

<b>Committee(s):</b>	<b>Date(s):</b>
West Wickham Commons Consultative Committee Coulsdon Commons Consultative Committee Ashtead Common Consultative Committee	22 January 2014 12 February 2014 18 February 2014
<b>Subject:</b> Visitor Survey 2012	<b>Public</b>
<b>Report of:</b> The Superintendent of Burnham Beeches, Stoke Common and City Commons	<b>For Information</b>
<p><b>Summary</b></p> <p>This report presents a summary of findings from an observational visitor survey carried out during the period 01 January to 31 December 2012 inclusive. The data shows that surveys over the three-year period produced consistent results.</p> <p>Statistics from these surveys have been used in newsletters, funding bids and for our management planning, providing valuable information to our stakeholders both internally and externally.</p> <p><b>Recommendation</b></p> <p>Members are asked to:</p> <ul style="list-style-type: none"> <li>• Note the report.</li> </ul>	

## Main Report

### Background

1. Work on the Visitor Survey began in 2010. It was designed by consultants of Alison Millward Associates as part of a three year programme to train and guide our employees and volunteers as surveyors.
2. In 2011 a team of employees and local volunteers coordinated by the Project Team carried out observational surveys throughout the summer and winter months of visitors to the seven City Commons.
3. The survey methodology records when people visit the open spaces, where they go and what they do whilst visiting. A summary report of data recorded in 2011 was shared with the previous consultative committee.

### Current Position

4. A dedicated team of surveyors carried out another year of observations during 2012 to assess how representative the visitors to our open spaces are of local (2km) communities. As in previous years we were studying patterns of use by visitors as well as recording the number of visits.
5. Data analysis was carried out by the Project Team and a summary report was compiled by Project Assistant, Sarah Barton (see Appendix 1).

## **Results**

6. The data generated was used to estimate a total of 1,033,961 visits across the City Commons but this is a conservative estimate that does not record every user of our seven geographically distinct sites.
7. Analysis of the data from 2012 showed little variation in patterns of use from that gathered in 2011 further supporting the proposal to only gather data in the summer months for the purpose of estimating visitor numbers.
8. Further analysis of the data can be seen in attached report.

## **Plans for 2013**

9. It was the considered opinion of both the consultant and the Project Team that because data gathered in 2012 showed little variation from that analysed in 2010 and 2011, another full years surveying was not required.

## **Corporate & Strategic Implications**

10. Gathering, collating and analysing data about our service users, and involving volunteers, meets three of The City Together Strategy aims with regard to opportunities, communities and the environment.
11. Volunteering and community involvement are included in the Open Spaces Department Business Plan and this project delivers the aim for Inclusion by developing a sense of place for local communities.
12. Accurate visitor information will help build a better understanding of the City Commons, which will inform future decision making and focus improvements affecting the long-term provision of services.

## **Financial Implications**

13. This project has cost a total spend of £10,000 now claimed by Alison Millward Associates and met totally by Local Risk expenditure.

## **Conclusion**

14. The Visitor Survey has been a successful project, not only engaging with our volunteers and local communities but also by creating valid data about visitors that is being used for making decisions on City Commons.
15. The next step is move on from collecting merely quantitative data by observing visitors to gathering qualitative information by talking to them.

## **Appendices**

- Appendix 1 – Visitor Survey Summary Report 2012

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