas (3) and gluten free (2).



Graph 5: Which two types of food would you most like to be sold in the café?



Graph 4: Which two food options would you most like to be sold in the café?

When asked which types of food they would like to be sold, a very high amount of respondents (300) said that food should be fresh and homemade. 144 selected children's food as one of their two options, whilst for 114, healthy food was most important.

The comments received to the questionnaire and from individuals at engagement events have shown consistently that the type of food that is most important to people is "simple" yet of a high quality and is served at a reasonable price

What Drinks Do People Want?

Respondents were asked to select the two most important drinks to be served in the café.

Overwhelmingly, respondents reported that freshly brewed coffee and tea were most important to them, with 80% of respondents selecting this option.

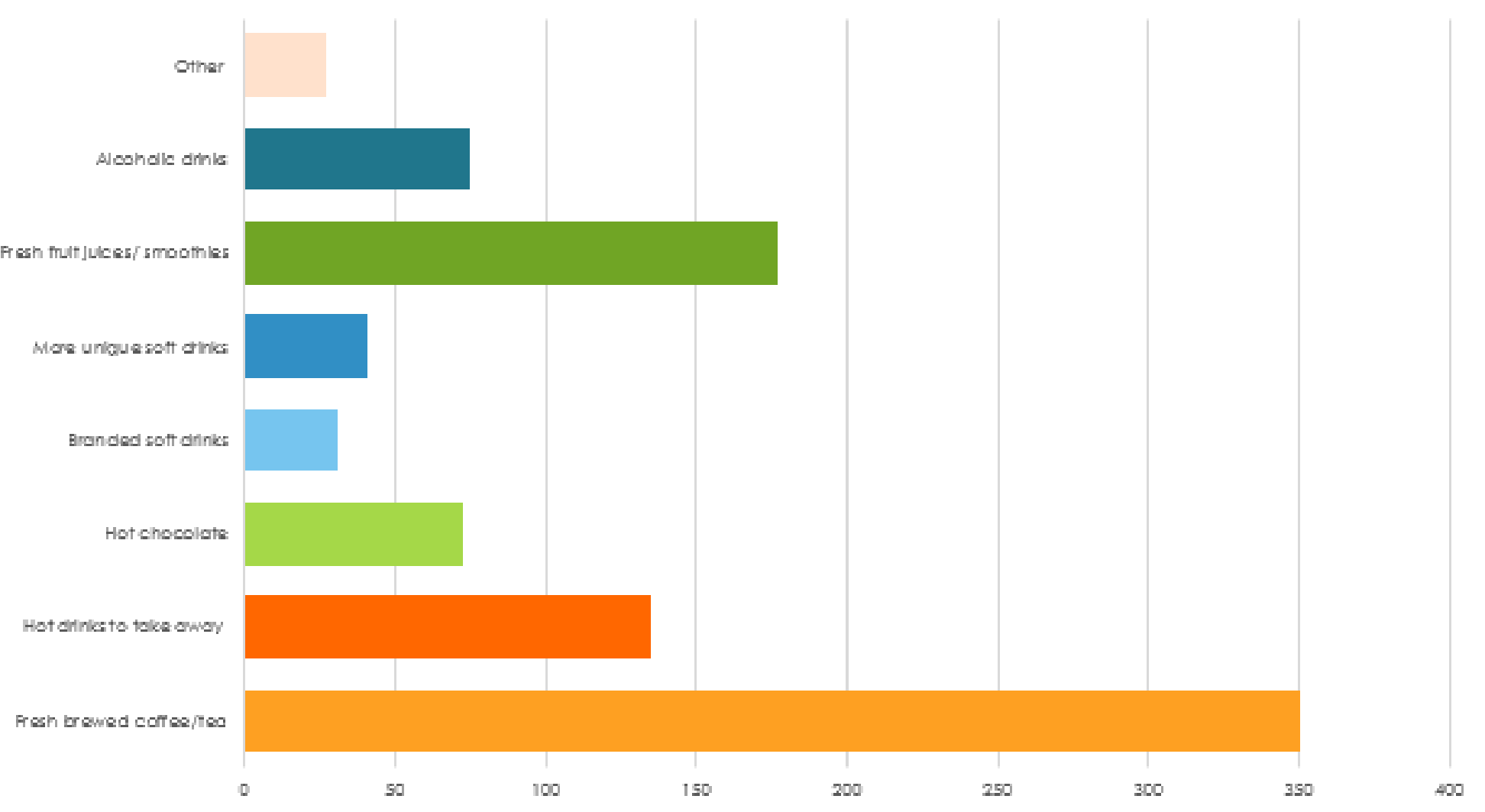
As ‘a coffee / tea break’ was also cited as the main reason people would visit the café, this element of the offer needs to be effective and efficient to encourage people to continue to come to the café. Quality of tea and coffee offered is very important, and many respondents who visited other cafes close to the park in the last year cited better coffee elsewhere as their reason for doing so.

The second type of drink chosen was ‘fruit juices/ smoothies’. This is unsurprising considering the high number of respondents who wanted the café to sell healthy and fresh food. The third type of drink chosen was ‘hot drinks to take away’. These should also represent part of the standard offer of the café.

Around 17% of people reported that they would like to be able to buy alcohol and hot chocolate, respectively.

Relatively few people reported that they would like soft drinks to be served, with only 7% choosing branded soft drinks and 9% choosing more unique soft drinks.

Those that selected “other” largely commented that they would like healthier, affordable drinking options for children.



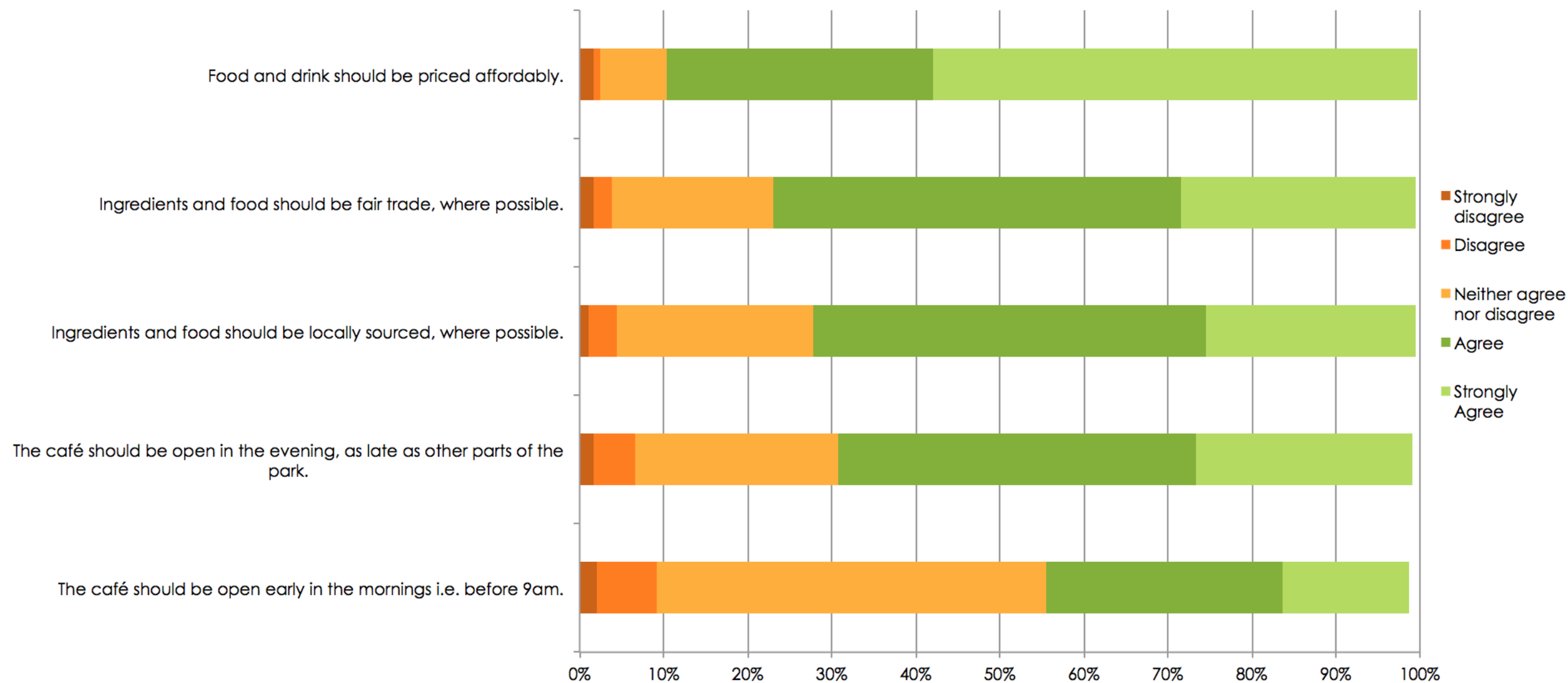
Graph 6: Which two drinks would you most like to be sold in the café?

Service of Food and Drink in the Café

Around 90% of people felt that the food and drink in the café should be priced affordably. This aligns with comments reported through the questionnaire and at engagement events indicating a general dissatisfaction with prices of food in the current café. One comment that was reflective of others reads: “The portions are small and incredibly overpriced.”

Around 70% of respondents reported that they would like the café to be open as late as other parts of the park in the evenings. 43% respondents reported that the café being open before 9am was important to them.

Respondents agreed, on the whole, that ingredients in food should be locally sourced and fair trade, where possible.



Graph 7: How strongly do you agree or disagree with the following statements regarding the service of food in the café?

Management of the café

Around 90% of the respondents answered that it was important to them that the café is run in an environmentally friendly manner, whilst around 70% of people reported that they were in favour of the café providing opportunities for local people to be trained and employed. Similarly, almost 85% of respondents found it important that the new management of the café have connections to the local area and run the café in a way that responds to local needs. Many people emphasise in their comments to the questionnaire that the new management should be passionate about being a part of community life and cited ways in which better links could be made with the local community. Comments also emphasised the need to cater for all local residents, irrespective of income, with one respondent remarking: "I feel that local people have been priced out of using the park café over the years. Whilst Queen's Park is an affluent area, many of the families who use it are not. I would love to see the café as a hub for all locals regardless of the size of their expendable income."

60% of respondents felt that the café should offer a range of way ways to pay. Some questionnaire comments show clearly that offering no option to pay with cash has put some people off using the café at all, whilst others reflected that offering no cash payment option potentially excludes some community members.



Graph 8: How strongly do you agree or disagree with the following statements regarding the management of the café?

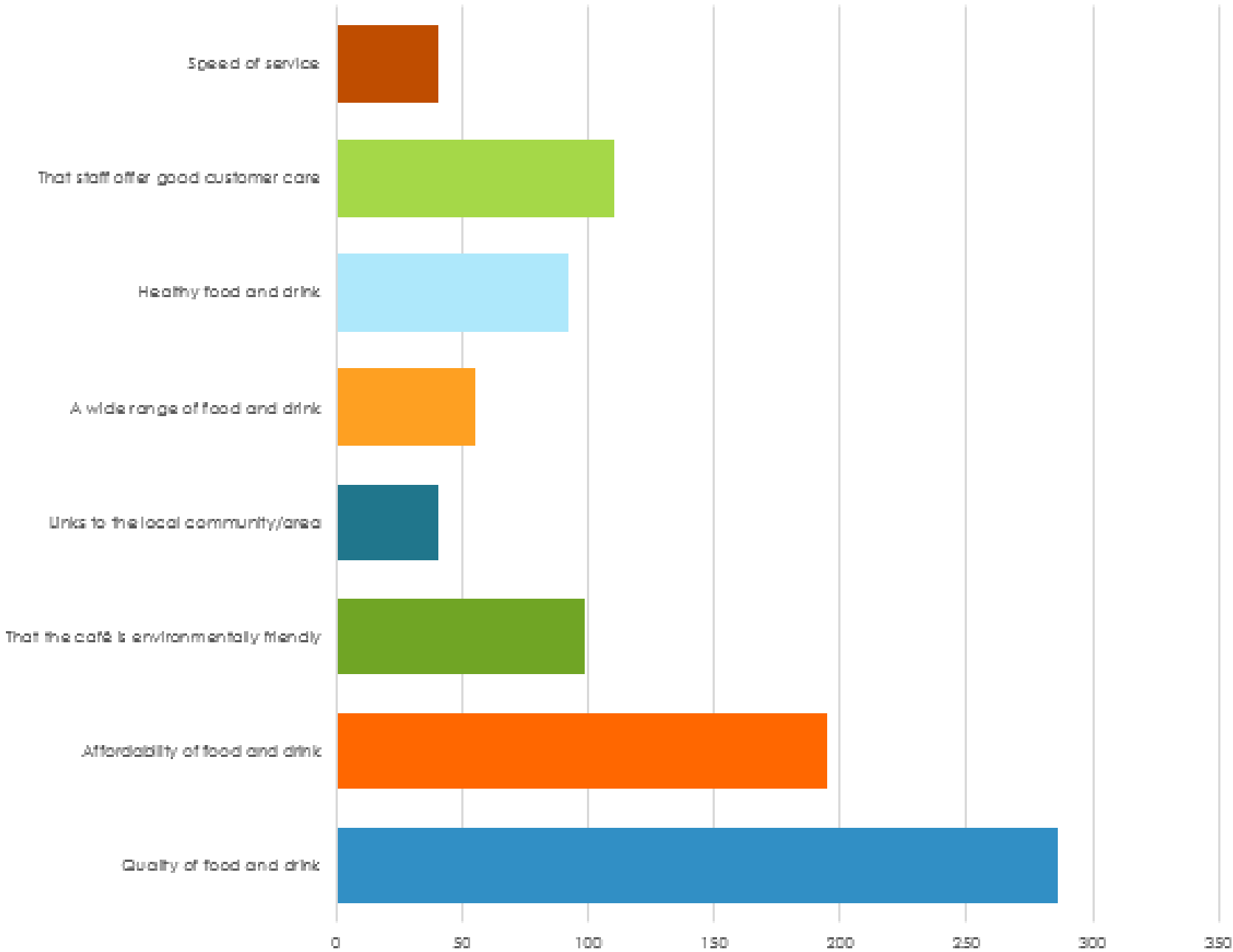
Most Important Aspect of Café

Respondents were given a forced choice question. This is where a list of options is given, all or many of which are important, and they have to select just two. This gives a clear indication of what is perceived to be essential in a café provision, and what is more of a desirable option than a requirement.

A third of respondents (33%) selected quality of food and drink as being the most important aspects of a café in Queen's Park. Almost a quarter selected affordability of food and drink as the most important. This data is substantiated by engagement event results, where these two options also came out the strongest. This indicates that quality of food and drink should be balanced with reasonable prices rather than simply offering a low cost offer.

A wide range of food and drink was most important to 6%, indicating that many café customers would favour a smaller menu of good quality, reasonably priced food and drink options rather than a larger range. Indeed, comments to the questionnaire called for “a small but well executed, seasonal menu”.

That staff offer good customer care was selected by 13% of respondents, that the café is environmentally friendly was selected by 11% and that food and drink is healthy by 10%.



Graph 9: Which of the following are the two most important aspects of the cafe in Queen's park for you?

4

HEADLINES

4.1 The Queen's Park Café should be passionate about the local community

The engagement process has revealed overwhelmingly that local users and residents feel that the next management of the café should have strong ties with the local community and should be passionate about making the café an integral part of community life. 10 people at engagement events commented explicitly that the café should remain independent. This should include showing enthusiasm about using innovative and creative events and other methods to cater for and draw in diverse age and community groups. Some ideas expressed frequently at the focus group and engagement events were: community cooking classes, a pizza oven, a coffee cart year round and an ice cream cart in summer. It was also suggested that these extra features could help the café to cover seasonal costs. The view was expressed that the café could be a real community hub but that the current café layout could be improved to feel more comfortable and welcoming. The toilets in particular should be better maintained. Consultees expressed the view that the café should become as much a part of the social fabric of the community as the park itself. As one respondent commented "The café is in such a wonderful location and there are so many people who would love to use it", another wrote "It should be the centre of our community – a destination venue and a community hub."

4.2 The Queen's Park Café should cater for all members of the community by offering good quality food at affordable prices

A degree of dissatisfaction was expressed with the overall quality of food as provided by the current

licensee. Of the 89 comments received at engagement events, 14 people commented on price. A view was frequently expressed that Queen's Park is a diverse area and that current prices, which were largely felt to be overly expensive, might 'price out' local residents with restricted budgets, such as families and pensioners. The café should be somewhere people can go regularly for food, rather than being viewed by residents as a place for a special treat. Focus group responses also suggested that some food options could be priced slightly higher so long as the bulk of the menu is made up of affordable options that are accessible for all. 30% of questionnaire respondents favoured 'fresh/homemade food' and multiple comments were received through all consultation methods requesting healthy options. At both engagement events and the online questionnaire, 'quality of food' ranked as the most important feature of the café and 'affordability/value of food' ranked as the second. While a range of food options were favoured throughout, where over 50% of questionnaire respondents favoured 'quality' and 'value for money', only 6% favoured 'a wide range of options'. That many customers would favour a smaller, simpler menu of seasonal, good quality, reasonably priced food and drink options is supported by many questionnaire comments.

4.3 The Queen's Park Café should be family-friendly

Questionnaire results yielded that almost two thirds (63%) of people that visit the café do so with children and the view was strongly expressed at all engagement events that the Queen's Park Café should provide a family-friendly offer, i.e. good quality and healthy children's meals. Moreover, menus should reflect these requirements with affordable prices that serve the needs of all families.

The new management must consider that "most people that go to the café with kids just want a decent quality kid-friendly meal for a reasonable price". However, some separation between a children's area and a more "adult-friendly" area was requested. In this way, both groups would feel welcomed at the café.

4.4 The Queen's Park Café should be environmentally friendly

Around 100 questionnaire respondents felt that the café being environmentally friendly should be one of its most important features. Of the additional comments collected at engagement events, 9 people requested that the café recycle, offer milk alternatives and not use single-use plastics, such as plastic bottles. These feelings were also reflected in comments offered at the end of the questionnaire. It has been suggested that the café should also offer an easily accessible tap water source for the refill of reusable bottles.

4.5 The Queen's Park Café should offer a range of ways to pay

Consultees expressed consistently clear dissatisfaction that café users were currently unable to pay with a cash option, with many reporting that they had stopped coming to the café entirely, e.g. "I have boycotted the café since you went cashless. Please reconsider." Questionnaire responses and individual interviews expressed concern that this measure excluded some community members and that children were no longer able to spend their pocket money in the café. In order to retain current users and attract residents that currently do not use the café, it is therefore absolutely essential that the next café management offer a variety of ways to pay, to suit all user and resident needs and lifestyles.

A

APPENDICES

APPENDIX A.1 - Online Questionnaire



Queen's Park Café Consultation

Questionnaire

The City of London have appointed Groundwork London to carry out user engagement and consultation with café users and non-users as the management of the café in Queen's Park is about to change. To ensure that the Park Café continues to meet the needs of local users and residents, we would like to gather as much information as possible about how people use the café, what people are looking for in a café in Queen's Park, and how we might improve the catering offer there.

We've devised a questionnaire to gather this information. The questionnaire will be available for a period of 4 weeks, closing on 14th October.

We really value your input, so even if you have not used the café in Queen's Park before, we still want your views. Please take the time to complete this survey and don't forget to tell friends and family about taking this survey! It should take around 15 minutes of your time.

Thank you for your participation.

Would you like to have a chat with us?

We'll be in the park outside the café **on Wednesday 2nd October from 2pm till 5pm** to collect ideas from people walking through. Feel free to come and say hello!

1. How often do you visit the current café in Queen's Park?

- ☐ More than once a week
- ☐ More than once a month
- ☐ More than once every few months
- ☐ Once a year or less
- ☐ Never

2. Have you visited other cafes **near** to Queen's Park in the last year?

- ☐ Yes
- ☐ No
- ☐ Don't know

3. If yes, what was your reason for choosing those cafes **instead of** the café in Queen's Park?

4. What are the **two main** reasons you would go to the café in Queen's Park?

- ☐ For a coffee/ tea break
- ☐ For a quick snack
- ☐ For a meal i.e. breakfast, lunch or dinner

- ☐ At the start or end of a walk
- ☐ To socialise with friends or family
- ☐ Whilst walking the dog
- ☐ Before or after attending an event nearby
- ☐ As an alternative location to work from

5. Who would you be **most likely** to visit the café in Queen's Park with? Please select **one** only.

- ☐ Alone
- ☐ As a couple
- ☐ Friends/ family with children
- ☐ Friends/ family adults only
- ☐ Members of groups/ teams e.g. tennis
- ☐ With colleagues
- ☐ Other (please specify below)

6. What drinks would you like to be sold in the café? Please select the **two** most important.

- ☐ Fresh brewed coffee/ tea
- ☐ Hot drinks to take away
- ☐ Hot chocolate
- ☐ Bottled water
- ☐ Branded soft drinks
- ☐ Fresh fruit juices/ smoothies
- ☐ Healthy (low/ no sugar) drinks
- ☐ Alcoholic drinks
- ☐ Other (please specify)

7. What food would you like to be sold in the café? Please select the **two** most important.

- ☐ Breakfast pastries
- ☐ Cooked breakfasts
- ☐ Hot meals
- ☐ Cold meals e.g. salads
- ☐ Hot snacks
- ☐ Sandwiches and cold snacks
- ☐ Packaged, take-out options e.g. sandwiches
- ☐ Healthy options
- ☐ Vegetarian/ vegan
- ☐ Cakes
- ☐ Children's meals
- ☐ Baby food
- ☐ Specials which change regularly

- ☐ Ice creams and lollies
- ☐ Crisps/ fruit/ chocolate
- ☐ Other (please specify)

8. What options would you like to be offered in the café? Please select the **two** most important.

- ☐ Health food
- ☐ Fresh/ home made products
- ☐ Wide variety of options
- ☐ Organic
- ☐ Vegetarian / vegan
- ☐ Food suitable for those with intolerances e.g. gluten free
- ☐ Other (please specify)

9. Please read the following statements in relation to the new management for the café in Queen's Park and tell us how strongly you agree or disagree.

It is important to me that the new management...

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree | N/A or Don't Know |
|--|----------------|-------|---------|----------|-------------------|-------------------|
| ... provides opportunities for local people to be employed and trained in the café. | | | | | | |
| ... has a connection to the local area and runs the café in a way that responds to specific, local needs. | | | | | | |
| ... is committed to running the café in an eco-friendly manner e.g. biodegradable packaging, recycling. | | | | | | |
| ... offers a range of ways to pay e.g. cash, card. | | | | | | |

10. Please read the following statements in relation to service of food in the café under the new management and tell us how strongly you agree or disagree.

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree | N/A or Don't Know |
|---|----------------|-------|---------|----------|-------------------|-------------------|
| The café should be open early in the mornings i.e. before 9am. | | | | | | |
| The café should be open in the evening, as late as other parts of the park. | | | | | | |
| Ingredients and food should be locally sourced, where possible. | | | | | | |
| Ingredients and food should be fair trade, where possible. | | | | | | |
| Food and drink should be priced affordably. | | | | | | |

11. Which features of the café in Queens's Park are most important to you? Please select **two** only.

- ☐ Quality of food and drink
- ☐ Affordability of food and drink
- ☐ That the café is environmentally friendly
- ☐ Links to the local community/ local area
- ☐ A wide range of food and drink
- ☐ Healthy food and drink
- ☐ Staff offer good customer care
- ☐ Speed of service

12. Do you have any other comments or suggestions you would like to share with us about the café in Queen's Park?

Thank you for taking the time to complete this questionnaire.

If you have any questions about this survey, please contact queens.park@cityoflondon.gov.uk

If you would like to receive a paper copy of this questionnaire, please email asha.tomlin-kent@groundwork.org.uk

Appendix A.2 - Queen's Park Questionnaire Results

| Q1: How often do you visit the current café? | | | Q6: Which two drinks would you most like to be sold in the café? | | Q8: Which two types of food would you most like to be sold in the café? | |
|--|--------|-----|--|-----|---|-----|
| At least once a week | 34.70% | 152 | Fresh brewed coffee/tea | 350 | Health food | 114 |
| At least once a month | 30.59% | 134 | Hot drinks to take away | 135 | Fresh/home made products | 300 |
| At least once every few months | 22.60% | 99 | Hot chocolate | 72 | A wide variety of options | 141 |
| Once a year or less | 8.45% | 37 | Branded soft drinks | 31 | Organic options | 70 |
| I've never visited the café | 3.65% | 16 | More unique soft drinks | 41 | Vegetarian and vegan options | 95 |
| Q2: Have you visited other cafés near the Park in the | | | Fresh fruit juices/ smoothies | 177 | Food for people with dietary requirements (e.g. gluten or dairy free) | 54 |
| Yes | 93.41% | 411 | Alcoholic drinks | 75 | Children's meals | 144 |
| No | 6.14% | 27 | Other | 27 | Other (please specify) | 18 |
| Don't know | 0.45% | 2 | | | | |
| Q4: What are the two main reasons you would go to Queen's Park café? | | | Q7: Which two food options would you most like to be sold in the café? | | Q11: Which of the following are the two most important aspects of the cafe in Queen's park for you? | |
| For a quick coffee/tea break | 33.03% | 288 | Main meals/hot food | 189 | Quality of food and drink | 286 |
| For a quick snack | 13.76% | 120 | Cold meals (e.g. salad) | 78 | Affordability of food and drink | 195 |
| For a meal (breakfast, lunch or dinner) | 12.73% | 111 | Hot snacks | 121 | That the café is environmentally friendly | 99 |
| At the start or end of a walk | 15.14% | 132 | Sandwiches and cold snacks | 131 | Links to the local community/area | 41 |
| To socialise with friends and family | 20.76% | 181 | Packaged take-out options (e.g. sandwiches) | 29 | A wide range of food and drink | 55 |
| Whilst walking a dog | 3.67% | 32 | Cakes | 146 | Healthy food and drink | 92 |
| Before or after attending an event nearby | 5.26% | 46 | Children's meals | 152 | That staff offer good customer care | 110 |
| As an alternative location to work from | 1.95% | 17 | Baby food | 19 | Speed of service | 41 |
| Q5: Who would you be most likely to visit the café with? | | | Specials which change regularly | 63 | | |
| Alone | 11.90% | 52 | Other | 52 | | |
| As a couple | 10.76% | 46 | | | | |
| Friends/family with children | 62.93% | 274 | | | | |
| Friends/family with adults only | 9.61% | 42 | | | | |
| Members of groups/teams (e.g. tennis) | 2.06% | 9 | | | | |
| With colleagues | 0.69% | 3 | | | | |
| Other (please specify) | 2.06% | 3 | | | | |

Q9: Please read the following statements in relation to the new management for the café in Queen's Park and tell us how strongly you agree or disagree.


| | | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly Agree |
|---|--|-------------------|----------|----------------------------|--------|----------------|
| It is important to me that the new management provides opportunities for local people to be employed and trained in the café. | | 2.76% | 2.07% | 22.81% | 33.41% | 37.10% |
| It is important to me that the new management has a connection to the local area and runs the café in a way that responds to specific, local needs. | | 2.77% | 1.39% | 11.55% | 34.41% | 49.91% |
| It is important to me that the new management is committed to running the café in an eco-friendly manner e.g. biodegradable packaging, recycling. | | 3.46% | 0.46% | 6.45% | 23.96% | 64.29% |
| It is important to me that the new management offers a range of ways to pay e.g. cash, card. | | 3.70% | 4.39% | 20.79% | 27.02% | 43.42% |

Q10: Please read the following statements in relation to service of food in the café under the new management and tell us how strongly you agree or disagree

| | | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly Agree |
|---|--|-------------------|----------|----------------------------|--------|----------------|
| The café should be open early in the mornings i.e. before 9am. | | 2.07% | 7.14% | 46.31% | 28.11% | 14.98% |
| The café should be open in the evening, as late as other parts of the park. | | 1.62% | 5.08% | 24.02% | 42.73% | 25.64% |
| Ingredients and food should be locally sourced, where possible. | | 1.15% | 3.22% | 23.45% | 46.67% | 25.06% |
| Ingredients and food should be fair trade, where possible. | | 1.61% | 2.30% | 19.12% | 48.62% | 27.88% |
| Food and drink should be priced affordably. | | 1.61% | 0.92% | 7.82% | 31.72% | 57.70% |

Demographic Data:


Appendix A.3 Consultation Board Designs used at Pop-Up Engagement Events




Queen's Park
Registered Charity

Queen's Park Café Consultation


What are the **two** main reasons you would go to the café in Queen's Park?




For a coffee / tea break




For a quick snack




For a meal
(breakfast, lunch or dinner)




At the start or end of a walk




To socialise with
friends or family




Before or after
walking the dog




Before or after
attending an event nearby



As an alternative location
to work from




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Queen's Park
Registered Charity

Queen's Park Café Consultation


What drinks would you like to be sold in the café?




Fresh brewed coffee / tea




Hot drinks to take away




Hot chocolate




Bottled water




Branded soft drinks




Fresh fruit juices / smoothies



Alcoholic drinks



Healthy (low/no sugar) drinks



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Queen's Park
Registered Charity

Queen's Park Café Consultation

What food would you like to be sold in the café?



Breakfast pastries



Cooked breakfasts



Hot meals



Cold meals



Hot snacks



Sandwiches / cold snacks



Cakes



Ice creams and lollies



Take-away options



Specials which change
regularly



Baby food / Kids meals



Healthy Options



Vegetarian / Vegan



Crisps / fruit / chocolate



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Queen's Park
Registered Charity

Queen's Park Café Consultation

Do you have anything else you want to tell us?





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Queen's Park
Registered Charity

Queen's Park Café Consultation



The City of London have appointed Groundwork London to carry out user engagement and consultation, seeking the views of what our visitors expect from a park café.

Please give us your views on these boards and also fill in our online questionnaire here:
[linklinklink](#)

The questionnaire will be open for four weeks, from Monday 16 September until Sunday 14 October.



Queen's Park
Registered Charity

Queen's Park Café Consultation

What **one** feature of the café in Queen's Park is most important to you?



Quality of food and drink



Value for money



A wide range of
food and drink



The café is
environmentally friendly



The café is connected to the
local community / area



Ingredients are
sourced locally / sustainably



Groundwork London is a registered charity no. 1121155

APPENDIX A.4 - On-site Pop-Up Engagement Events Results

To complement the questionnaire, two pop-up engagement events were held in the autumn of 2019. The purpose of these events was to engage an even broader collection of park users, spanning the breadth of the local community and to capture more nuanced opinion.

Events took place on the following dates in Queen's Park:

- Sunday 15th September: 12:00 – 17:30PM, Queen's Park Day, an annual event with around 18,000 attendees in 2019
- Wednesday 2nd October: 14:00 – 17:00PM

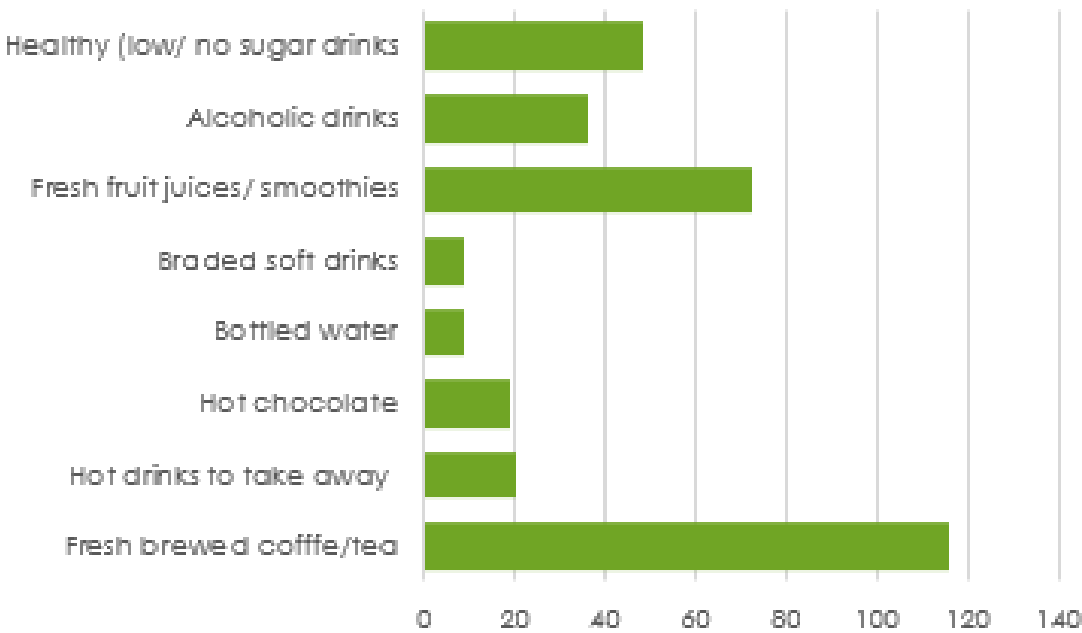
This Appendix contains the detailed results of the mood board voting activity, engaging 318 people, as well as the 89 individual comments collected.

Two main reasons we would visit:



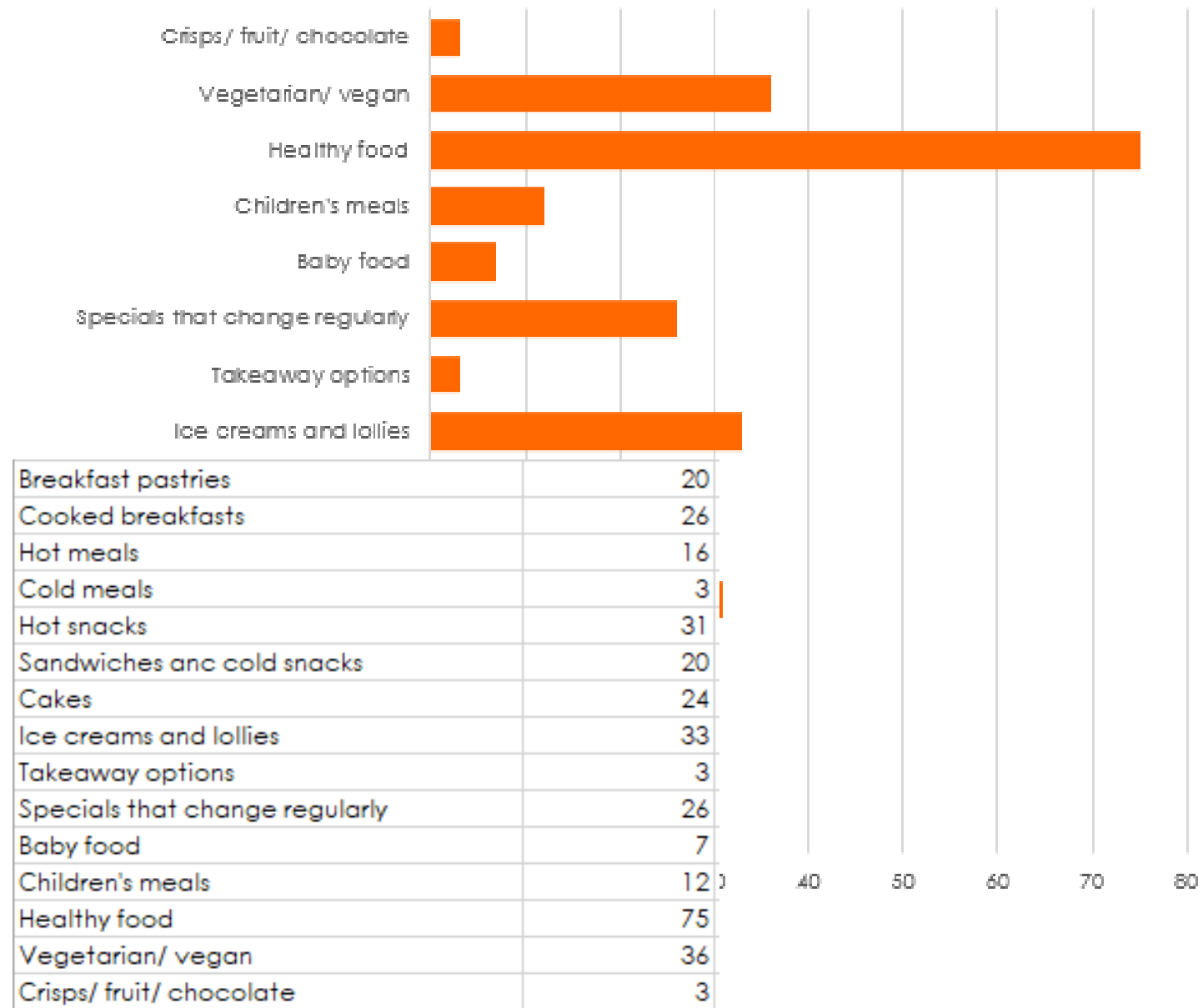
| | |
|---|-----|
| For a coffee/tea break | 191 |
| For a quick snack | 86 |
| For a meal (breakfast, lunch or dinner) | 76 |
| At the start or end of a walk | 114 |
| To socialise with friends and family | 97 |
| Whilst walking a dog | 27 |
| Before or after attending an event nearby | 15 |
| As an alternative location to work from | 30 |

Drinks we would like:

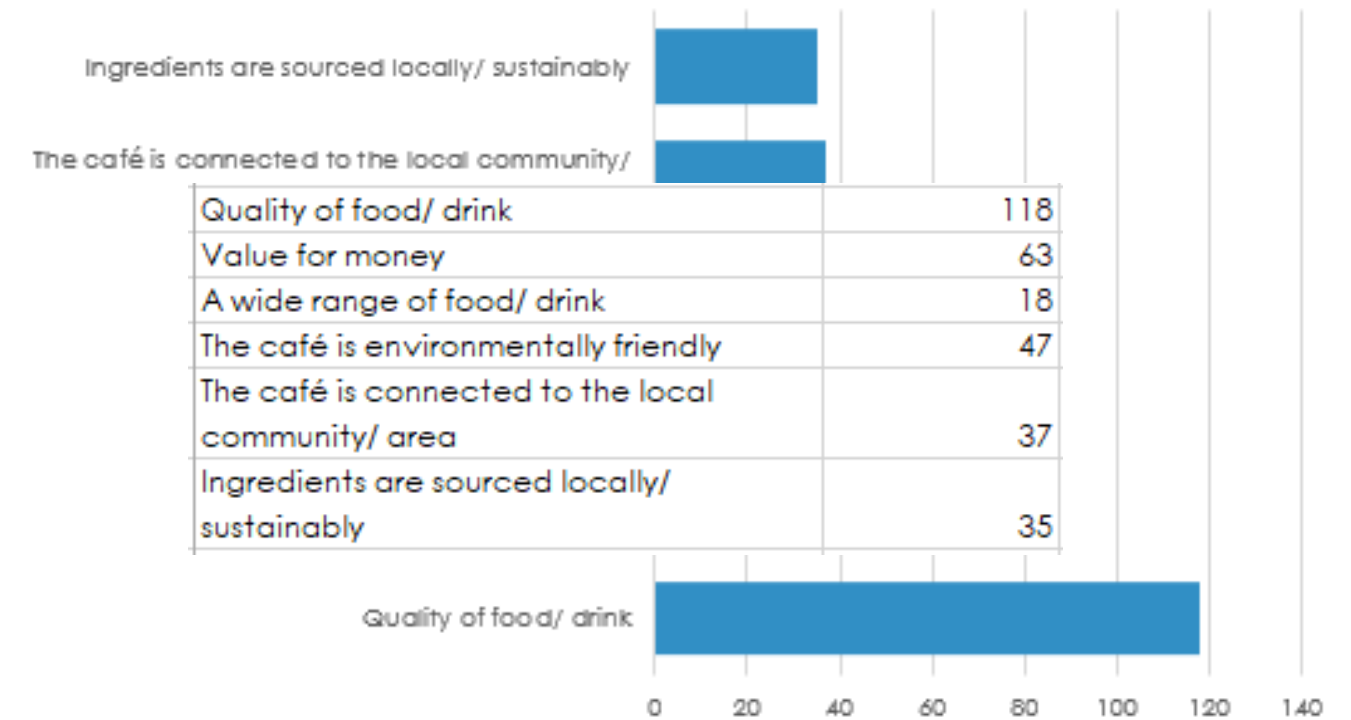


| | |
|--------------------------------|-----|
| Fresh brewed coffe/tea | 116 |
| Hot drinks to take away | 20 |
| Hot chocolate | 19 |
| Bottled water | 9 |
| Braded soft drinks | 9 |
| Fresh fruit juices/ smoothies | 72 |
| Alcoholic drinks | 36 |
| Healthy (low/ no sugar drinks) | 48 |

Food we would like:



The Park Cafe's most important feature:



On-site Pop-Up Engagement Events Comments

| |
|-------------|
| Aspirations |
| Negative |
| Positive |

| General | Food/ drink offering | Prices | Service/ management | Environmental impact | Fairtrade | A range of ways to pay |
|--|--|---|--|---|---|--|
| Should have a quiet area – so I can relax | Good breakfast | I would use more if things were cheaper, pocket money prices for children. | Café should be an independent community café. | Less plastic | Use Fairtrade products, tea, coffee and sugar for the cakes | I have boycotted the café since you went cashless. Please reconsider. |
| Nice décor would be welcome | Vegetarian/ vegan food | More affordable options please. | Should be open sometimes afterhours | No bottled water! | Fairtrade produce | Please accept cash! Not everyone has a card! |
| Would be nice for it to be a place where adults can eat/ drink and children can play around – both in the day and the evening. | I would like more healthy options for drinks. | Keep the prices low! It's a park café, not a gastropub, or top-class restaurant. | Coffee and tea for early people walking to the tube. | No bottled water | Fairtrade products, coffee, tea, sugar and bananas! | Use cash and card. Kids need to be able to buy ice cream etc. independently |
| A quiet place to work – without piped-in music – would be great. | The café has the best coffee, pastries and lunch. | Presently the café is very expensive – need to offer moderate prices. | Should be independent | No bottled water!! | Please use Fairtrade wherever possible. Get in touch with Brent Fairtrade Network for advice. | I don't visit the café much now. I preferred it when you could pay in cash. If I'm out for a walk, I just like to take a bit of cash in my pocket. |
| I've really enjoyed the café compared to the previous one. | Good coffee! Cheap ice cream for kids. | Need cheaper food and drink. | Please have an independent place – no chains! | Reduce plastic and do more for sustainability and recycling | Please use Fairtrade products | Can I please pay by cash? |
| Good Wi-Fi/ plugs for working | Offer breakfasts – nowhere local does a nice all day grill up. | Not affordable at the moment! | Involve local schools and community groups. Demonstrate engagement in the community. | No single use plastic plates/ bottles or cans | | The café won't take cash unless you have the correct money |
| Love the café – good childhood memories, relaxing and fun, very child friendly. | Healthier food options made available to adults and children. | Prices a little high. | It would be nice if the café was open later in the evenings. | Should have tap water available to reduce plastic waste | | Please accept cash |
| Need cleaner toilets! | More and healthier variety of children's meals please | Too expensive | The café should be open everyday. It would be nice if it didn't change owners every six months. | No bottled water – filtered water please | | Please accept cash! |
| The water fountain is great – please keep! | Sparkling elderflower with fresh mint | Please keep at least some prices affordable for less well-off people. It's a community space as well as a business e.g. Teas for 50p, kids meals for £1.50. | Make good use of planting boxes – grow vegetables and herbs and involve local people/ children in caring for them. | Make fresh water easily accessible and ban plastic bottles. | | |
| Very important community café – oasis in the park. Love it. | Expensive for poor quality food. See Holland Park Café! | Need affordable prices so everyone can go. There are too many expensive cafes in the area already! | It would be great if the café were a centre for fun seasonal activities e.g. Xmas tree, Halloween pumpkin theme | | | |
| Dog's must be on leads. I have seen three fights in two months (2019) | Push Wolfpack Lager for a good local deal | Expensive prices | Should support local community initiatives e.g. Clubs, charities etc. | | | |
| Don't give in to the vocal dog lobby. Ban dogs inside. | Love the current ice cream and lickalix offer, good hot drinks. Kids meals could be more varied. | Too expensive | Why close so early? | | | |
| Victoria Park café has passion and style, character and individuality. | Should have a nice variety of food options, e.g. Salads in summer and jacket potatoes in winter, BBQs would be nice in summer. | Too expensive | Service is excellent! | | | |

| | | | | | | |
|--|---|--------------------------------|--|--|--|--|
| Community is not just parents and children but a whole variety including active older people | Please offer tap water. | Pricing needs to be reasonable | Keep it local, not a high street copy! | | | |
| Bring back John Blandy Queen's Park pictures on the walls and keep local notices. | Good home-cooked, healthy food – variety is less important than quality | | No corporate organisations please, family or co-op run independent only. | | | |
| Interior is bright and airy – comfy seating | I want great quality, fresh and healthy food for me and my kids (3 year olds) | | Poetry events | | | |
| The toilet is disgusting | There were some really good people running it before the present ones, good home-cooked food. | | | | | |
| Learn from the café at the Maqam Centre – family friendly, quiet workspace, bright environment and healthy food. | Local produce, home grown | | | | | |
| The toilet needs to be better. | Recognise your responsibility for the obesity crisis and serve healthy food. Resist junk food pressure. | | | | | |

