



FINDINGS & DISCUSSION

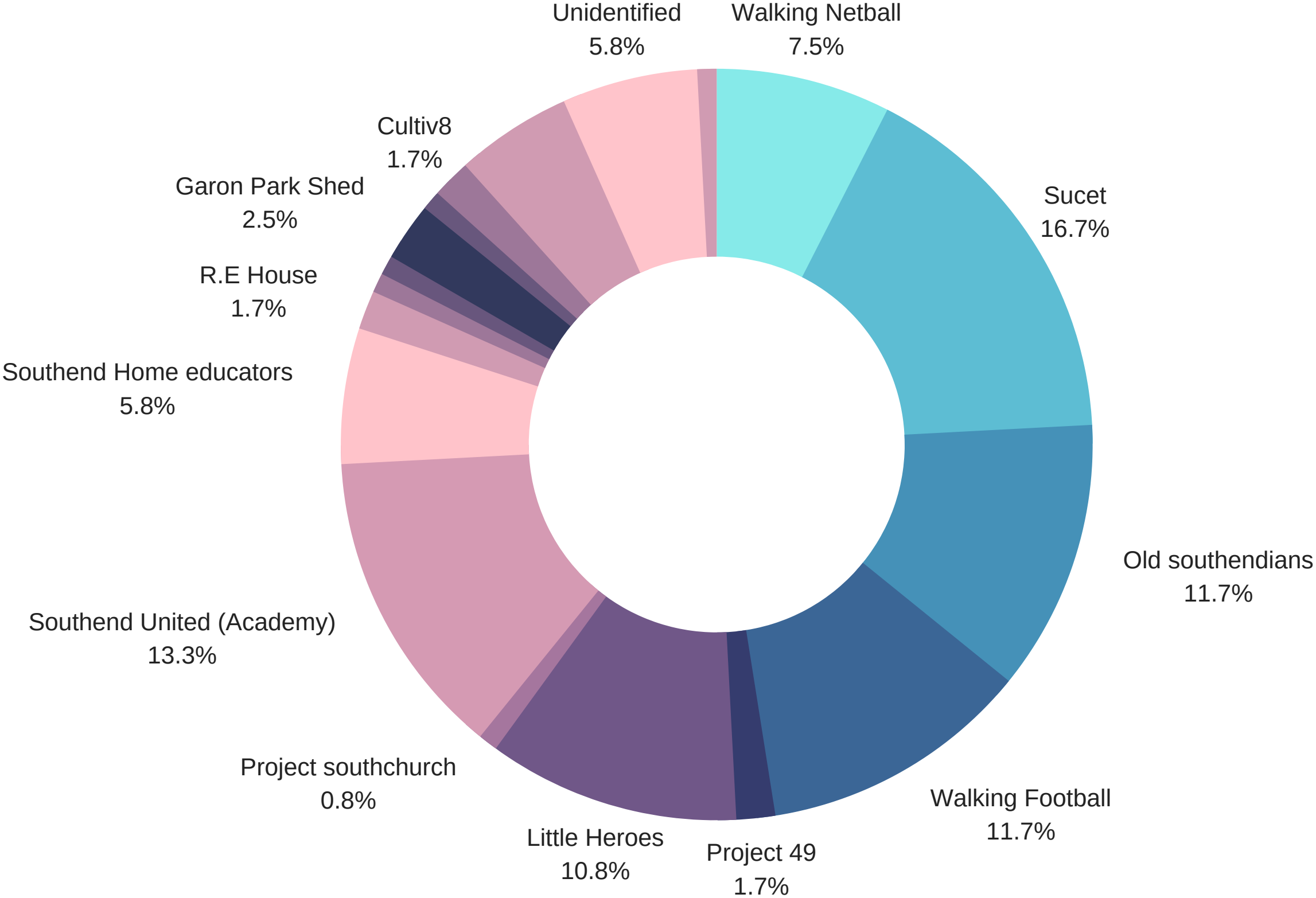
**WELL-BEING @GARON PARK
FINAL REPORT**

May 2021

Response rate

- The questionnaire was completed by respondents from 18 identified user-groups, with **5.8%** of the respondents not indicating the group to which they belong.
- The highest response rate was received from Southend United Community and Educational Trust (SUCET) **16.7%** and **13.3%** of responses was from Southend United Academy.
- **60.9%** of responses were from groups involved in using the sporting facility present at WGP's site e.g The football pitch.
- A graphical representation of the responses and response rates are shown in the following two pages.

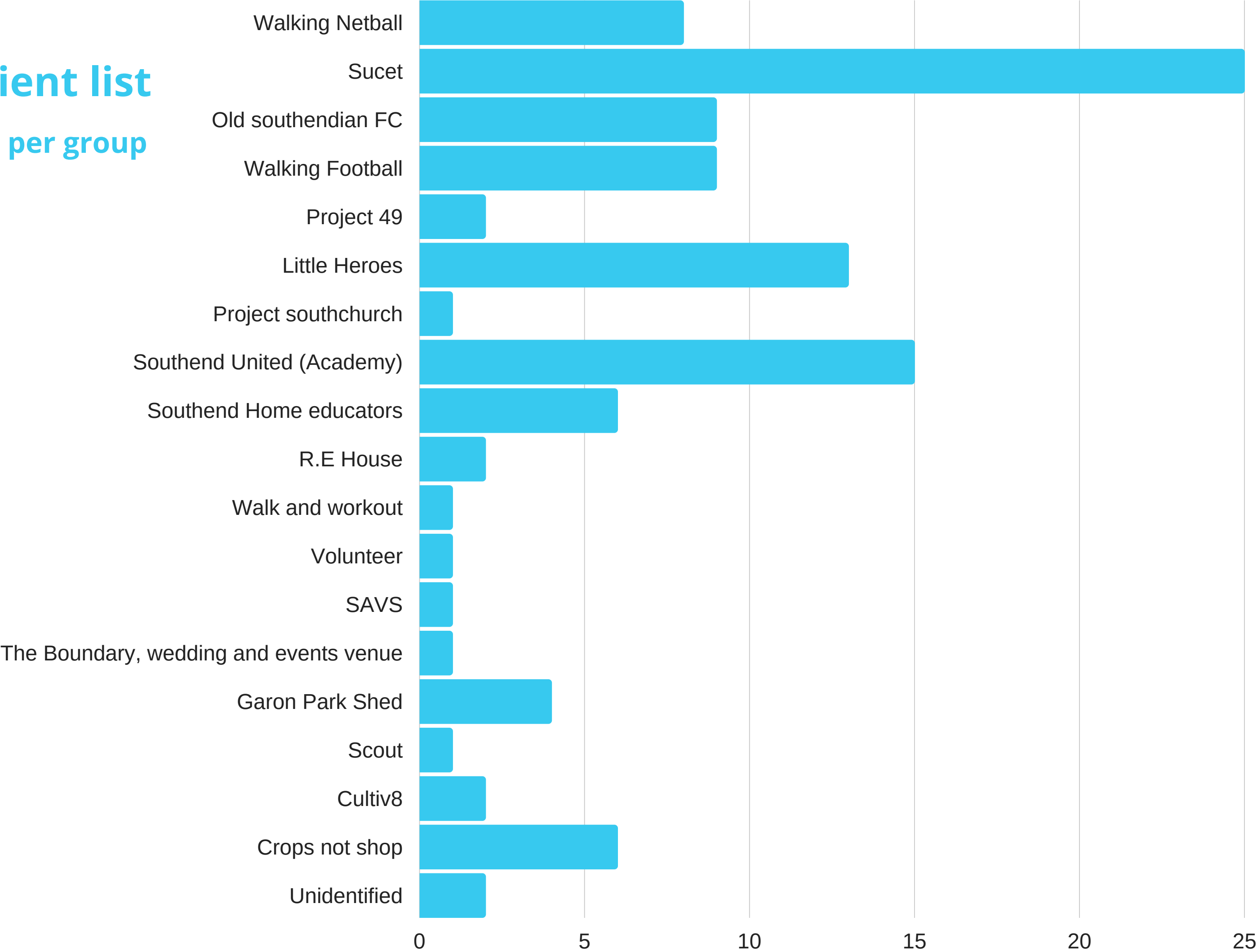
Response rate



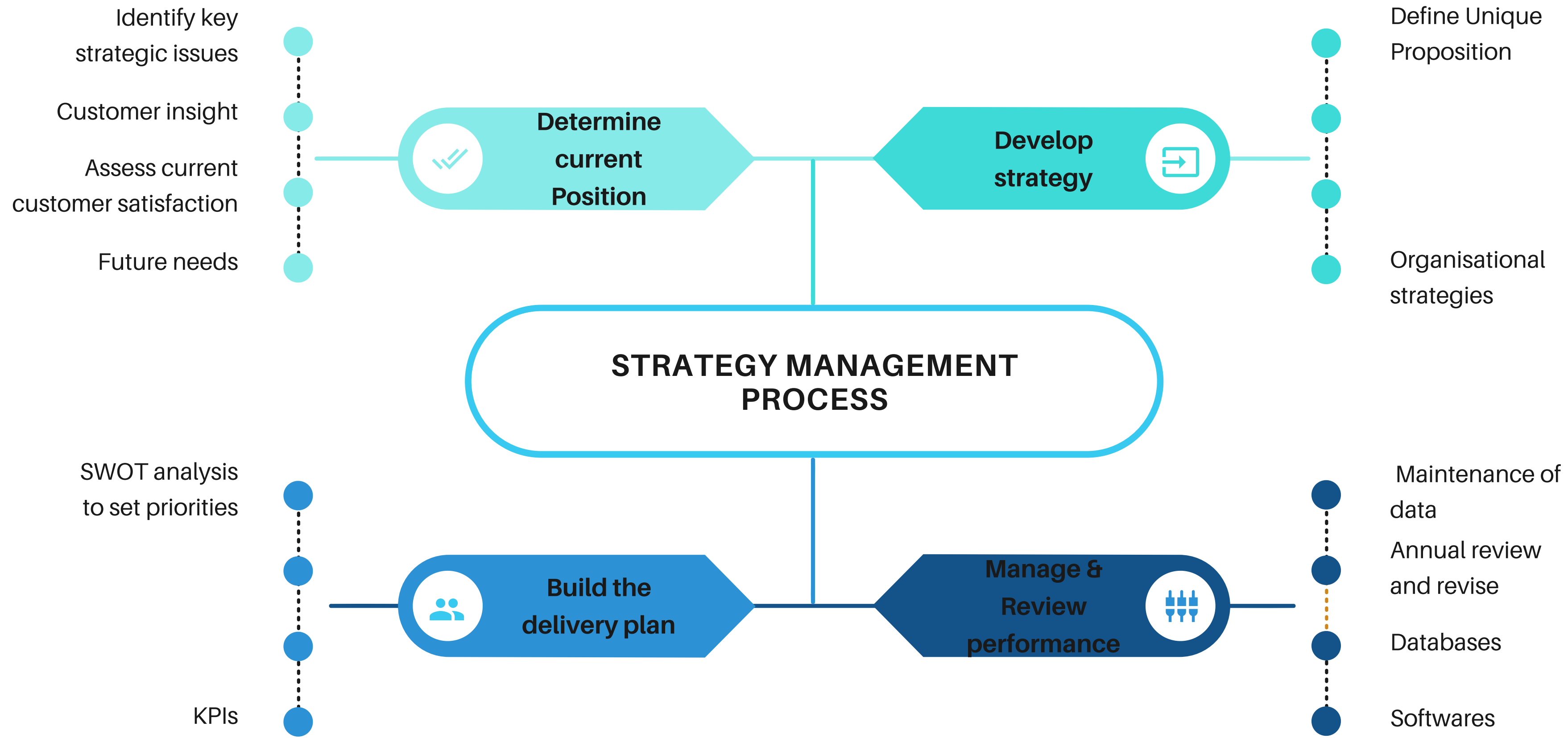
P.s: This is a graphical representation of the groups with the highest response rate, and not the representation of all the user groups who have participated in the study. The latter is on the next page.

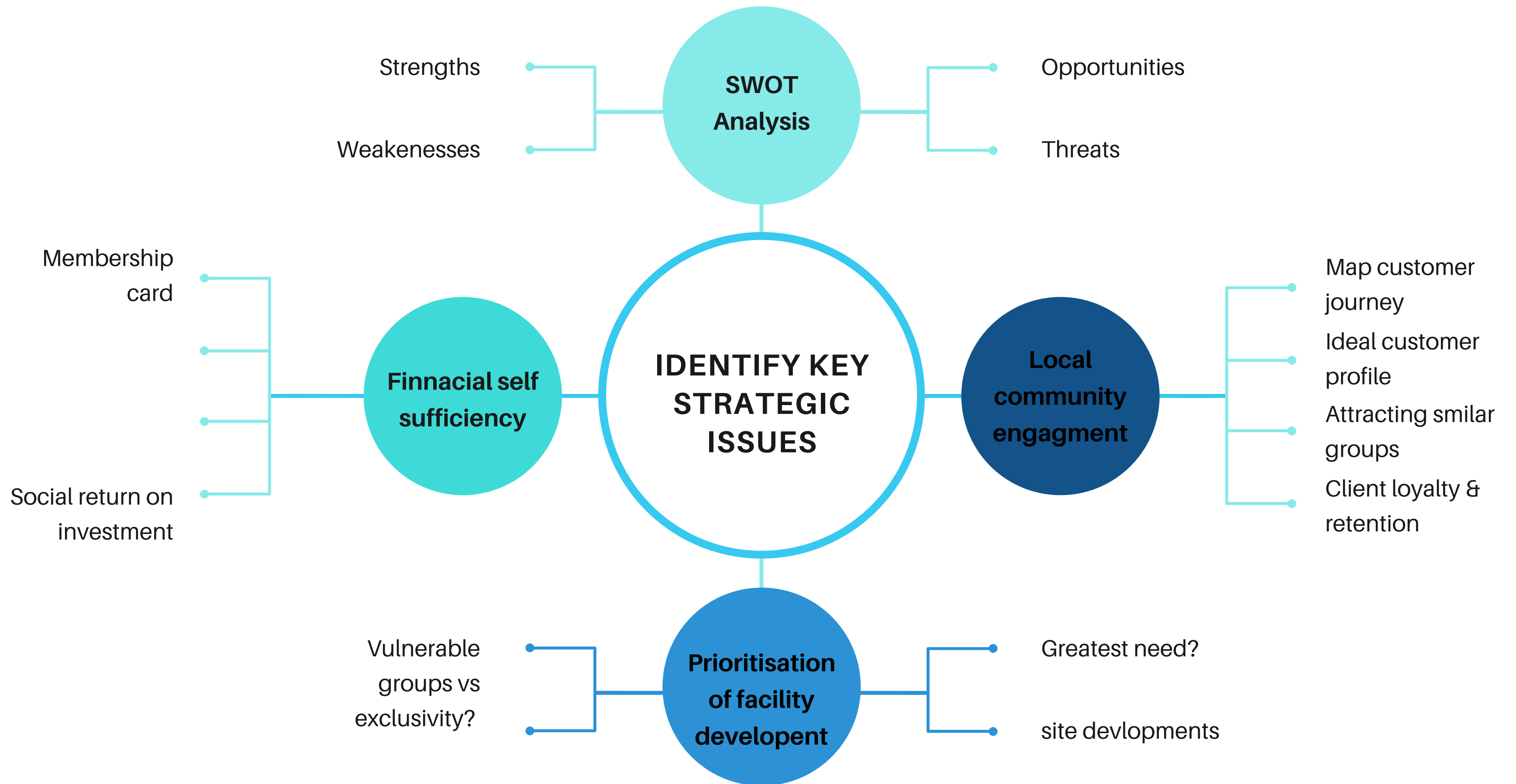
The complete client list

Number of responses per group



How research outcome(s) fit into current strategy management objectives





DEMOGRAPHY

Current client groups

Demography

- Graphical representations for the sample are contained in the next six pages, including a breakdown by **age , gender, ethnicity, employment status, household income & size and location.**
- The sample is largely representative of the clients that visited the Well-being at Garon Park facility from **January 2020 - April 2021.**
- Key Findings include: **32.5%** of the current users are above age 51, with 26-35 year olds being underrepresented at **8.55%.**
- Interestingly, clients from diverse income levels are well represented, and actively use the facilities at WGP.

QUESTIONS TO ASK



CURRENT CLIENT PROFILE

Who are we current attracting?



POTENTIAL CLIENT PROFILE

Is this the user profile we want to attract?

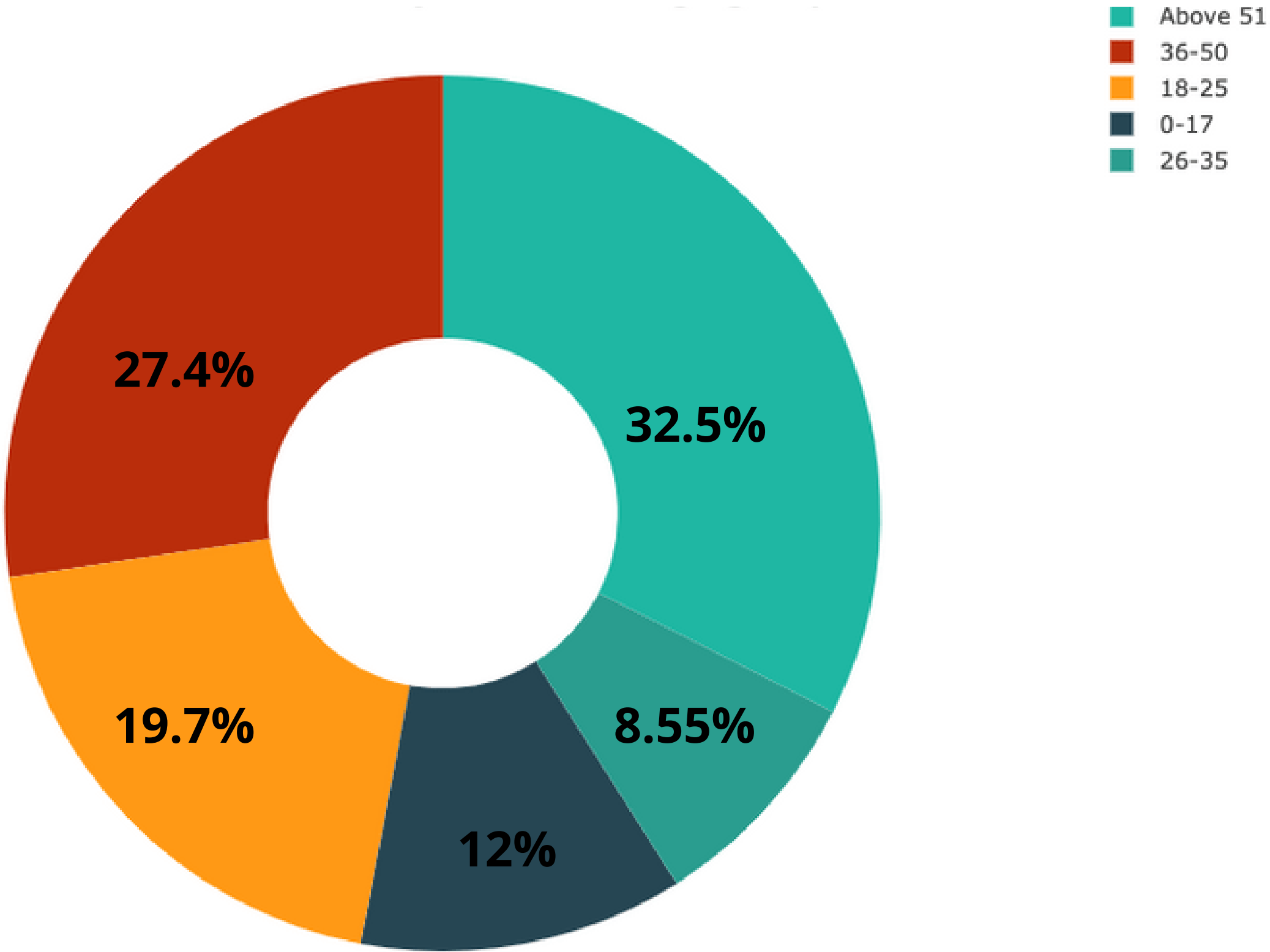
Or is this the target profile our current strategies are attracting?



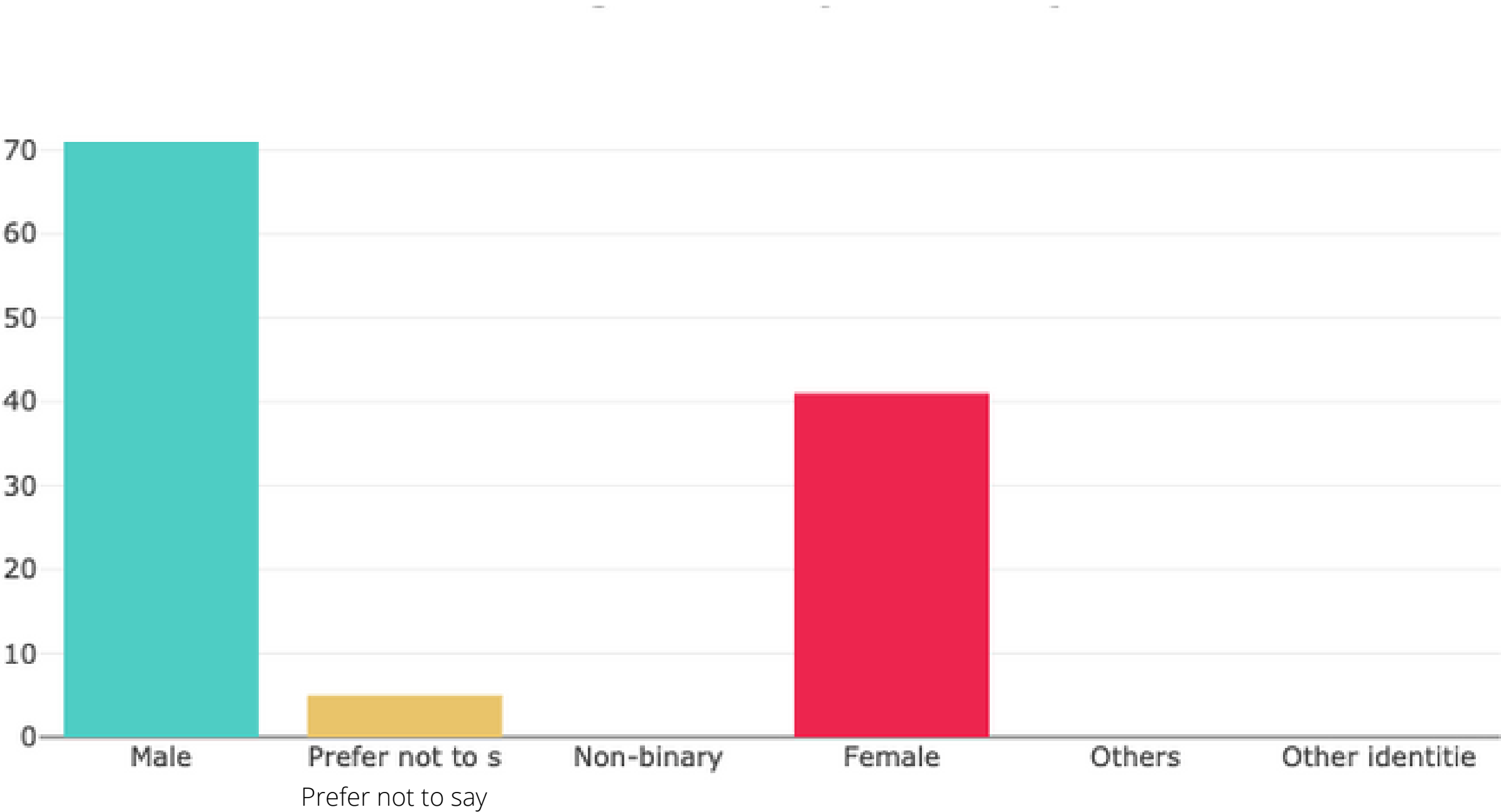
CHANGE OR MODIFY?

Do we want to change or modify this?

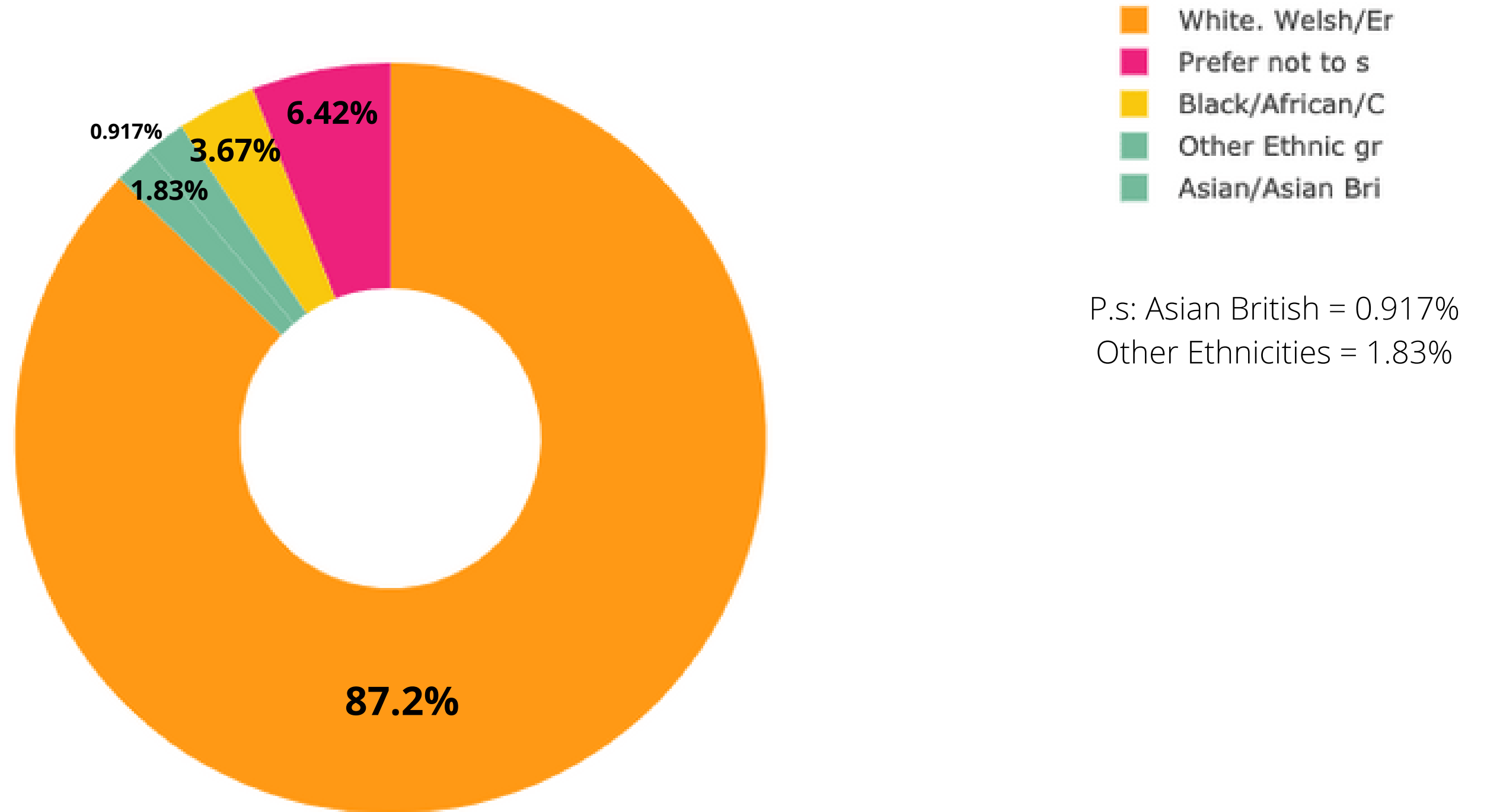
Current client profile: age group



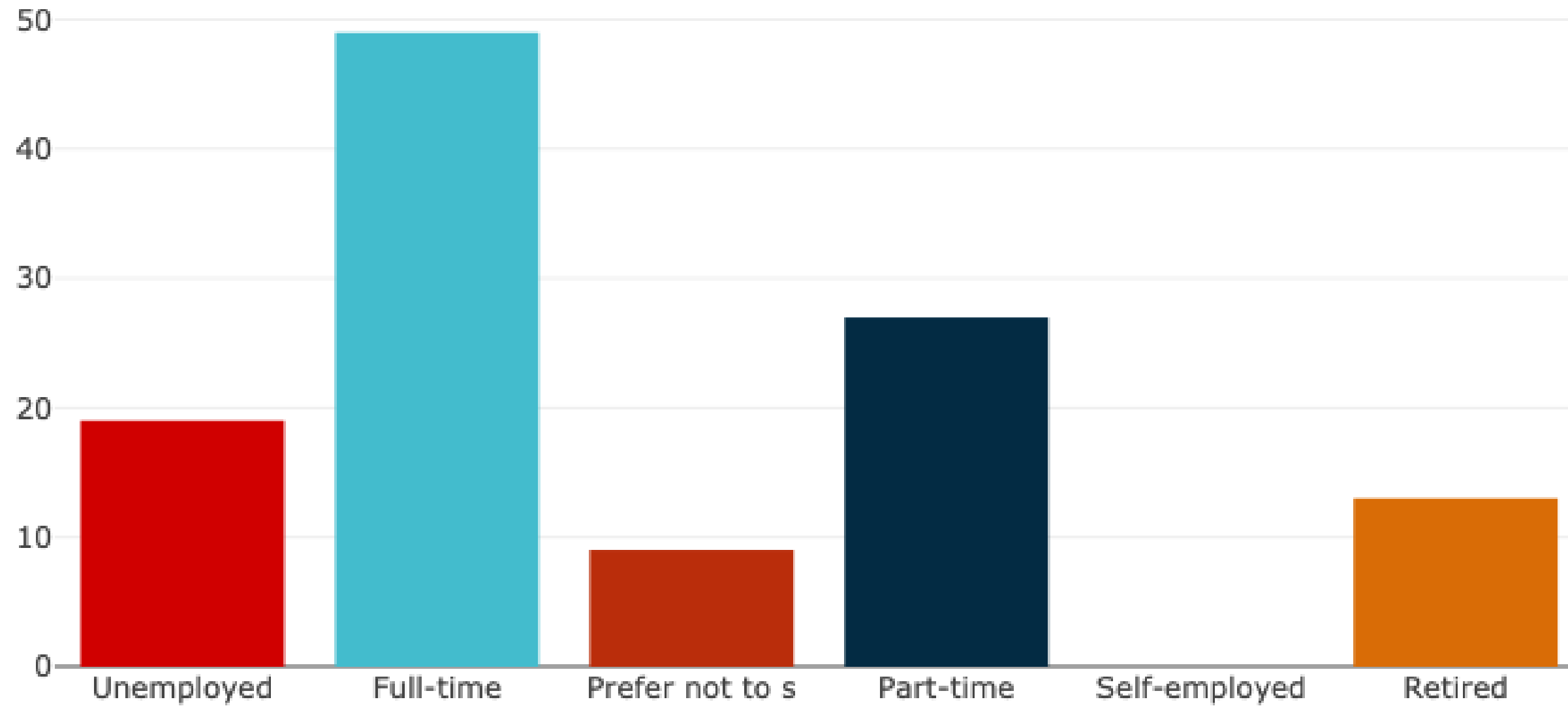
Current client profile: gender



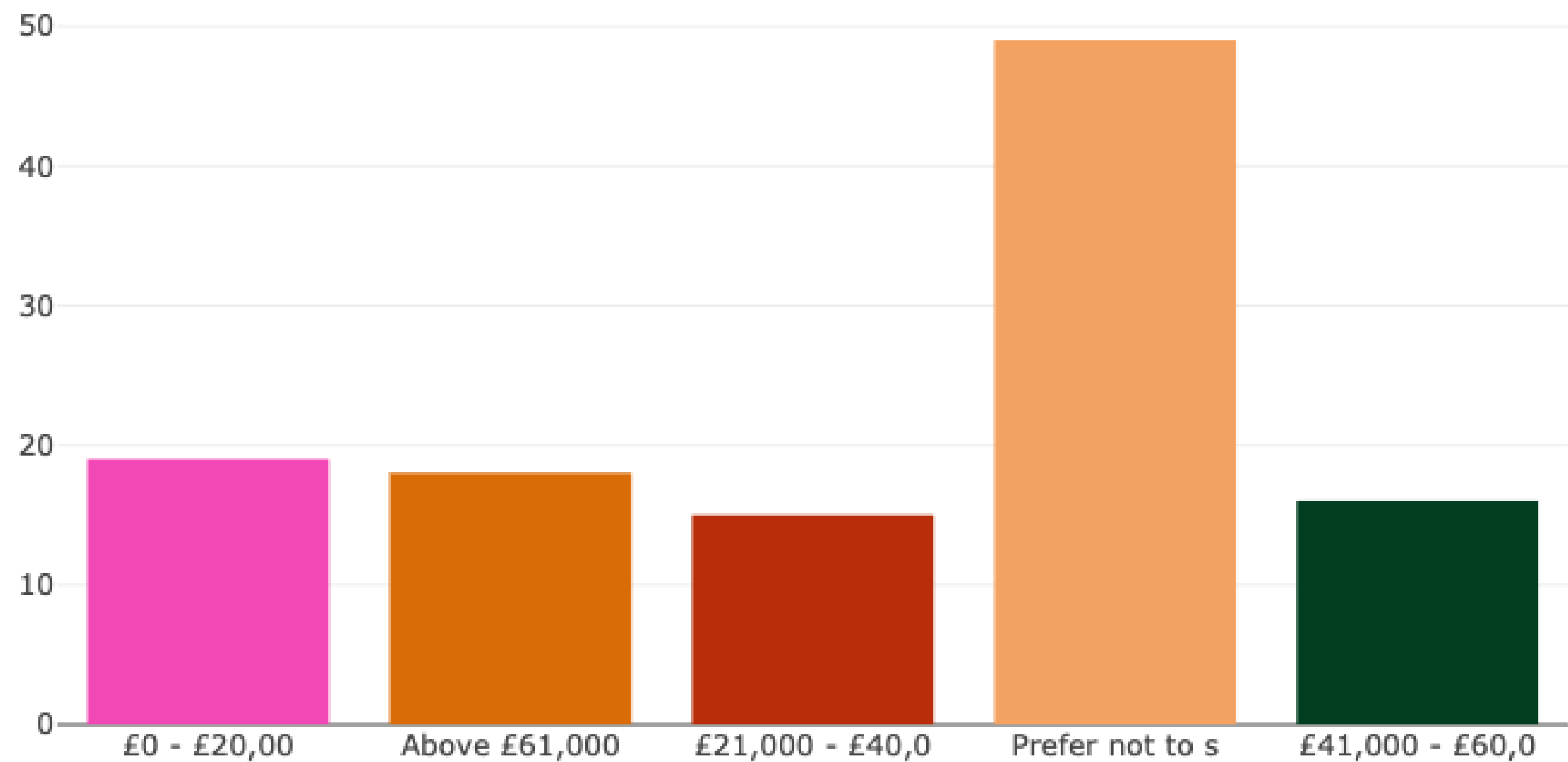
Current client profile: ethnicity



Current client profile: employment status

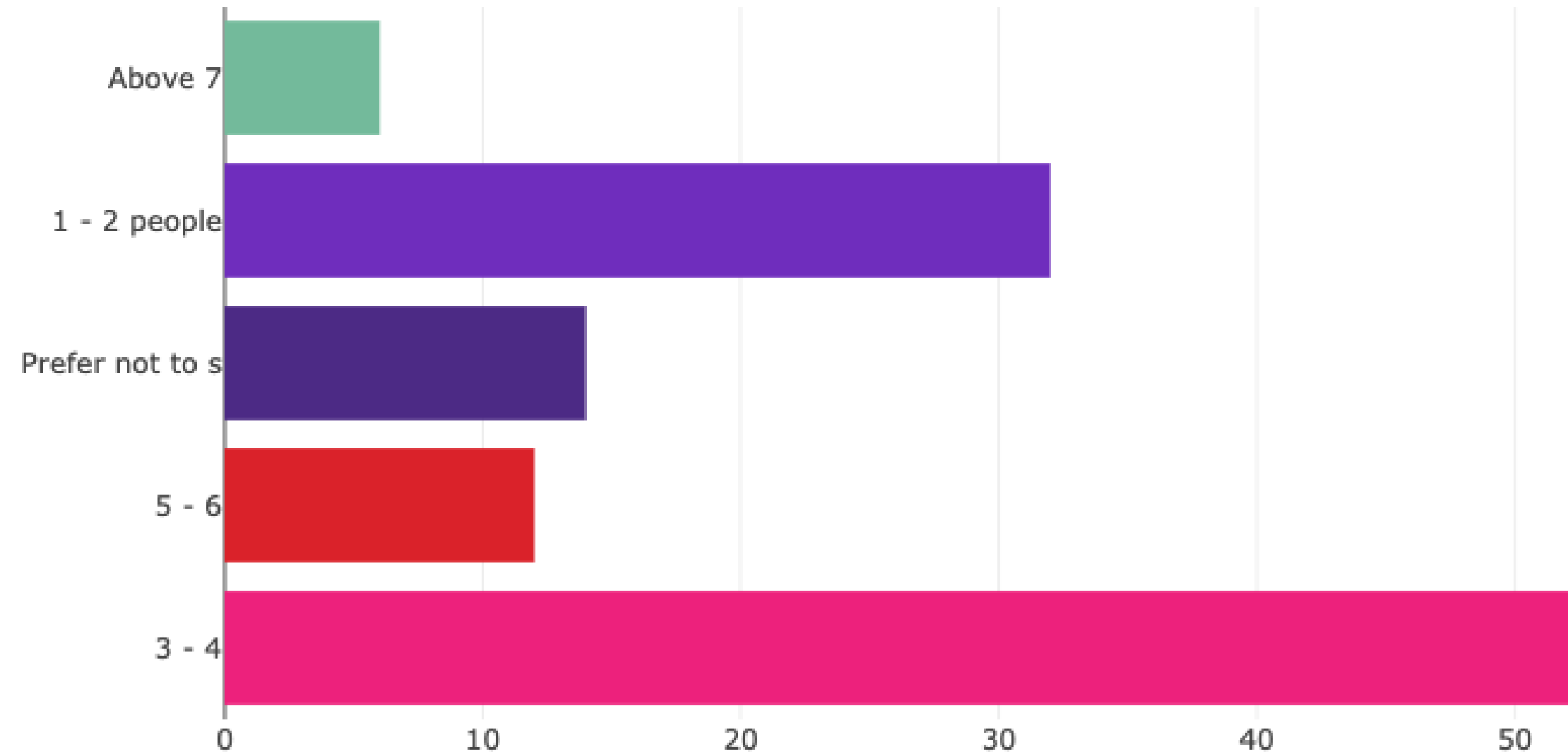


Current client profile: household income



- Range:
- £0- £20,000
 - £21,000- £40,000
 - £41,000- £60,000
 - Above £61,000
 - Prefer not to say

7. Which of these best describes your current household size?



Are WGP's demography characteristics an adequate representation of the larger Southend-on-sea population?

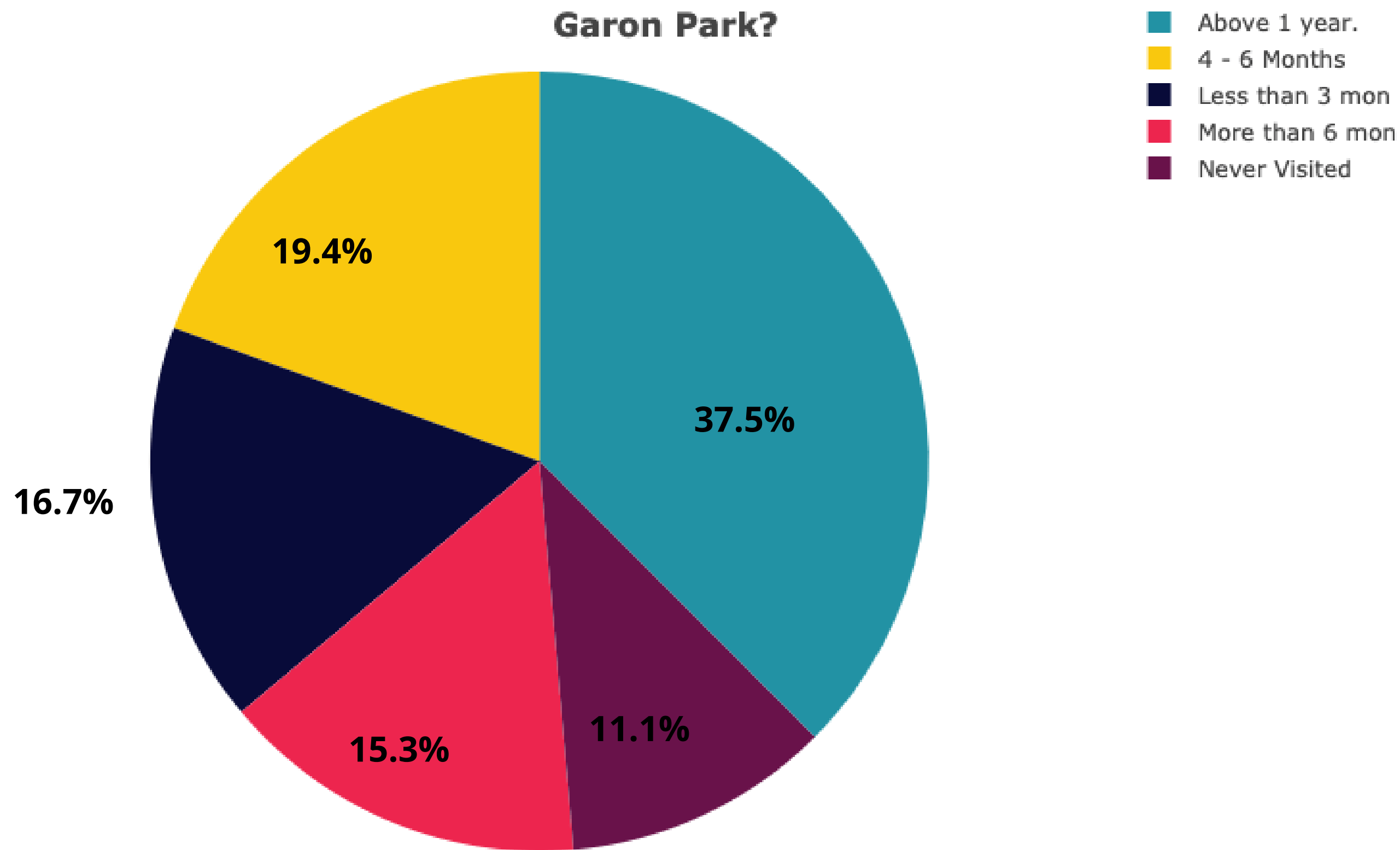
- We have used figures from the 2011 census. At the time of publishing this report (May, 2021), results of the 2021 census is not publicly available. We state that there may have been some changes to the demography characteristics of Southend-on-sea since 2011.
- We begin with the demography statistics of southend-on-sea, and compare these results with WGP's demography results which were graphically represented earlier in this report.
- **Gender: 57% women 49% men.** The population of women in southend-on sea stated here is slightly higher in comparison to WGP. This may in part be due to the higher response rate from user groups that engage in some form of sporting activity at WGP, which are mostly men. It may also imply that less women in comparison to men are currently using the facility.
- **Age: 52% are aged 16 - 64, 18% below age 15 above age 65.** Because of the different age categories in our questionnaire, it is impossible to make any meaningful comparisons.

Are WGP's demography characteristics an adequate representation of the larger Southend-on-sea population? cont.d

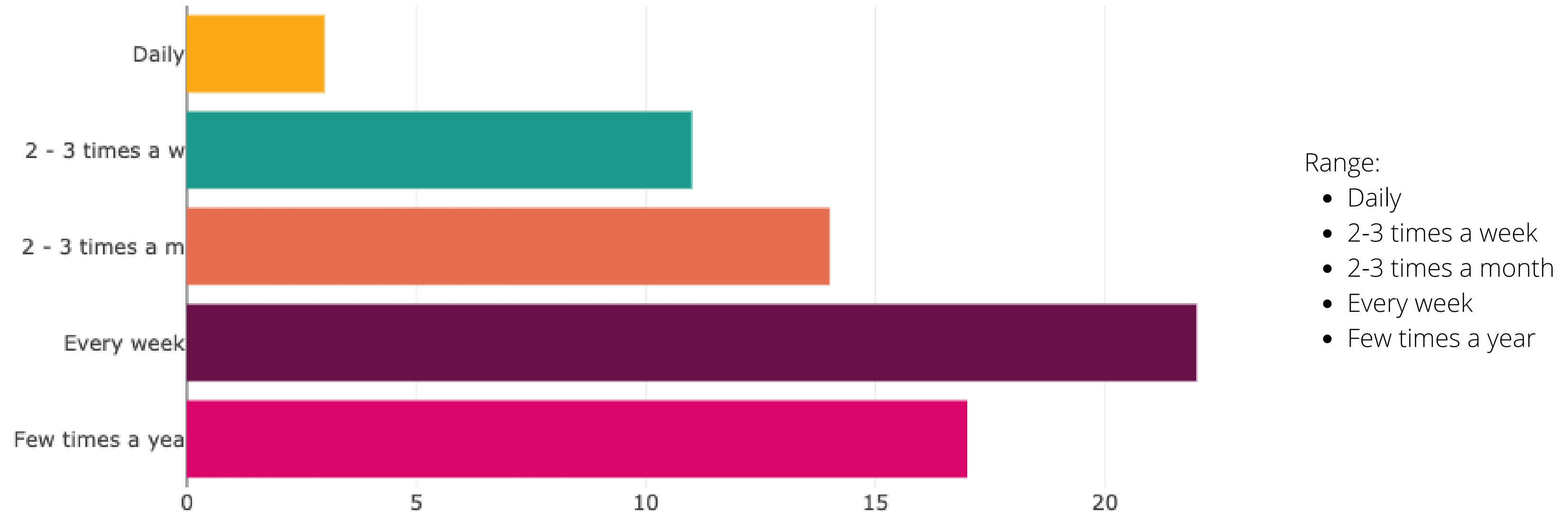
- **Ethnicity: 93.6% White, 2.5% S.Asian, 1.5% Black, 1.4% Mixed Race.** The statistics at WGP are less concentrated with 87.5 % white, 1.83% other ethnicities, 3.67% black, 0.97% being Asian British. This could also be representative of the advancement in the demography characteristics of Southend-on-sea since the 2011 census.
- **Employment status: 79.2% are employed, 4.4% unemployed.** At WGP, 65% stated that they were employed either full-time or part-time, 16.67% being unemployed and 10% being retired. Although slightly more unemployment rate observed at WGP, however this is understandable because of the nature of service WGP provides: green outdoor space, physical and wellbeing facility for the local community.
- It may however be northworthy in terms of pricing and membership card decisions in the future.

Local Community Engagement

How long have current clients been visiting the site?



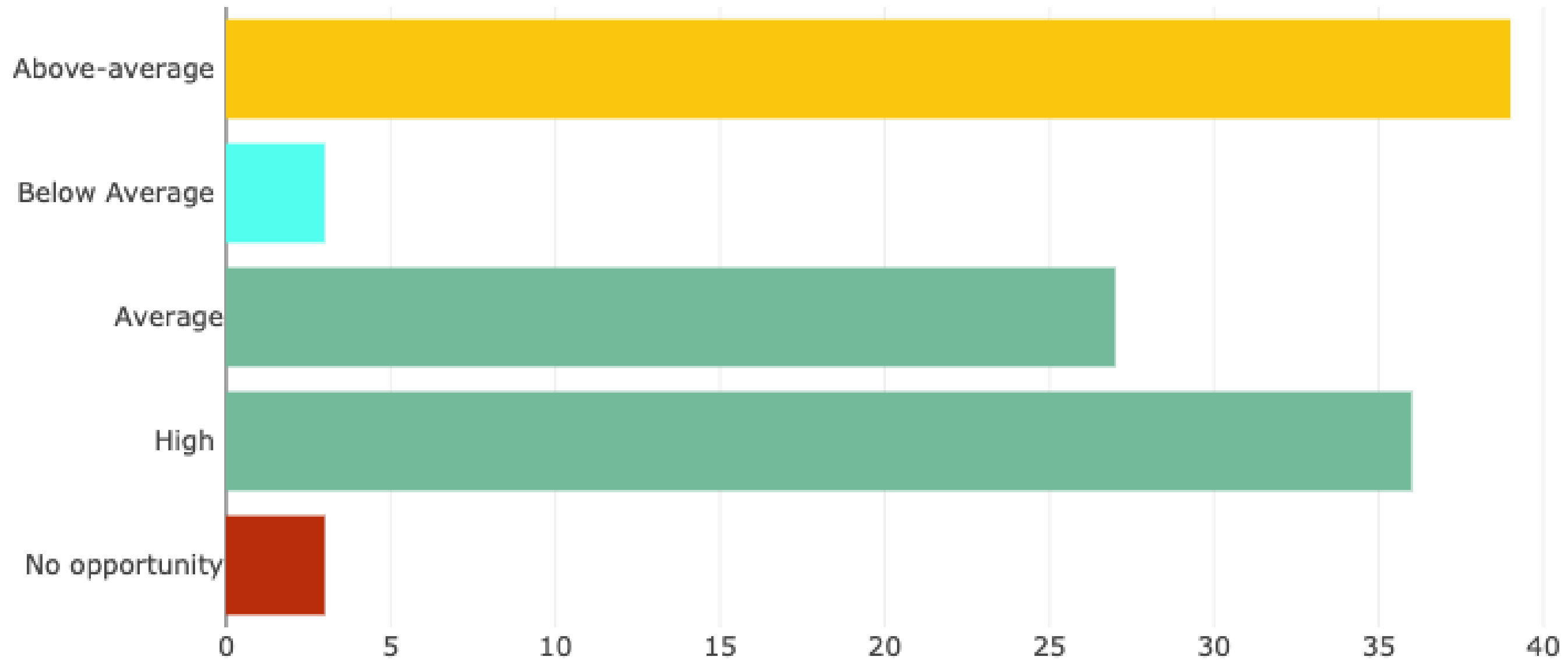
Frequency of visits



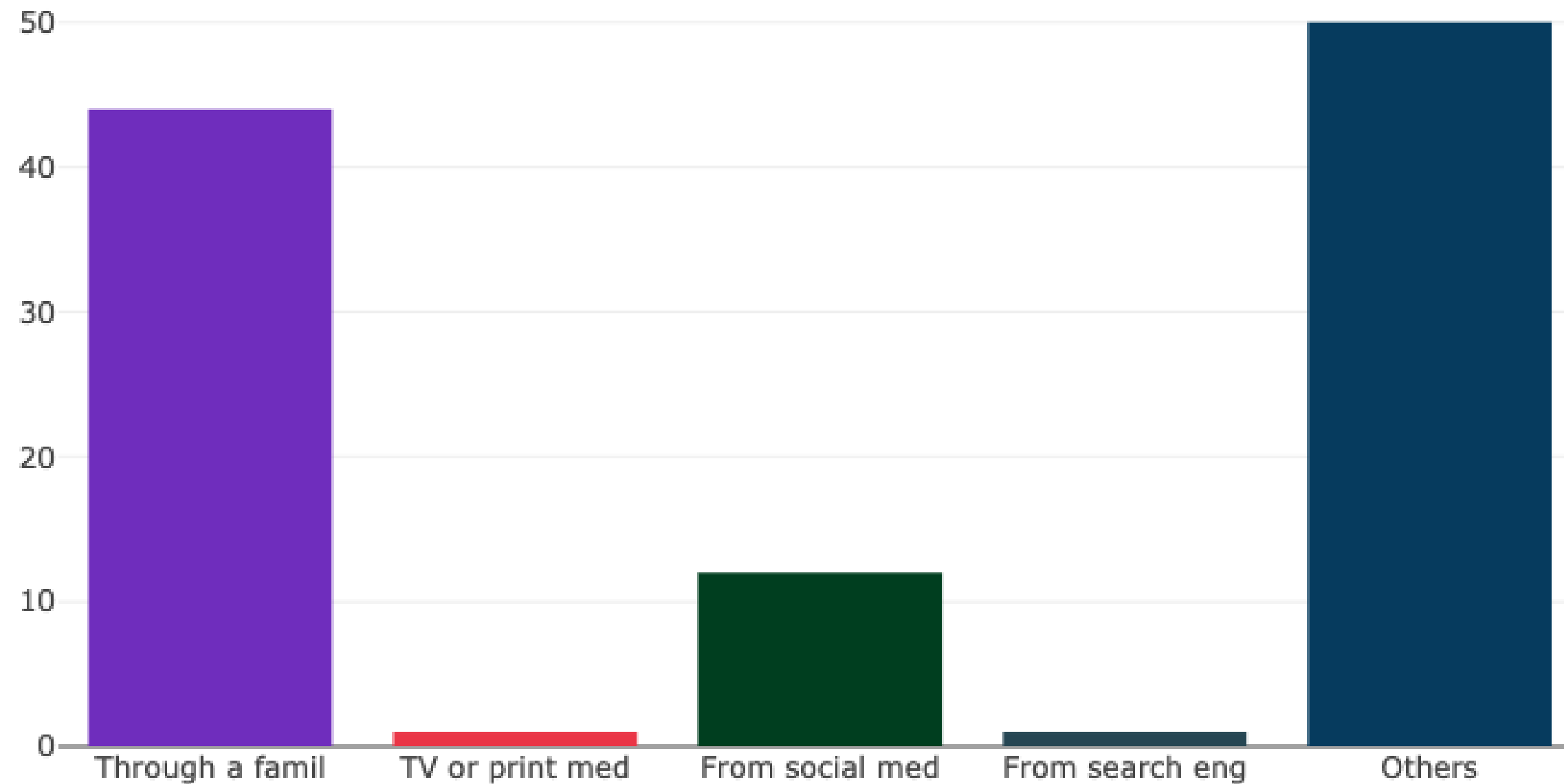
Local community engagement

- In relation to community engagement, the key finding is that 37.5% of the current clients have been visiting WGP for more than a year with 35% visiting weekly, which shows relatively good retention. Especially with consideration to ongoing facility developments and covid-19 restrictions.
- However 25.3% of users only visit WGP a few times a year. The global pandemic over the past year may explain this in part. However as this is relatively significant, we suggest proactive retention strategies later on in this report.

Opportunity to build friendships



19. How did you hear about us?

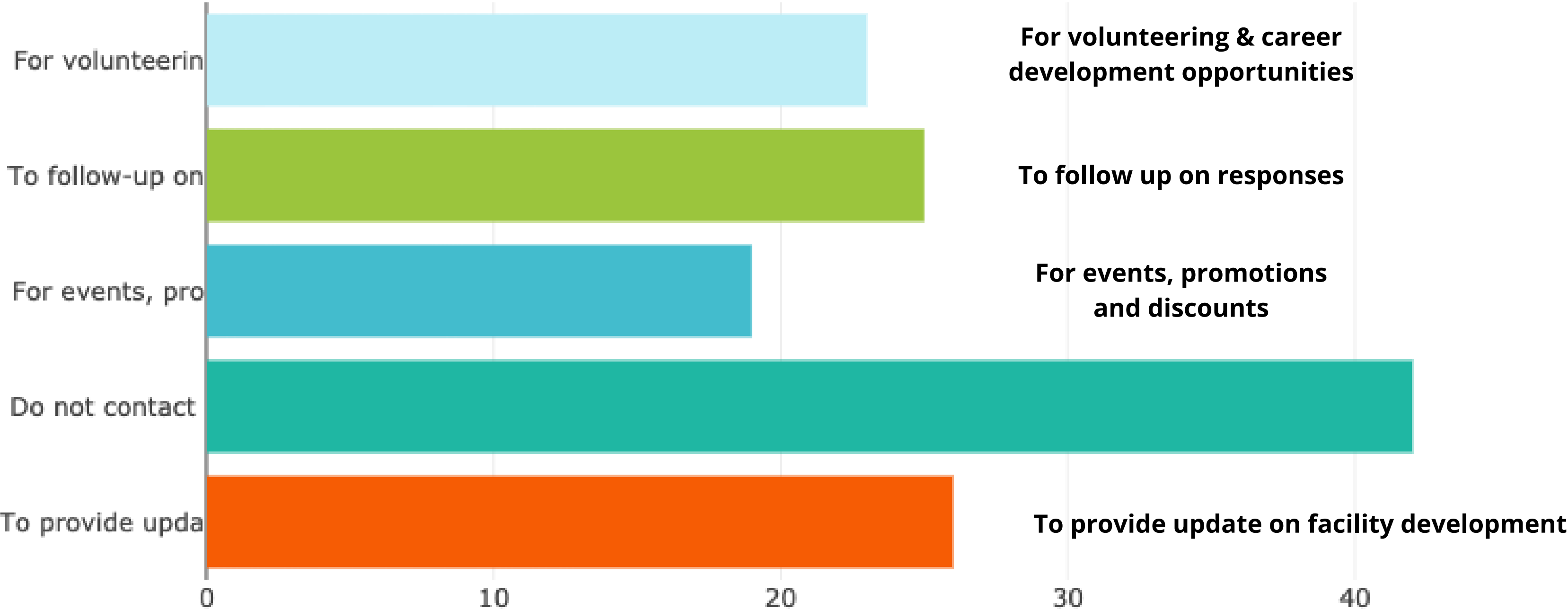


Range:

- Through a family or colleague
- TV or print media
- From social media
- From search engines e.g Google

Current communication channels

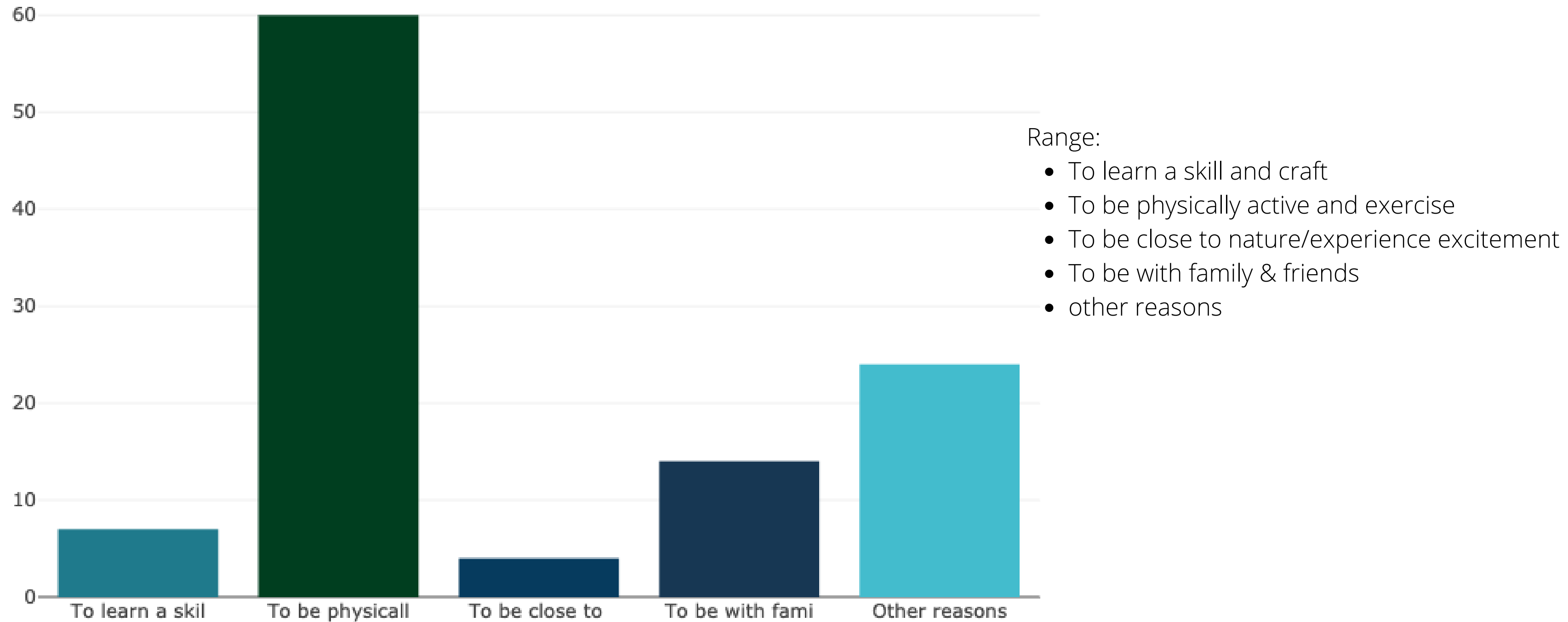
Further communication



Customer Insights

Motivation, satisfaction & group insight

Motivation for visiting the well-being at garon park



ATTRACTION TO THE PARK

'What attracted you to the Park?'

The facilities present at the park

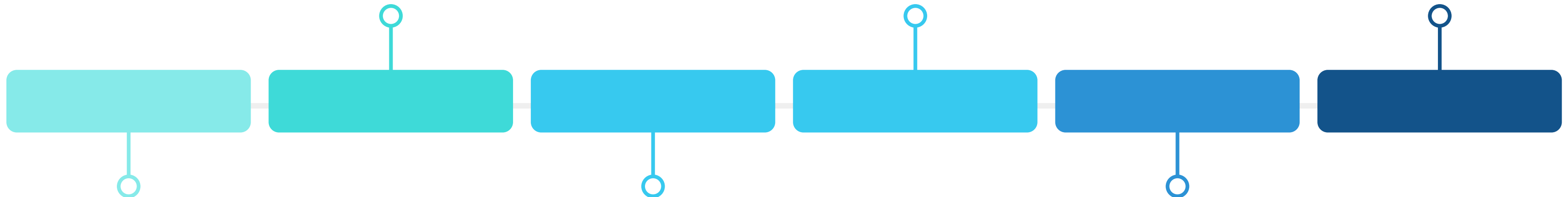
- Outdoor activities for families: (southend children centre)
- The size football pitch
- Well-maintained toilet facilities, bar refreshments
- "Relevant to our first team pitch at roots hall stadium"
- "Green outdoor area"

Safety & security

- Secure Area
- "Open space that's secured"
- "The safe marquee"
- "Well-fenced and safe environment for kids"

Location

- Easy access
- Parking is not a problem
- Proximity to training ground



To be physically active & exercise

- "Fantastic community resource"
- "Fitted into what we wanted"

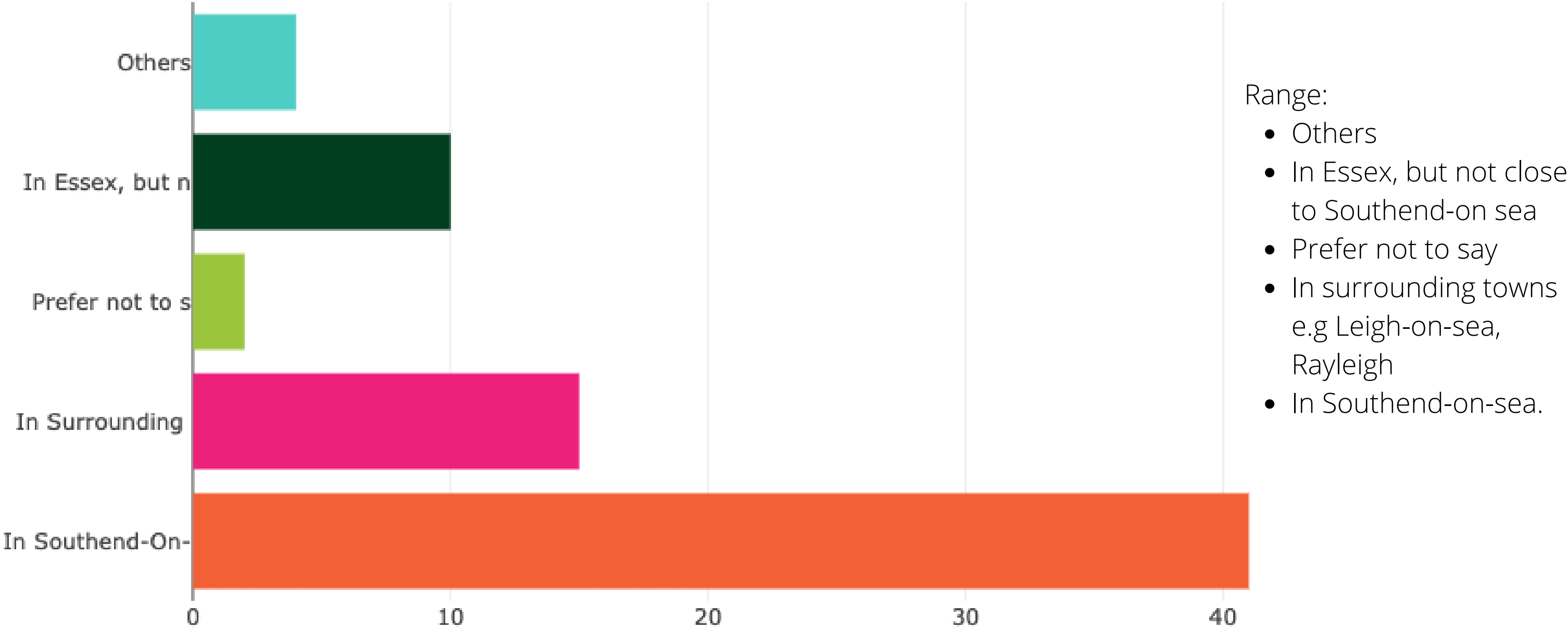
To learn a skill and craft

- To enable home educators meet for learning purposes

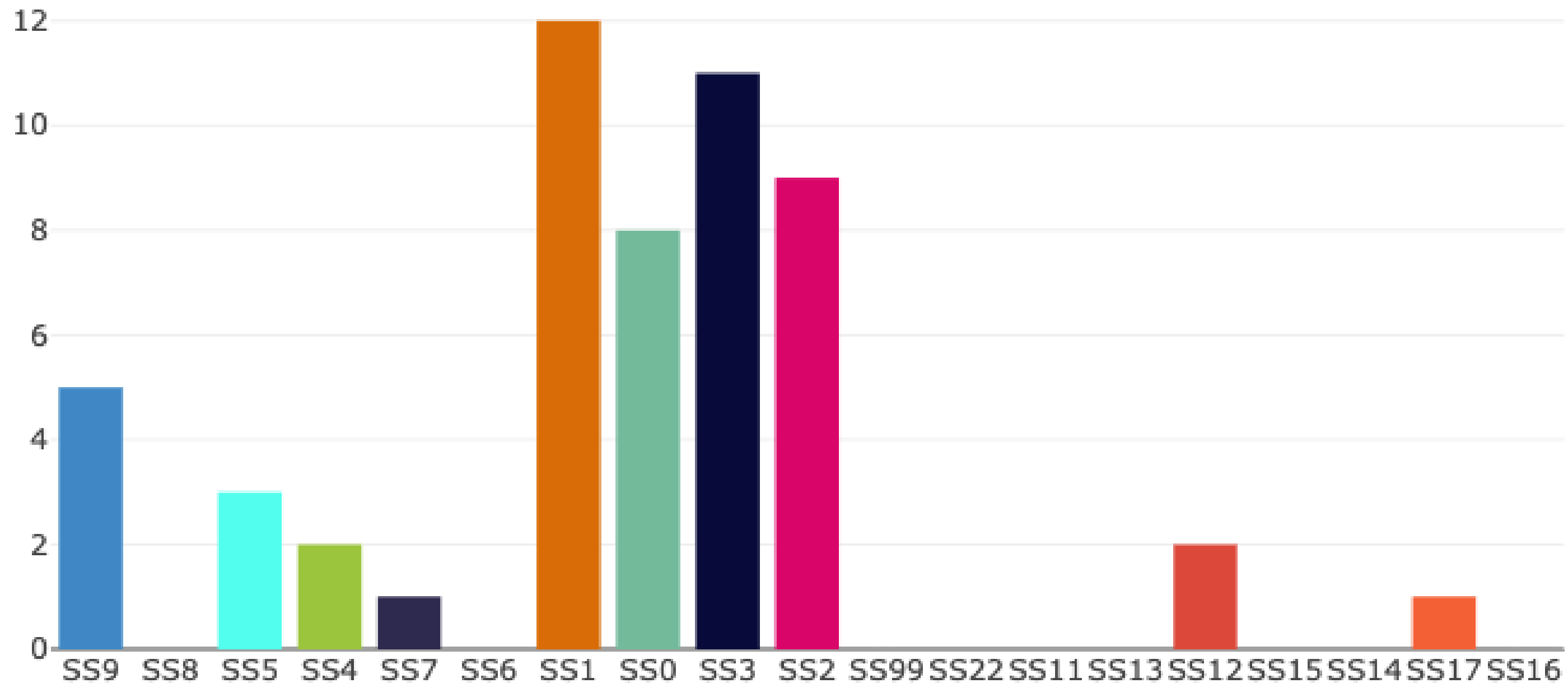
Exclusivity

- "Wasn't open to the whole of southend, or the whole of southend doesn't know about it"

Location of current client groups



Location of current client groups by postcodes

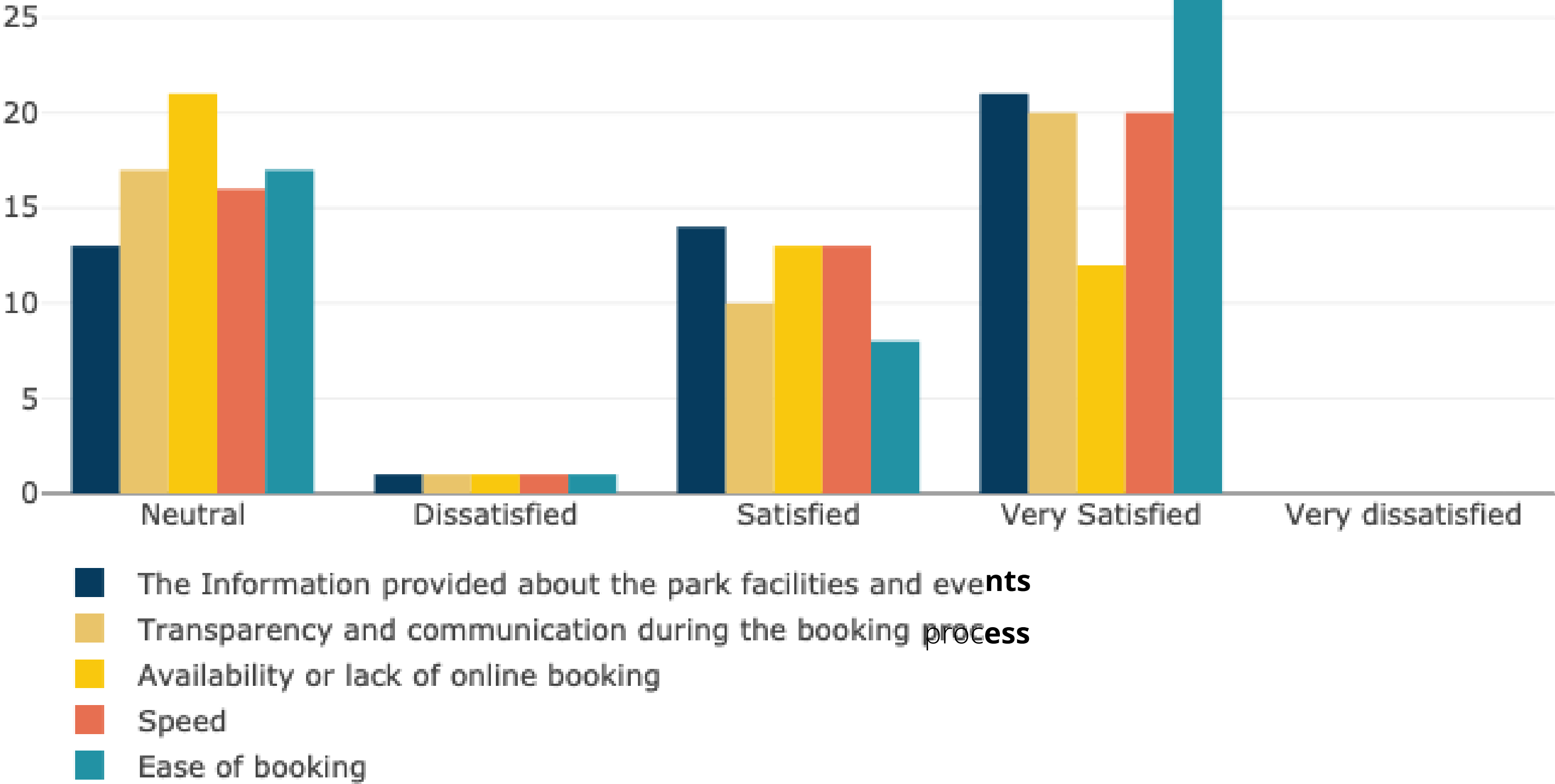


Are we targeting the right regions?

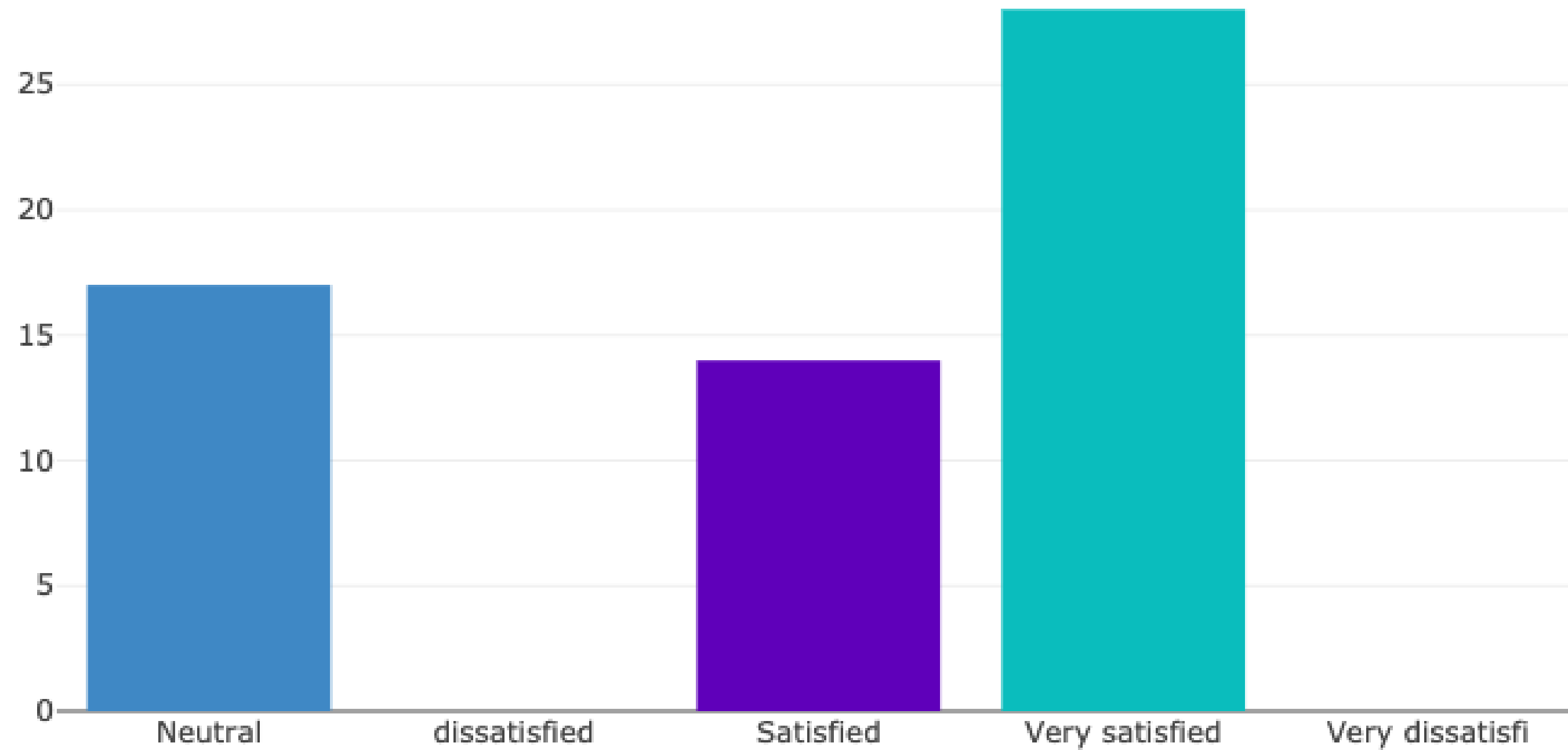
Satisfaction with Garon park's facilities



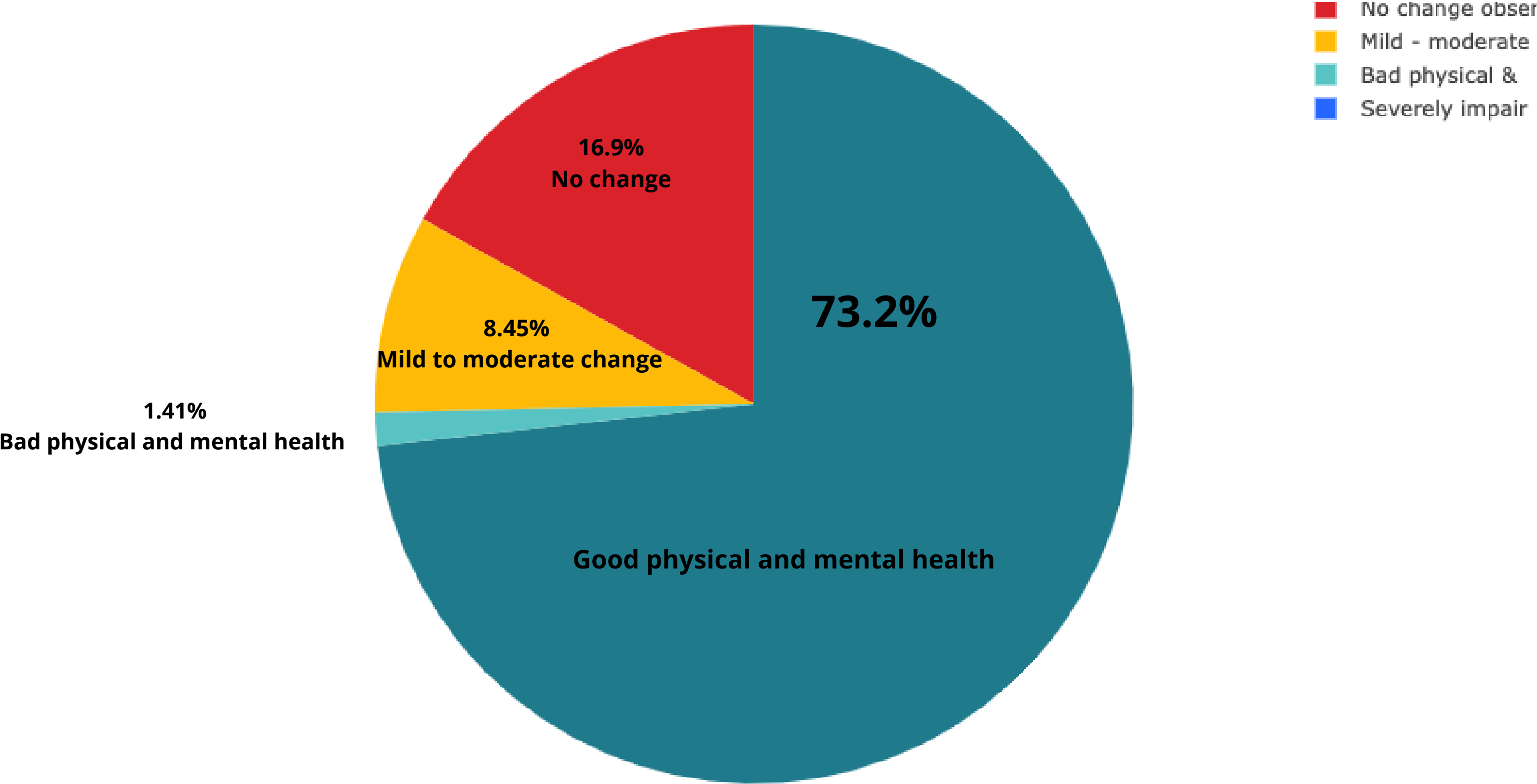
Satisfaction with the booking process



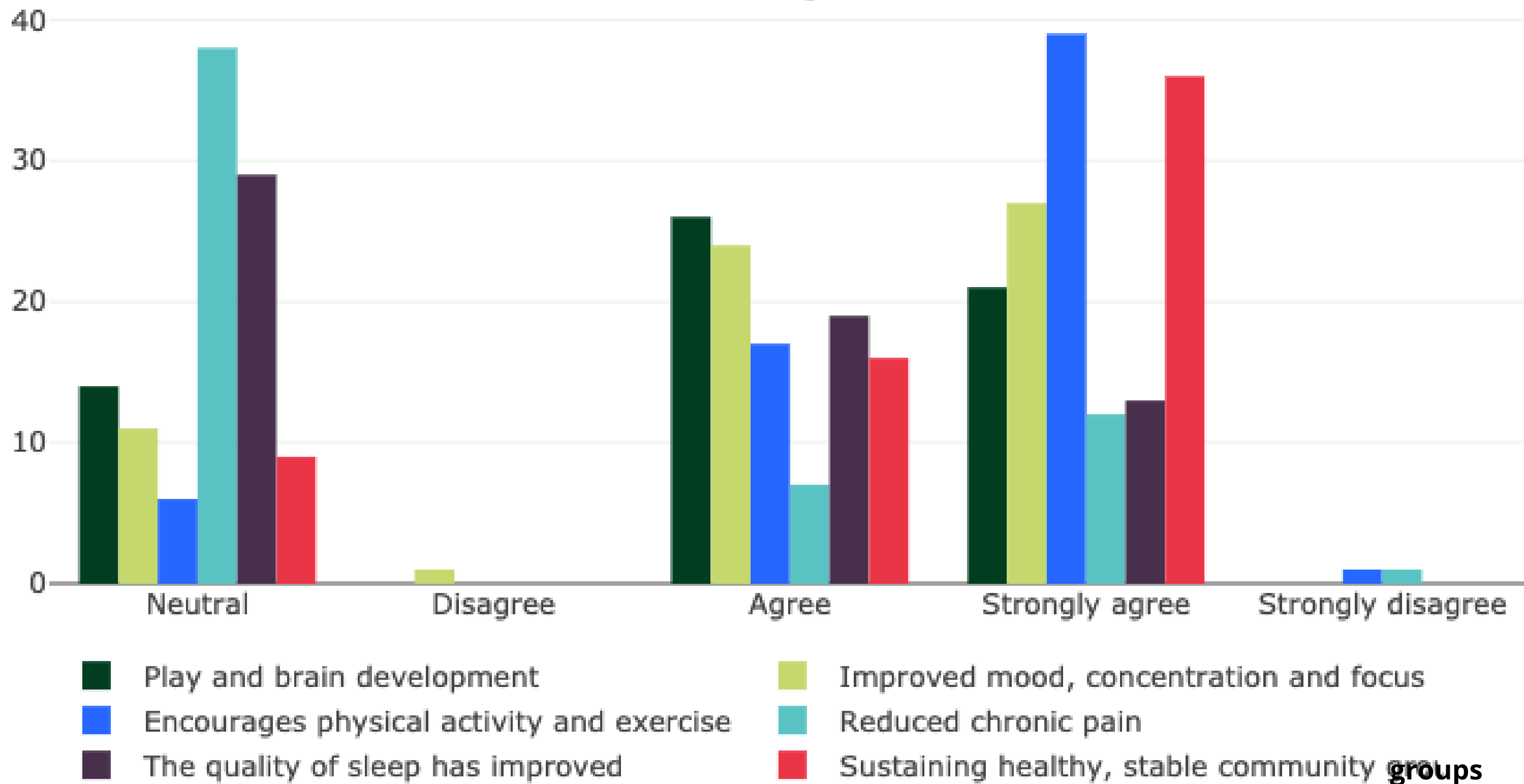
Satisfaction with the pricing



Impact Assessment



Impact Assessment Cont.d



1

- Friendships & connections within groups

2

Encourages light exercise, going out & being more active

3

Confidence to get back into the real world.

4

Improved mental wellbeing
Mood, Focus & concentration

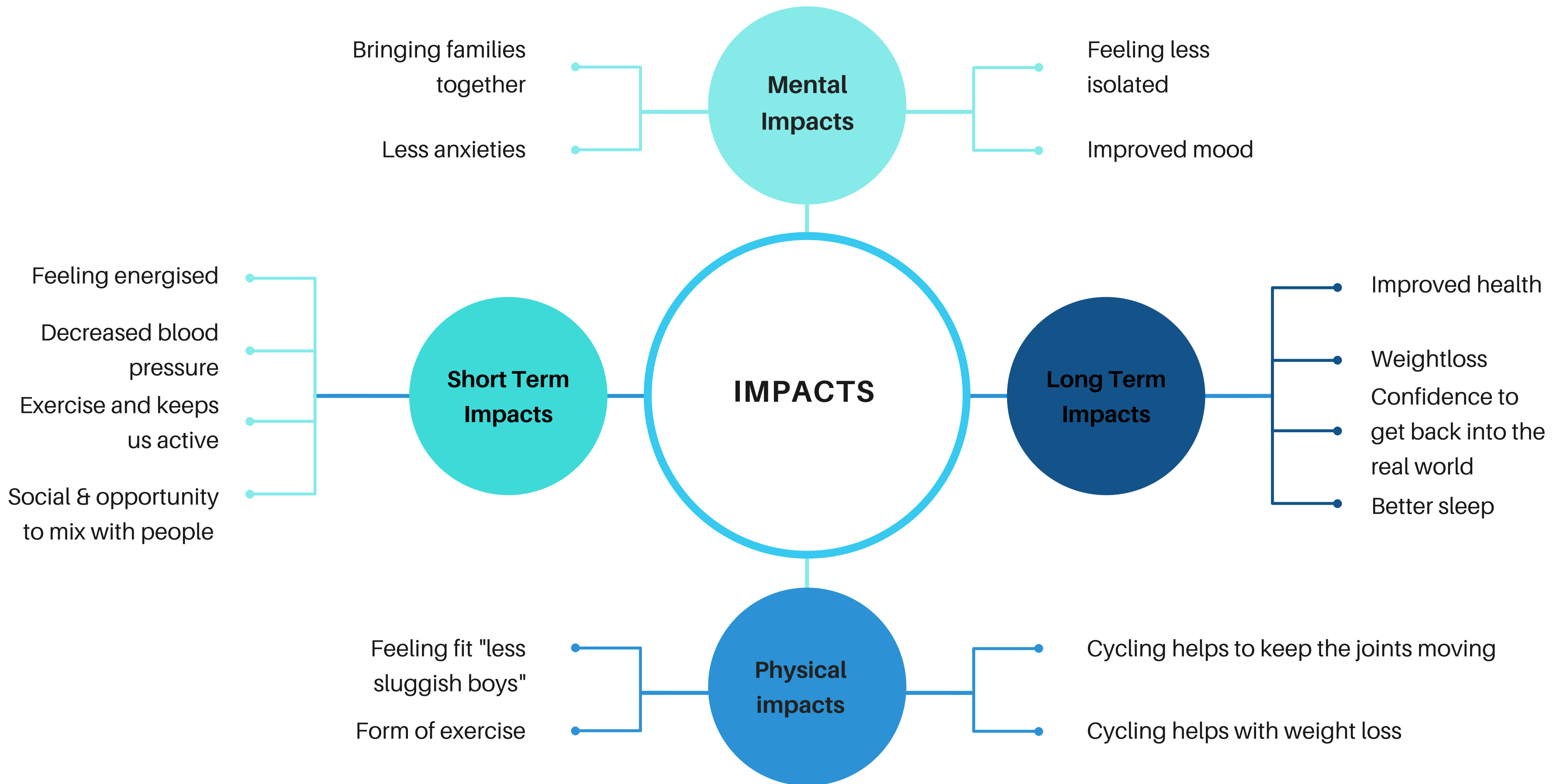
5

Overall improved physical health

SHORT-LONG TERM IMPACTS

Impact Assessment

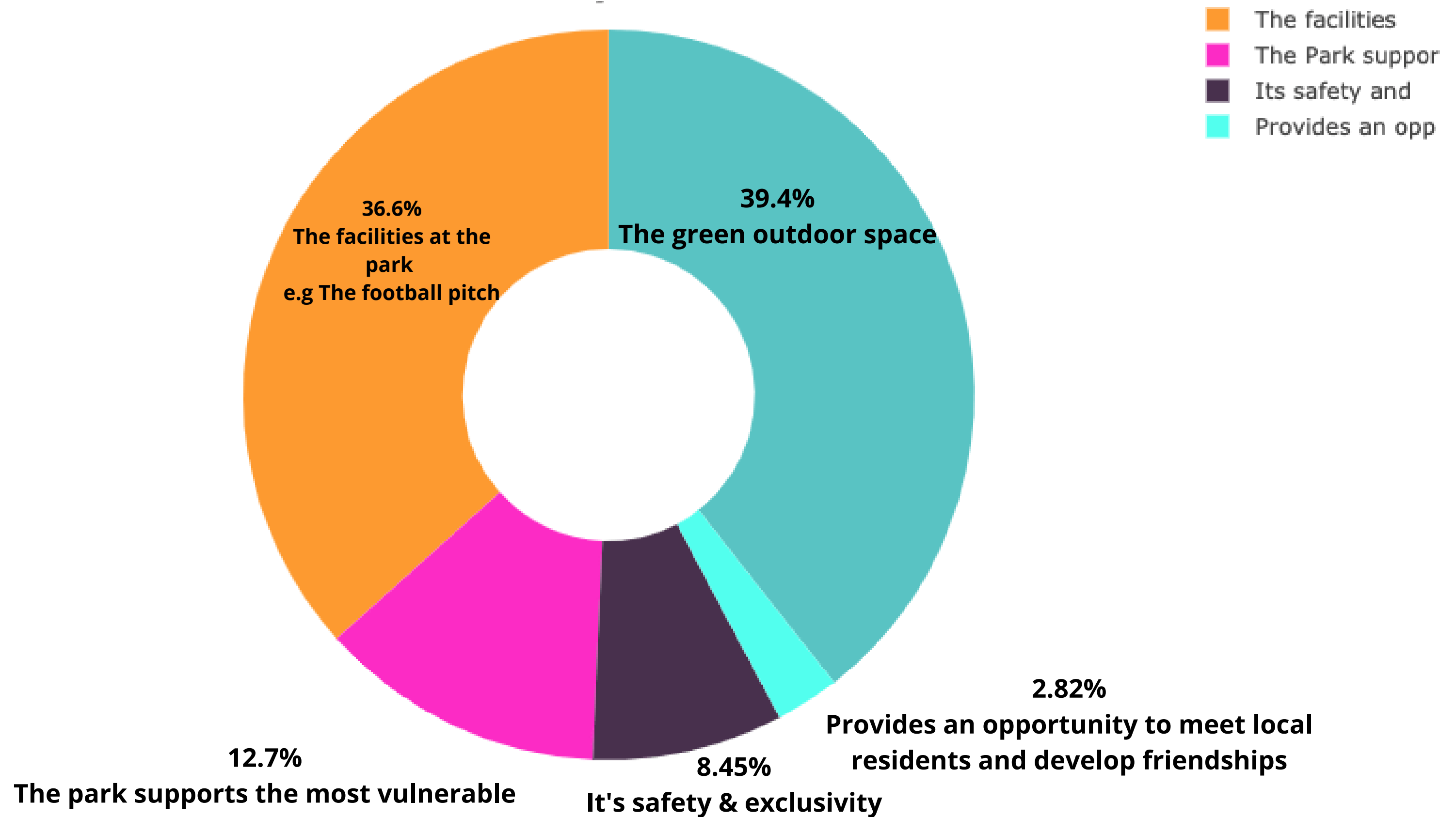
- In relation to the impact assessment of using the WGP, **73.2%** of respondents reported the benefits of good physical and mental health, while **1.41%** reported bad physical and mental health. The latter may be due to sustaining injuries whilst playing football or other sports at the facility.
- The majority of respondents strongly agreed or agreed that WGP encourages physical activity and exercise, with only a few respondent being neutral. Majority of respondents either strongly agreed or agreed that WGP helped in sustaining healthy, stable community groups.
- This result is significant in that it is evidence of the site's alignment with local, regional and national physical and well-being goals.



Develop strategy

Facility development & unique value proposition

Unique Value proposition



Prioritisation of Facility Development

Weaknesses



Covid-related

- No hand sanitisers at entrance
- "Only one gate for entrance and exit"

Mapping

- "Mapping of a little area, thats evident is one's area"
- Structural barriers within groups

Safeguarding measures

"cutting stuff with machinery, getting in the path, incase children were about"

Toilets

- "Only one or two toilets for the whole academy for our under 9's to under 15's". Thesame toilet for children, adults and people with disabilities

No CCTV

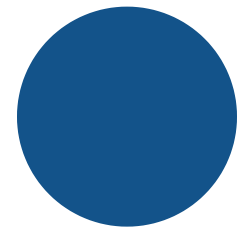
- Youngsters climbing the fence around the 3G pitch

Financial self sufficiency

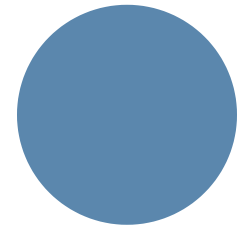
Membership cards

MEMBERSHIP CARD

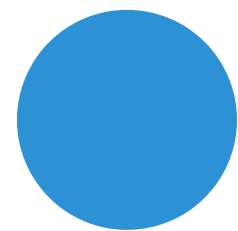
Individual vs group membership



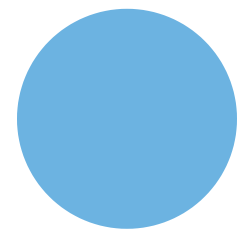
Cost of membership:
"Shed membership
£50 sounds okay"



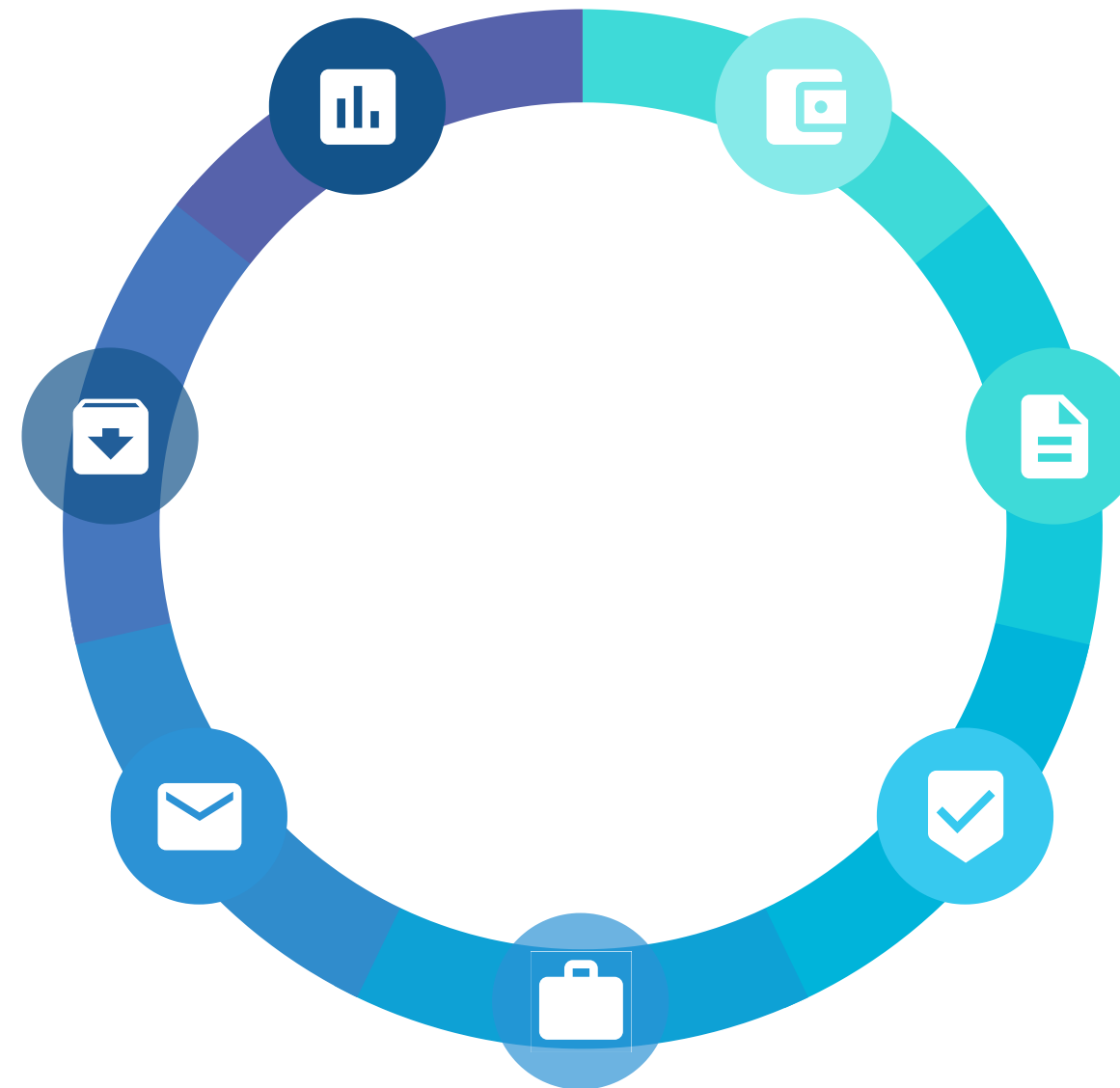
Exclusion: "We
wouldn't want
members who are
unable to pay to
feel excluded"



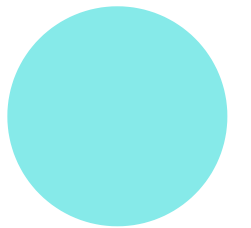
Access: a
membership pass
to the gym, pool
and other facilities.



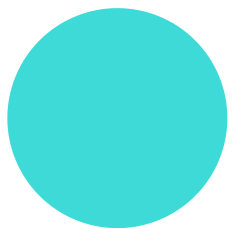
Perks: Access &
being notified by
email of different
events; early-bird
booking rate,
renting out for a birthday party.



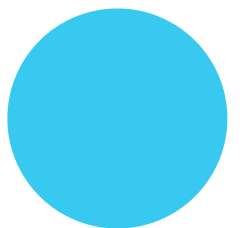
Monthly or one-year payment. Two
statements about
preferring yearly .



Value & Exclusivity: Put a
higher value on
membership



Discounts for clubs/organisations
who have no funding/
under-privileged
groups



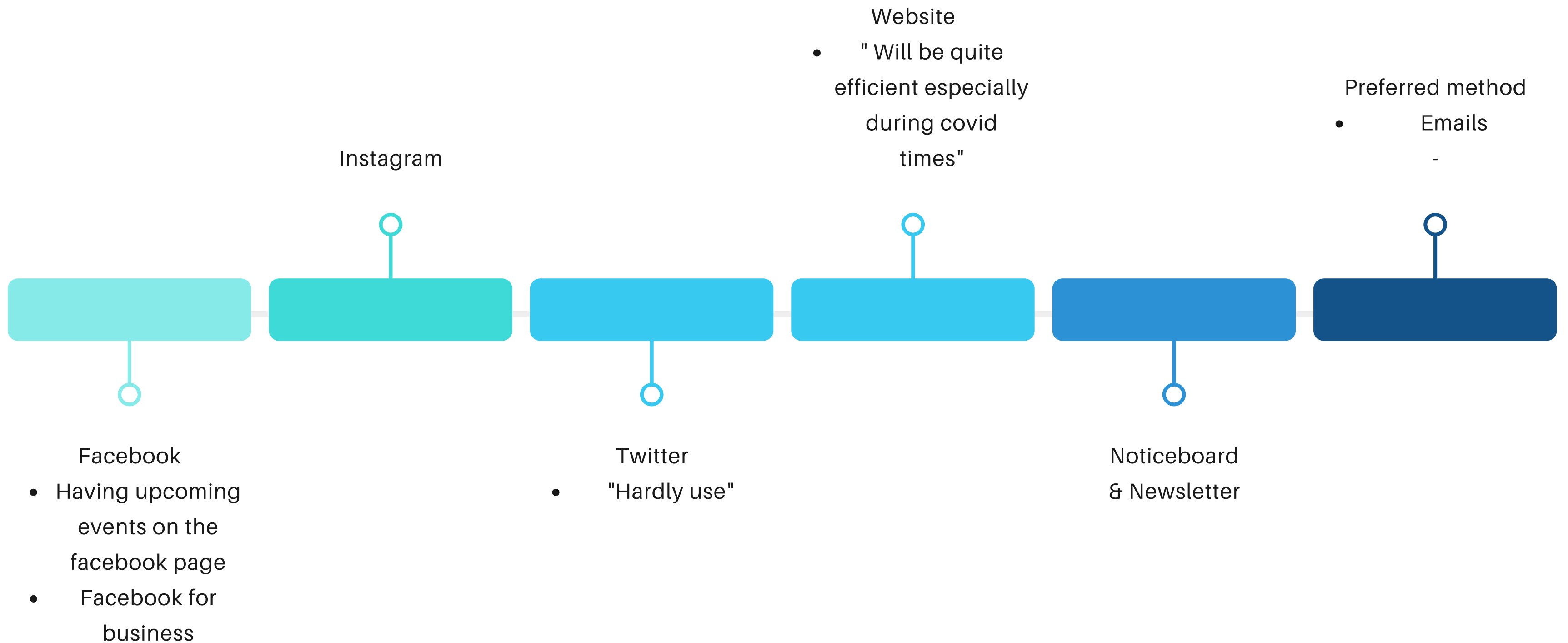
Opportunities

"How can we make your experience better?"



COMMUNICATION CHANNELS

Opportunities





**PLEASE RETURN TO THE
REPORT.**
