

Appendix 1

ANALYSIS AND RESPONSE TO FINDINGS CITY GARDENS SURVEY 2012

Customer profile	2
Overview key findings	2
Further analysis on the use of City gardens	8
Main purpose of visit	8
When do customers visit and for how long?	9
How do people use the gardens?	10
Why don't people use the gardens?	10
Which gardens are the most popular?	10
Satisfaction with parks, gardens and churchyards	11
Safety in the gardens	12

Customer profile

1. Of the 1015 people interviewed:

- 50% were men, 50% were female
- 12% were under 25 years old, 29% were aged between 25 and 34, 24% were between 35 and 44, 17% were between 45 to 54, 14% were between 55 to 64, 3% were between 65 to 75 and 1% were over 75
- 3% declared a disability
- 19% lived abroad, 22% lived in the UK, 59% resided in London

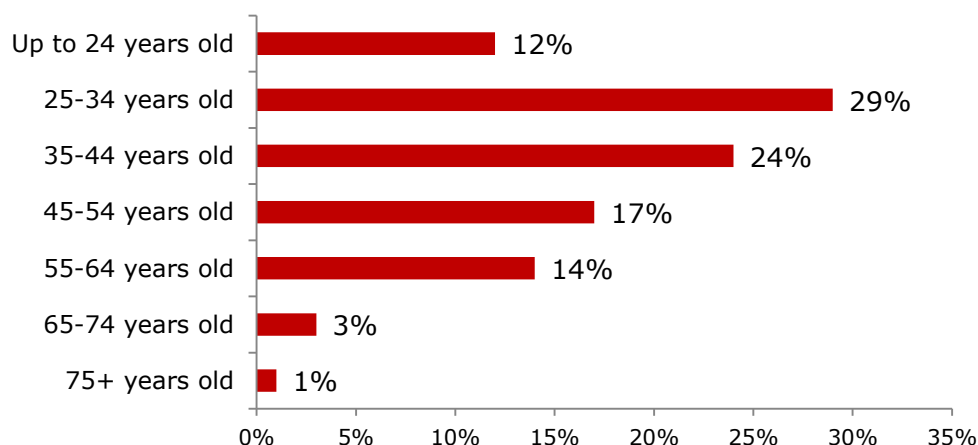


Figure 1 Age of customers

Overview: Key Findings

	What did we find out?	How can this be used?
	Profile of visits to parks, gardens and churchyards	
2.1	<p>Frequency of use</p> <p>More than eight out of ten people have visited, used or walked through the parks, gardens and churchyards in the City of London (including Bunhill Fields Burial Ground).</p> <p>36% of customers use the parks, gardens and churchyards on at least a weekly basis.</p> <p>29% use the parks, gardens and churchyards less than weekly.</p> <p>21% state they have only used the park, gardens and churchyards on one occasion.</p> <p>14% never use or walk through the parks, gardens and churchyards.</p>	<p>The gardens are a key facility for the City's various communities. These statistics are very useful for giving an overview of usage of the City's gardens.</p> <p>City Gardens have a number of interpretation leaflets and trails on offer.</p> <p>To aid further promotion of our green spaces the City Gardens team are in the process of setting up a Twitter account and are taking part in the rebranding project currently being undertaken by Open Spaces.</p>

<p>2.2</p>	<p>Parks Gardens or churchyards visited</p> <p>Certain gardens are consistently the most popular including St Paul's Churchyard, the Barbican and Tower Hill Gardens but smaller sites seem to have particular user groups. Some are more popular with residents than workers and where people live and work in the City determines which gardens they are more likely to visit.</p>	<p>This information is useful to know when planning future workforce activities to ensure adequate levels of staffing for maintenance activities. The information is also useful to be able to identify user numbers at sites, when and if we have to steer future site specific consultations.</p>
<p>2.3</p>	<p>Main time of visit</p> <p>The majority of the use of our gardens takes place during the week. 85% of visitors stated their main visit was during the week day (including commuting time - 8%). With just under half of our customers using them at lunchtime to eat lunch.</p> <p>Only 15% of customers specified the weekend as the main time for their visit.</p>	<p>Useful information for undertaking any consultation to enable the team to reach large audiences in a short time frame.</p> <p>This finding also confirms the increasing difficulty our gardeners experience carrying out maintenance work during lunchtimes on summer days with overcrowded gardens and spaces.</p> <p>This also evidences the increase in convenience food rubbish collected at lunchtimes. We have recently installed 16 recycling bins to help reduce costs for landfill and the team are promoting recycling in general in our gardens. Results of this initiative will be published early next year.</p> <p>In addition, and as indicated in previous years' findings, if intrusive works are to be carried out these activities can take place at the weekends.</p>
<p>2.4</p>	<p>Reasons for visiting our parks, gardens and churchyards</p> <p>Three quarters of customers state relaxation as the main purpose for their visit with half using the gardens on route and over a quarter to meet friends.</p> <p>A small percentage stated visiting to attend events, play sport, contact with nature or walking as their main purpose.</p>	<p>This is a similar finding to previous surveys. The gardens are well resourced with benches. The team and friends groups are exploring the possibility of providing deckchairs and/or rugs for hire to provide temporary seating to accommodate activities and raise income.</p> <p>An events policy is currently being researched to see if there is scope to encourage more use of our gardens during weekends from corporate, business and community groups. The pilot events policy would include a schedule of rates to reflect the type of organisation and size of activity. A report will be brought to this</p>

		committee on this issue at a future meeting.
2.5	<p>Reasons for not visiting parks, gardens or churchyards</p> <p>The small percentage of non-visitors stated not having enough time and not knowing where the parks and gardens were located.</p>	This is useful information for the Open Spaces rebranding programme and for future signage programmes in partnership with the Environmental Enhancement team and actions proposed in point 2.1.
	Satisfaction with parks, gardens and churchyards	
2.6	<p>Maintenance</p> <p>The vast majority of people interviewed (79%) provide a positive rating of <i>good or very good</i> relating to their overall view on the standard of maintenance.</p>	This is a pleasing overall satisfaction result which can be used to support the staff funding allocations and as a benchmark for the service with other London boroughs. However there is clearly room for improvement which will be addressed through the performance review process and through more efficient work planning.
2.7	<p>Litter</p> <p>Similar results (78%) provided a positive rating of <i>good or very good</i> with regard to the overall views on the standard of cleanliness.</p> <p>79% of customers provided a positive rating of <i>good or very good</i> on the standard of litter clearance. Workers who visited the gardens regularly were less critical and gave a positive rating. However, residents were more likely to give a poor rating.</p>	<p>Useful statistic to use to as a measure for continued high performance.</p> <p>The latter finding may reflect St Paul's Cathedral and Smithfield Gardens where rubbish volumes are considerably higher. Recycling bins have been introduced to help with the volumes and more temporary bins will be planned for high season months subject to adequate funding becoming available.</p>
2.8	<p>Removal of dog and pigeon mess</p> <p>Over three quarters of customers felt this was good or very good.</p>	Although there are relatively few dogs in the City, pigeons can be a problem at certain sites. This positive finding may be linked to the successful use of a hawk by the environmental services team to control pigeons in the City. This information will be fed back to the Department of Built Environment.
2.9	<p>Attitude of staff</p> <p>three quarters of respondents provide a positive rating of good or very good regarding the attitude of staff in the gardens with the under 45 year old age range and regular customers more likely</p>	This positive finding indicates a good level of on-site customer service by the gardeners who report that they are regularly approached by members of the public enquiring not only about the

	to rate this as good or very good.	gardens but more often asking directions for hospitals, travel and bus stops. The team willingly accepts that this customer facing role is an important part of the service provided by front-line staff.
2.10	<p>Overall views on availability of useful information</p> <p>Half of respondents state this as good or very good, visitors from abroad are most likely to rate this as poor.</p>	<p>This figure is generally positive; the information can be used to support future signage and information dissemination and the branding package that is planned for Open Spaces. This feedback will also be given to the CoL Information Centre, especially in light of feedback from visitors from abroad.</p>
2.11	<p>Overall views on quality of play and sports facilities</p> <p>35% provide a positive rating of good or very good, 25% providing a fair rating and just under half providing a negative rating of poor or very poor.</p>	<p>This finding should be considered within the context of the small size of the majority of our gardens which are considered 'pocket parks' and limited in terms of space to install play equipment and sports facilities. Four of our gardens now have play equipment installed. The river walkways are experiencing growing numbers of people using these areas as a running route. The Friends of City Gardens arrange regular 'green gym' volunteer activities and intend to extend and expand these activities over the coming months. The new open space at the Aldgate Gyrotory planned for 2014 will include a play facility and there will be scope to include play features in the restored Finsbury Circus landscape in 2018.</p>
2.12	<p>Feeling of safety</p> <p>Almost all agreed with the statement 'I always feel safe in the parks and gardens in the City'. Customers using the gardens more than once a week were more likely to strongly agree; interestingly, in 2012 customers were more likely to strongly agree than in 2009.</p> <p>A tiny % stated that drug and alcohol misuse and the darkness and no lighting as being a reason for feeling unsafe.</p>	<p>The findings are very positive and reflect the partnership working of City Gardens, the police and the homeless unit. However some work needs to be done to reduce drug and alcohol misuse and anti-social behaviour. Drug & alcohol misuse is reported by staff using our incident forms, which are then collated and shared with the City of London Police and the department of community & Children's Services</p>
	Improvements to parks, gardens and churchyards	
2.13	<i>'There should be more open space in</i>	

	<p><i>the City of London'</i></p> <p>The vast majority agreed to some extent that there should be more open spaces in the City. 2012 customers were more likely to strongly agree than 2009 customers.</p>	<p>This finding can be used for area wide strategies for future planning and prioritising S106 funds. It is already a key objective within the Open Space Strategy and likely to remain so following the review. Increasing the amount of green space to maintain the current ratio per head of daytime population remains a daily focus of our work with the Environmental Enhancement team.</p>
2.14	<p><i>'There should be more nature attracting plants in the City'</i></p> <p>The vast majority agree to some extent that there should be more nature attracting plants in the City, in particular residents. Younger people, workers and customers over 45 + were more likely to disagree.</p>	<p>The 2010-15 City Gardens Biodiversity Action plan promotes the use of native planting where possible to attract insects and wildlife. All new planting schemes include plants that offer these qualities. The annual bedding schemes for 2014 and in the future will prioritise nectar rich varieties. The use of pictorial meadow planting in containers on the Barbican Estate received many positive comments.</p>
2.15	<p><i>'There should be more trees in the City of London'</i></p> <p>The vast majority agree that there should be more trees in the City.</p>	<p>This is a positive result, over the last 4 years a number of trees have been planted and more are planned, funded through new landscaping schemes and more notably the 3rd year of the Green Corridors project (55 trees in total), in line with the City of London Tree Strategy.</p>
2.16	<p><i>'There should be more hard standing landscaping within our green spaces'</i></p> <p>Just over half agree there should be more hard standing landscaping within our green spaces.</p>	<p>A surprising result when compared to more negative responses in 2004 and 2009 surveys. There were no comments attached to this statement to explain this finding and it contradicts other improvement findings requesting more green space and lawns. It may be interpreted to increase pathways and areas for seating which will and are addressed in Environmental Enhancement strategies and re-landscaping schemes.</p>
2.17	<p><i>'There should be more staff presence in the gardens in the City'</i></p> <p>Three quarters agree that there should be more staff presence in the gardens in</p>	<p>The findings are similar to 2004/2009 surveys. The number of staff is the same</p>

	the City.	and unlikely to increase in the future. Our team tend not to undertake key grounds maintenance work during busy lunchtimes, especially in the summer months and especially in the gardens that attract large volume of people, making the team less visible to the majority of our customers. In the future we may use more of our volunteers to undertake surveys, provide more tours and activities to help us provide an increased on-site presence during busy periods.
2.18	<i>'There should be more focus on encouraging wildlife in the City'</i> Over three quarters agree with this statement.	Similar actions as outlined in point 2.14
2.19	<i>'There should be more lawn areas for sitting in the City Gardens'</i> The vast majority agree with this statement.	Similar to findings from previous surveys. Recent landscaping schemes such as St Pauls Walk and Blackfriars pub garden have incorporated lawns as a direct response to previous surveys. This information is useful for planning subsequent landscaping schemes.
2.20	<i>'There should be more opportunities to learn about 'natural play'</i> The vast majority agree to some extent with the statement that there should be more opportunities to learn about 'natural play', with 44% agreeing strongly and 40% agreeing.	This question was included for the first time to gauge customers' views. This finding will be useful to support external funding bids to purchase and/or design equipment that encourages natural play.
2.21	<i>'There should be more children's play equipment'</i> Over half agreed with this statement.	As described in point 2.11 & 2.20 play will be included within new landscaping schemes where possible.
2.22	<i>'There should be more sports equipment'</i> Over half agreed with this statement.	As described in point 2.11 providing sports equipment into our gardens is limited due to their size and location. However exercise that does not require installed equipment - such as running, bicycling and walking - is already promoted in the City as a whole. Working with other partners

		such Green Chain, TfL, the Mayor's Office initiatives and the Environmental Enhancement team to incorporate routes for these activities to take place.
	Involvement with parks, gardens and churchyards	
2.23	Interest in a green gym Just less than a quarter of respondents would be interested in taking part in activities that help people keep fit and healthy while improving the environment.	This result will be used to secure external funding for a potential programme to be delivered in partnership with the friends groups.
2.24	Interest in volunteering A small minority were interested in volunteering.	This statistic confirms that there is an interest in volunteering. City Gardens traditionally support corporate volunteering and the Fann Street wildlife group. The Friends of City Gardens has been set up and will be constituted formerly in October 2013. The group will support the City Gardens team to increase volunteering opportunities and activities.

Further analysis on the use of City gardens

3. The survey's findings provide evidence that the Corporation's gardens are a popular destination for all those who come to the City. Out of 1015 people who were interviewed and despite the survey taking place in November, 86% of the total sample questioned spend time in or walk through the City gardens.
4. Of the 1015 questioned the ethnicity of the respondents was as follows:
5. 55% were white British, 17% white European and nearly 21% of respondents spread over 15 different ethnic groups, (no significant difference since 2009 survey);
6. Nearly three-fifths of people travelling to the City did so from elsewhere in London, with a further fifth from elsewhere in the UK and the final fifth from abroad (similar findings from 2009);
7. As to be expected, the frequency of use and time spent was lower when compared to a summer survey but the likelihood of any use was found to be the same, indicating the open spaces are still used by a similar proportion of customers in the winter as in the summer.

Main purpose of visit

8. The main reason for visiting the City of London was to work, with half of customers (50%) stating work. Virtually two fifths of customers (39%) were in the City of London to visit and one tenth (10%) were residents. Customers of white

ethnicity are more likely to be working and more likely to be a resident, with customers of other ethnicity being more likely to be visiting.

When do customers visit and for how long?

9. Distinct patterns emerge in the timing of people's visits to the gardens. In general gardens are used almost twice as much during the week as at the weekend. 85% of respondents stated the weekday as the main time of their visit and 15% the weekend. The usage during the week is a 15% increase since 2009 and the usage during the weekend is 15% decrease since 2009. The latter result could have been a reflection on the type of user and/or the time of year.
10. Weekend evenings and are the least popular times to use the gardens (3% who use the gardens do so at these times) and week day lunchtimes are by far the most popular (42%).
11. The amount of time people spend in the gardens also varies considerably. On week days, over half of visitors (58%) up to half an hour, 26% spending under 15 minutes and nearly one third (32%) spending between 15 minutes and up to 30 minutes. 10 % spending between one to two hours. Residents tend to spend more time, one to two hours and over two hours in the gardens.

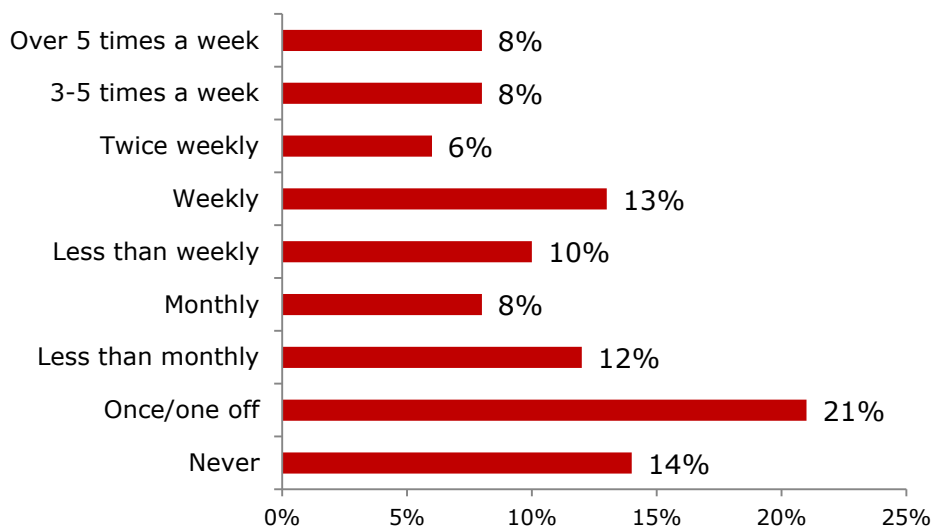


Figure 2 Frequency of use of parks, gardens and churchyards in the City of London

How do people use the gardens?

12. It is interesting to note that relaxation is the main reason for visiting the gardens with nearly 72% stating this as their purpose, with just over one third (35%) using the gardens to meet friends. 9% identified attending events and 9% play and active recreation or sport as the main purpose for their visits. 6% stated contact with nature and 2% dog walking.

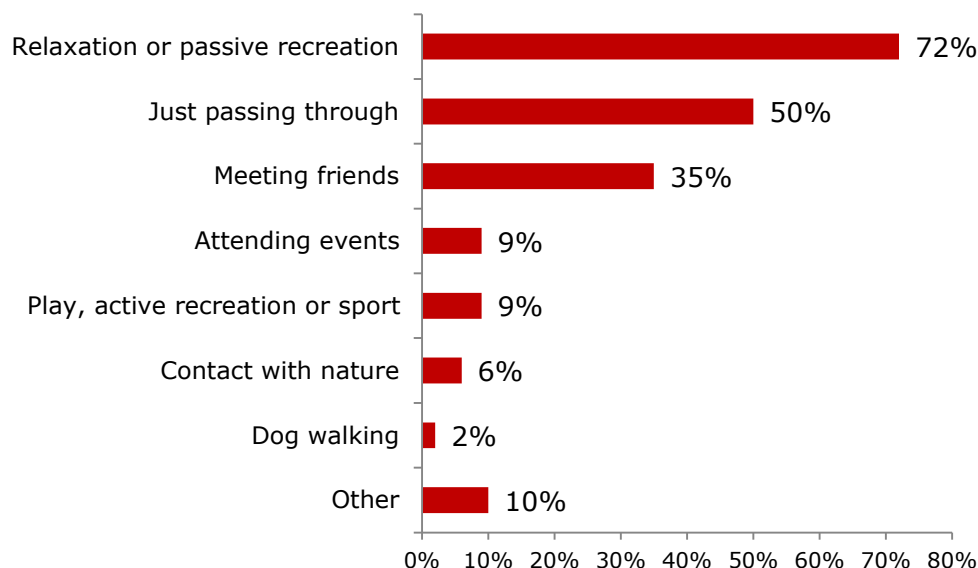


Figure 3 Reasons for visiting parks, gardens and churchyards

Why don't people use the gardens?

13. Of the 14% that are non-visitors, the main reason for not visiting the gardens is that they do not have time to do so, identified by 53% of non-visitors, this was stated by workers in particular. 38% state not passing by or the gardens not being close to where they live or work. 27% state not living in the area. 9% stated not knowing where the gardens are as a reason for not visiting.

Which gardens are the most popular?

14. The three areas most visited by the largest proportion of visitors are: St Paul's Cathedral Garden (54%) the Barbican (46%) and Tower Hill Garden (41%). The type of customer reflects the visit preference, for example visitors to London were more likely to visit St Paul's Churchyard and Tower Hill Gardens, whereas workers are more likely to visit St Andrew's Churchyard or a garden located near to their work. Residents are more likely to include the main three gardens and in addition Postman's Park, the Barbican, Cleary Gardens, St Alphage's Garden, Finsbury Circus and St Dunstan in the East, St Botolph's, Fen Court, Petticoat Square, Portsoken and Bunhill Fields in their top categories.

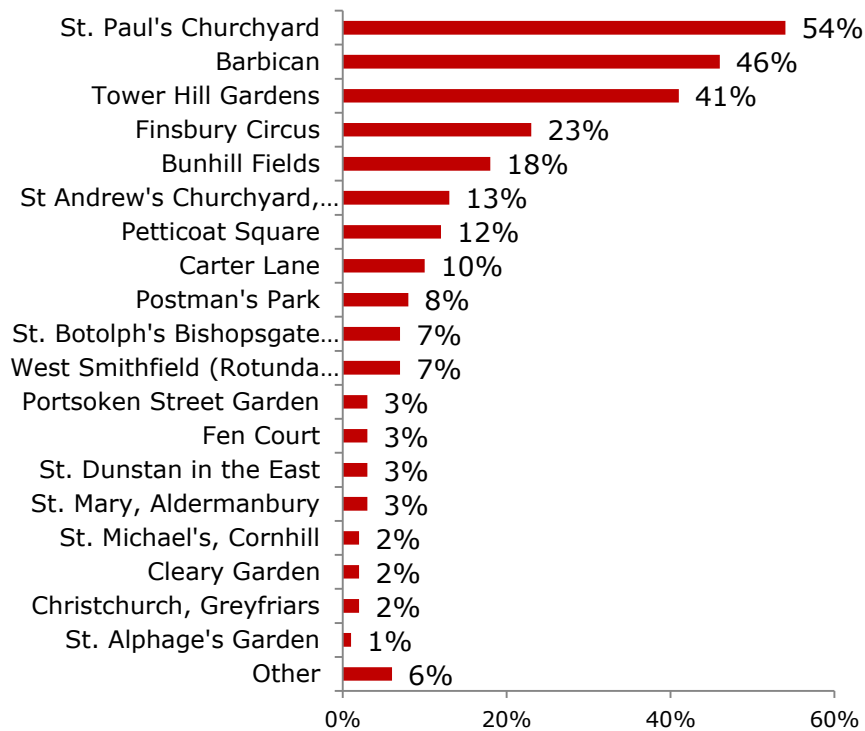


Figure 4 Parks, gardens or churchyards usually visited

Satisfaction with parks, gardens and churchyards

15. The second section of the interview focused on what people thought of the gardens in the City both in respect of the various services provided by the Corporation, and in order to gauge overall levels of satisfaction with the gardens as a whole.

16. The vast majority of people interviewed; 88% of people gave overall satisfaction ratings of good or very good ratings for accessibility to our gardens, similar ratings for general standard of maintenance (79%), for cleanliness (78%), litter clearance (79%), for pigeon mess and dog fouling (80%) and (72%) positive rating for staff attitude in the gardens.

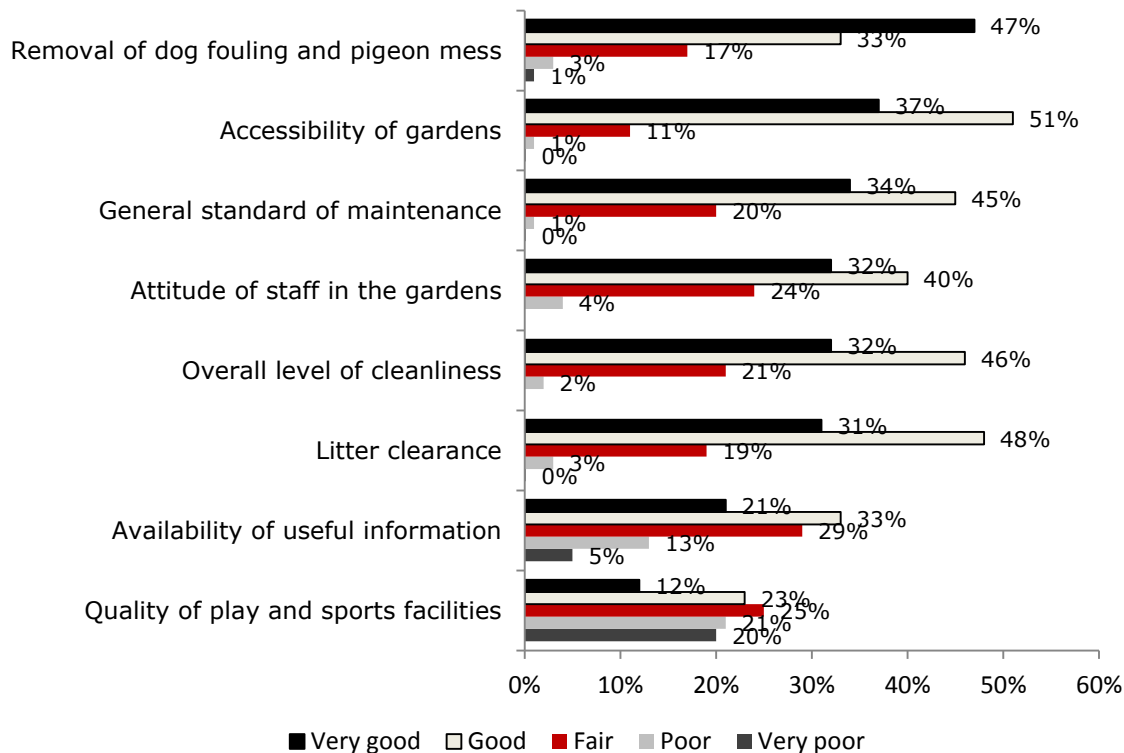


Figure 5 Ratings provided for levels of satisfaction with parks, gardens and churchyards

17. The availability of useful information was the only indicator which received a higher negative rating of 17%. This is a higher negative rating compared to previous surveys undertaken in 2004 and 2009.

18. An overview of satisfaction levels

Accessibility	Customers who visit at least once a week and workers are more likely to give this a higher rating.
General maintenance	Residents are most positive about this aspect of the service than other customers.
Litter clearance	Customers who visit more than once a week are more likely to give a positive rating.
Removal of dog/pigeon mess	Residents were more likely to be very satisfied with how this issued is managed, than irregular visitors
Attitude of staff	45+ were more likely to rate this highly as were customers who visit regularly.

Safety in the gardens

19. The people interviewed were asked whether they agreed with the following statement: *'I always feel safe in the parks and gardens in the City'*. Overall the response indicated that in general people feel safe when using the gardens in the City, with 98% saying they agreed or strongly agreed. In general female customers were more likely to agree and less likely to strongly agree. Similar findings for irregular visitors. Those that did feel unsafe felt it was down to poor lighting in the evenings or the anti-social activities or others.