



RESEARCH REPORT

WELL-BEING @GARON PARK

December 2022

Background Information

1

Research Method

- Quantitative Research
- Online and In-Person questionnaire
- Total Questionnaire collected: **180**
- Usergroups: **49**
- Collected in two stages: **75**, then **105**

2

Online Questionnaire

- Online questionnaire via formplus
- Total online questionnaires = **77**

3

In-Person Questionnaire

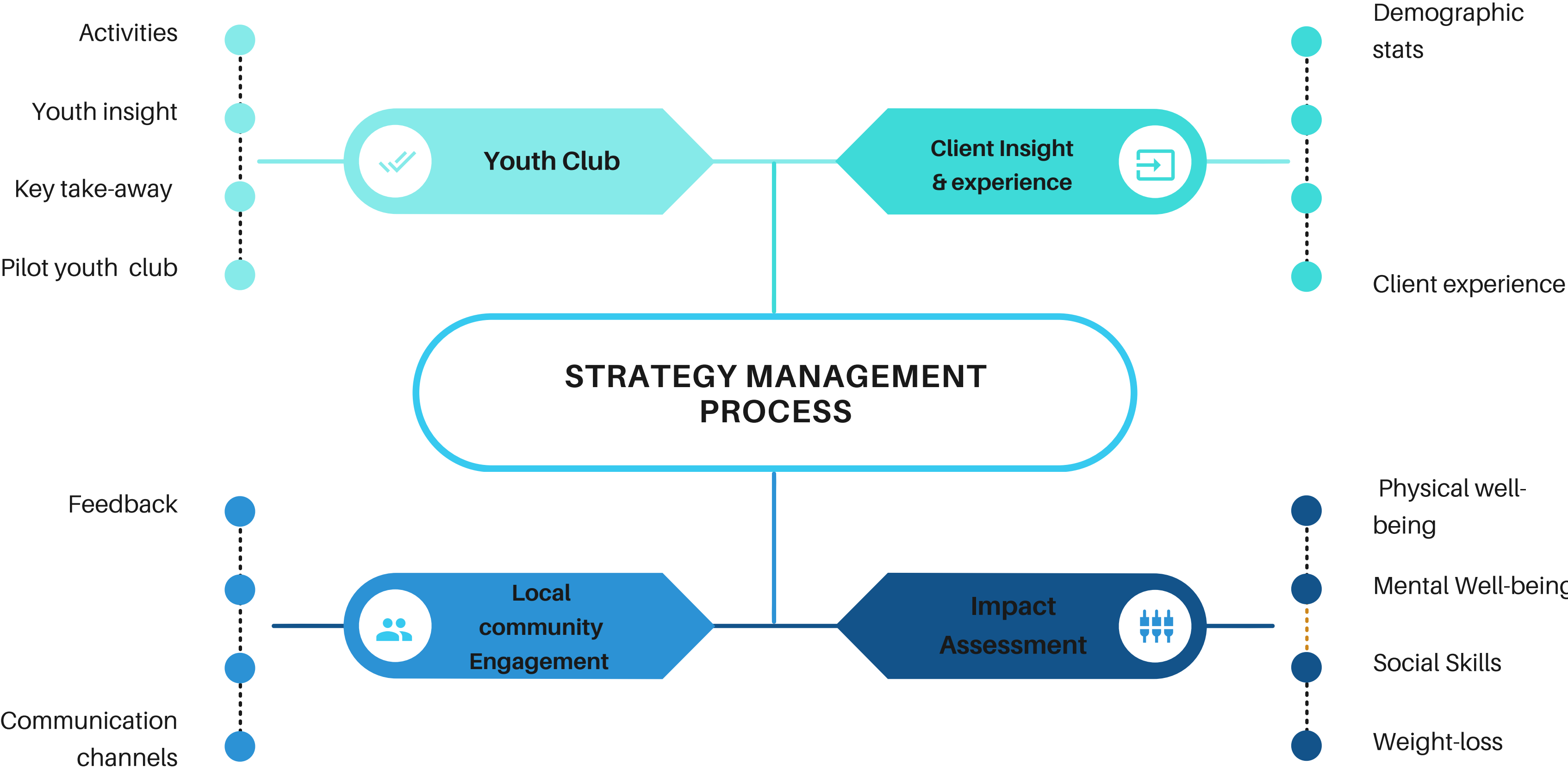
- Total In-person questionnaires = **103**

4

Timeline

- Start time: 12th September, 2022
- End date: 10th November, 2022
- 9 weeks of data collection
- Timeline includes both the pilot study & main research.

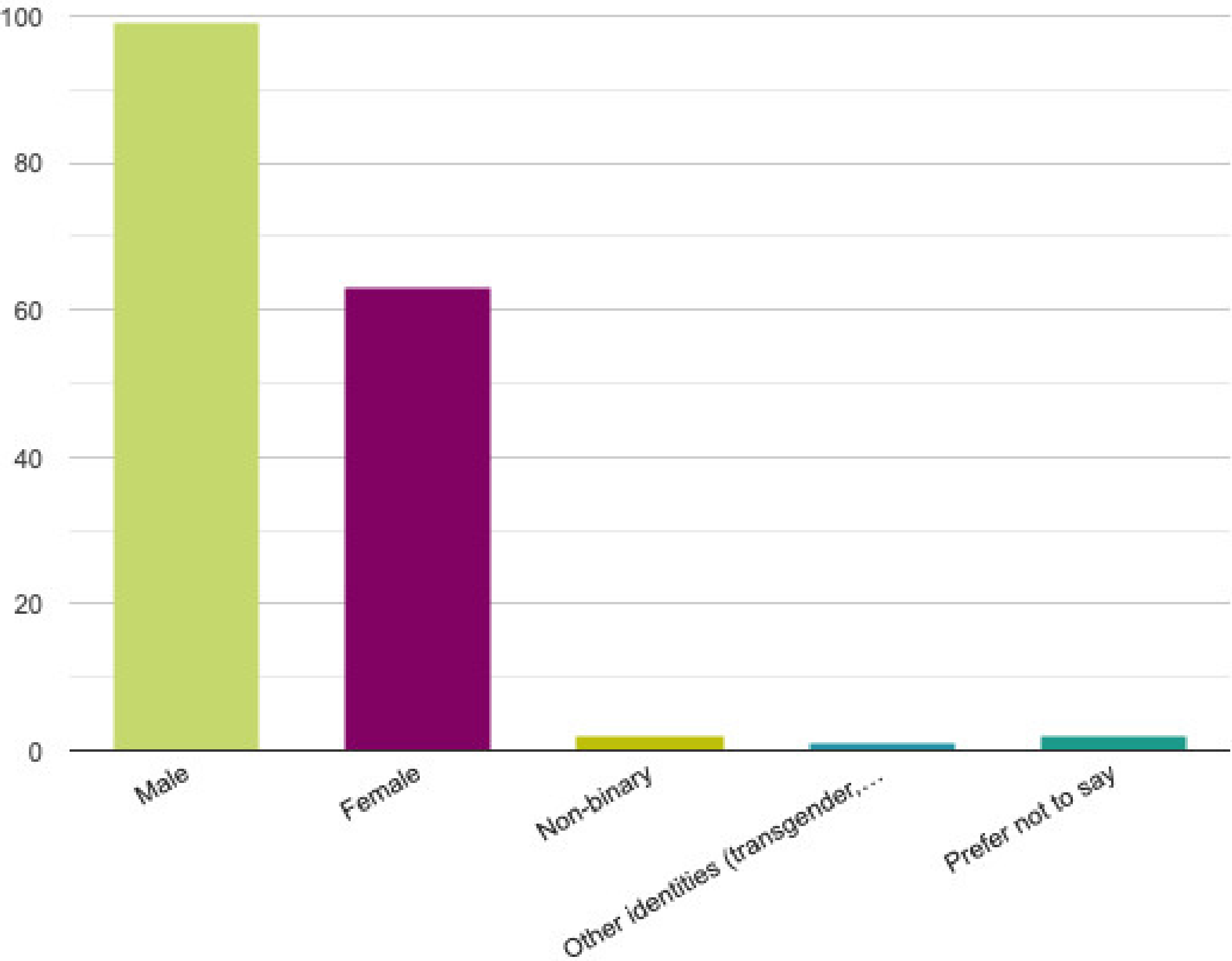
KEY RESEARCH AREAS



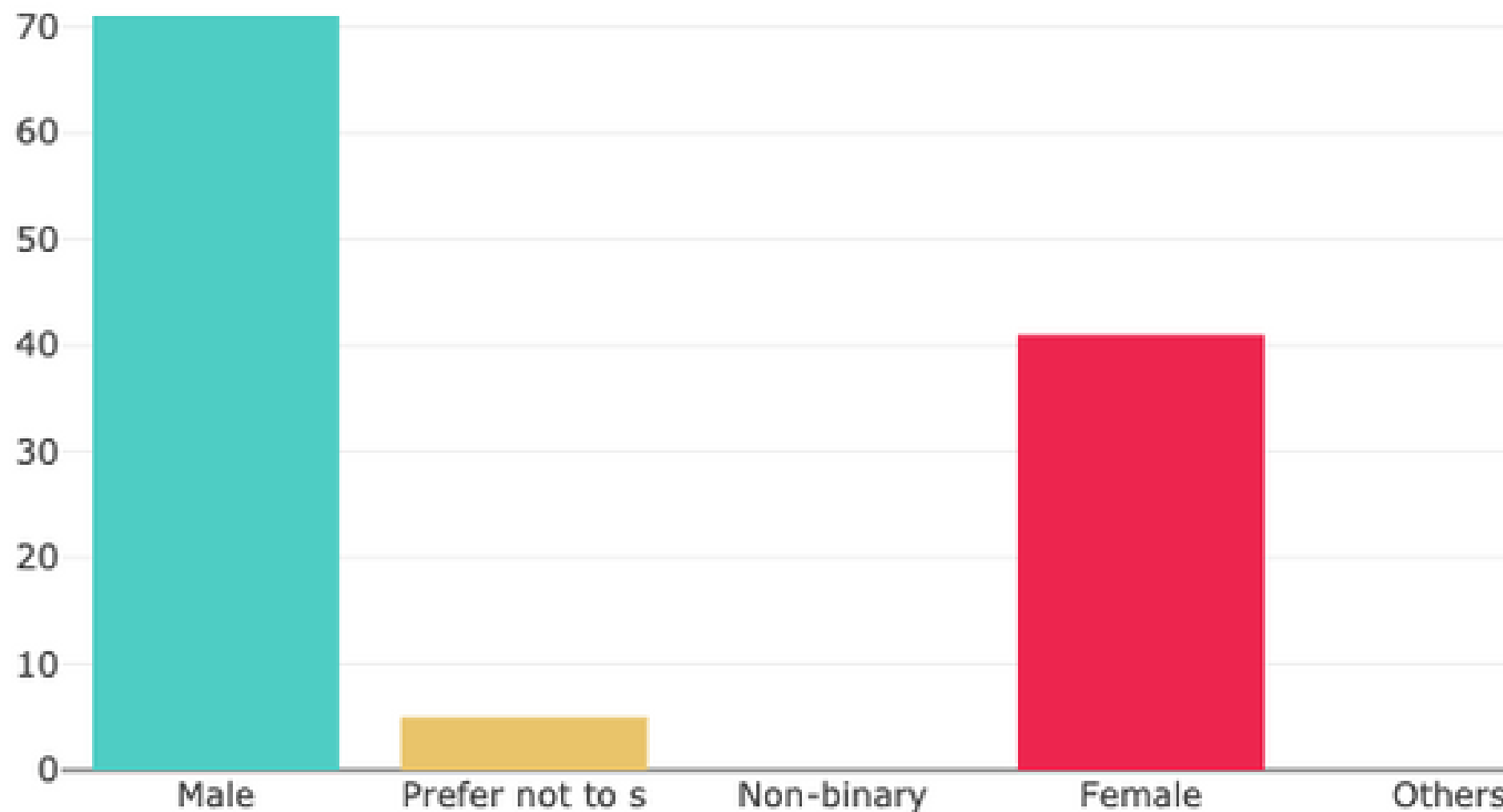
DEMOGRAPHY

Current client groups

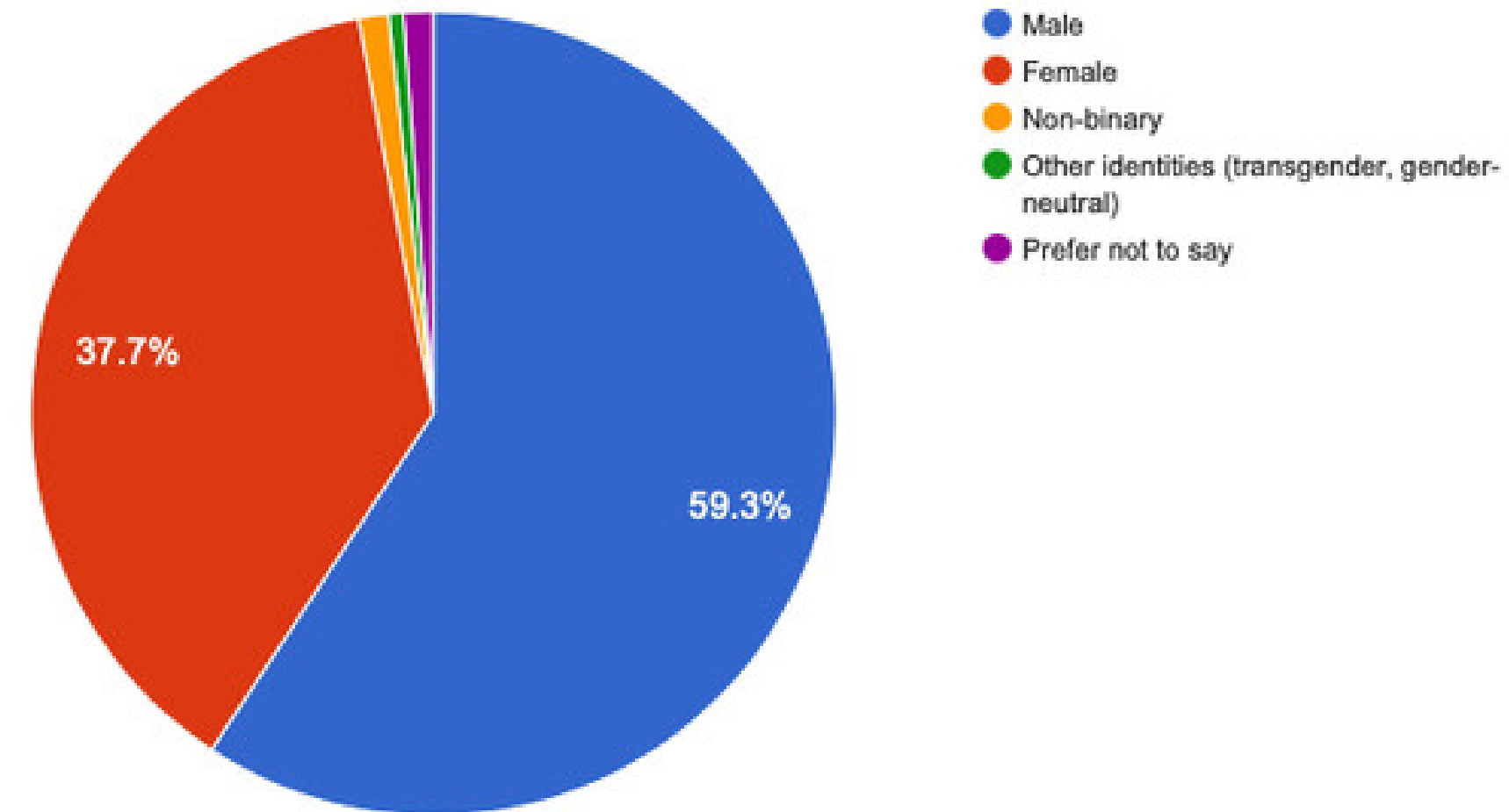
Current client profile: Gender



March, 2021

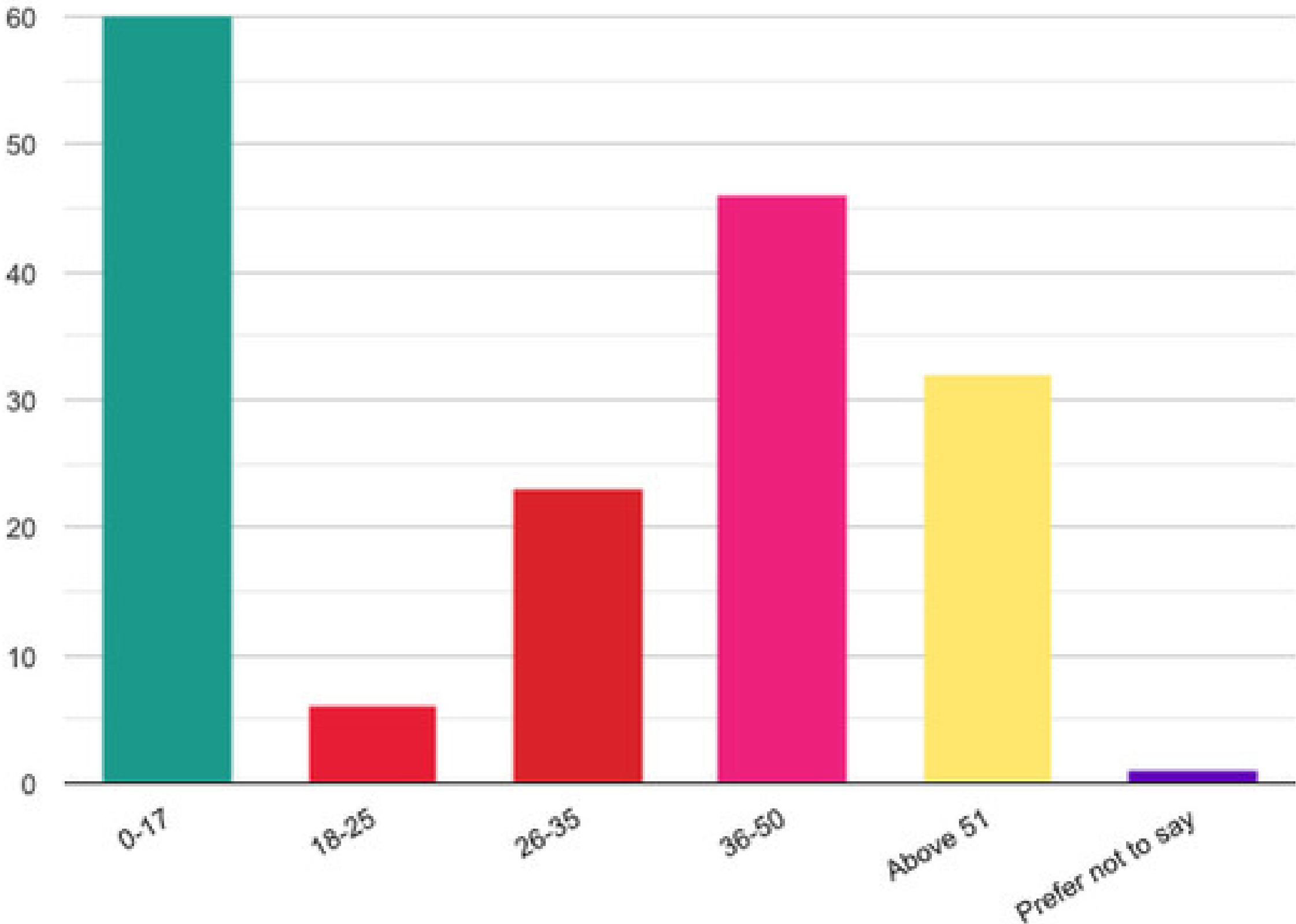


December, 2022

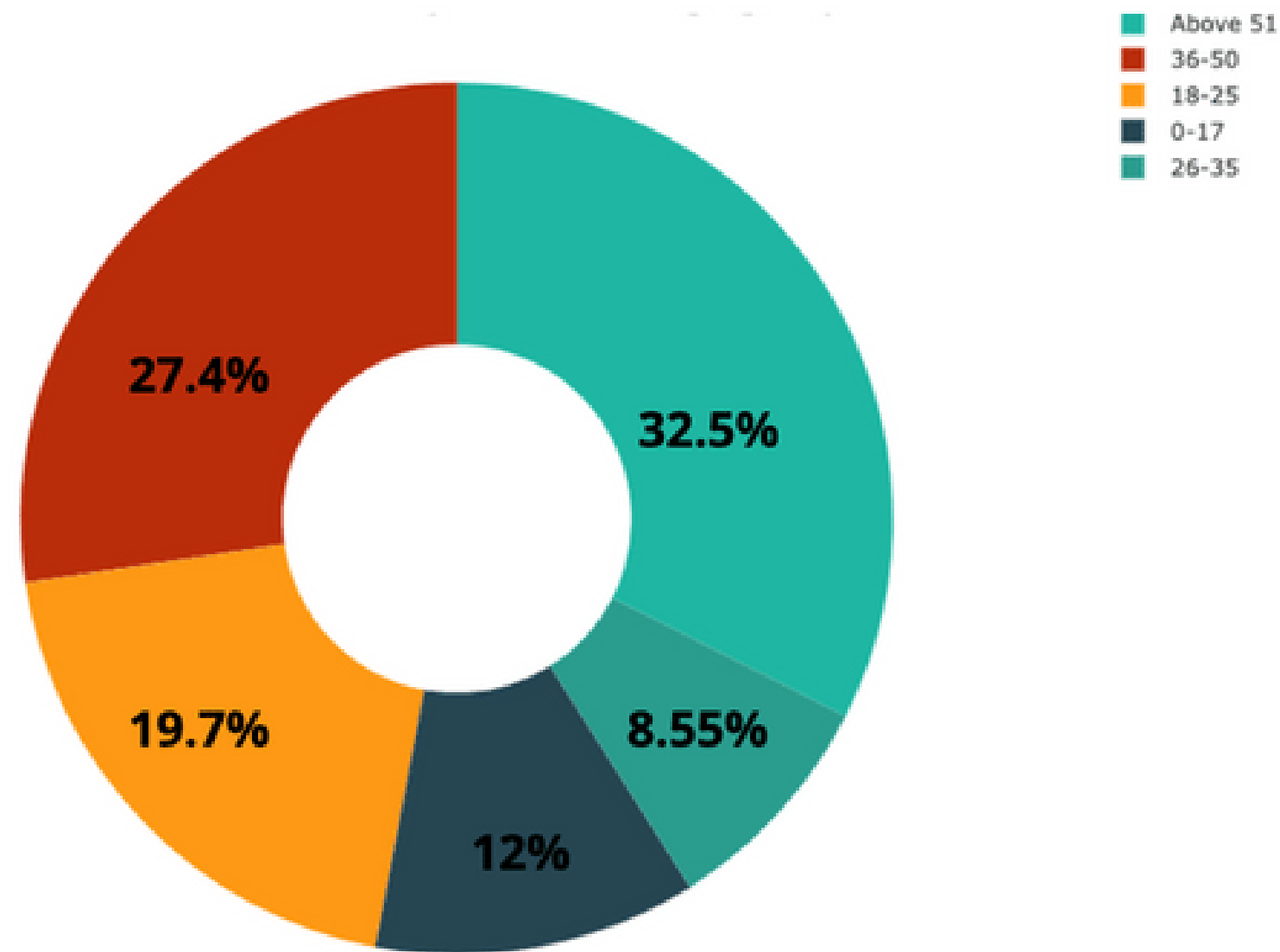
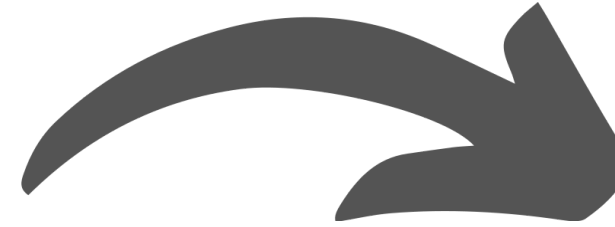


- No significant change in the gender profile.
- There is a **2%** increase in the percentage of women now using the park.
- There is an opportunity to attract more woman by conducting a) women-only activities, b) targeting more women community groups and/or c) offering discounted services to their community groups.

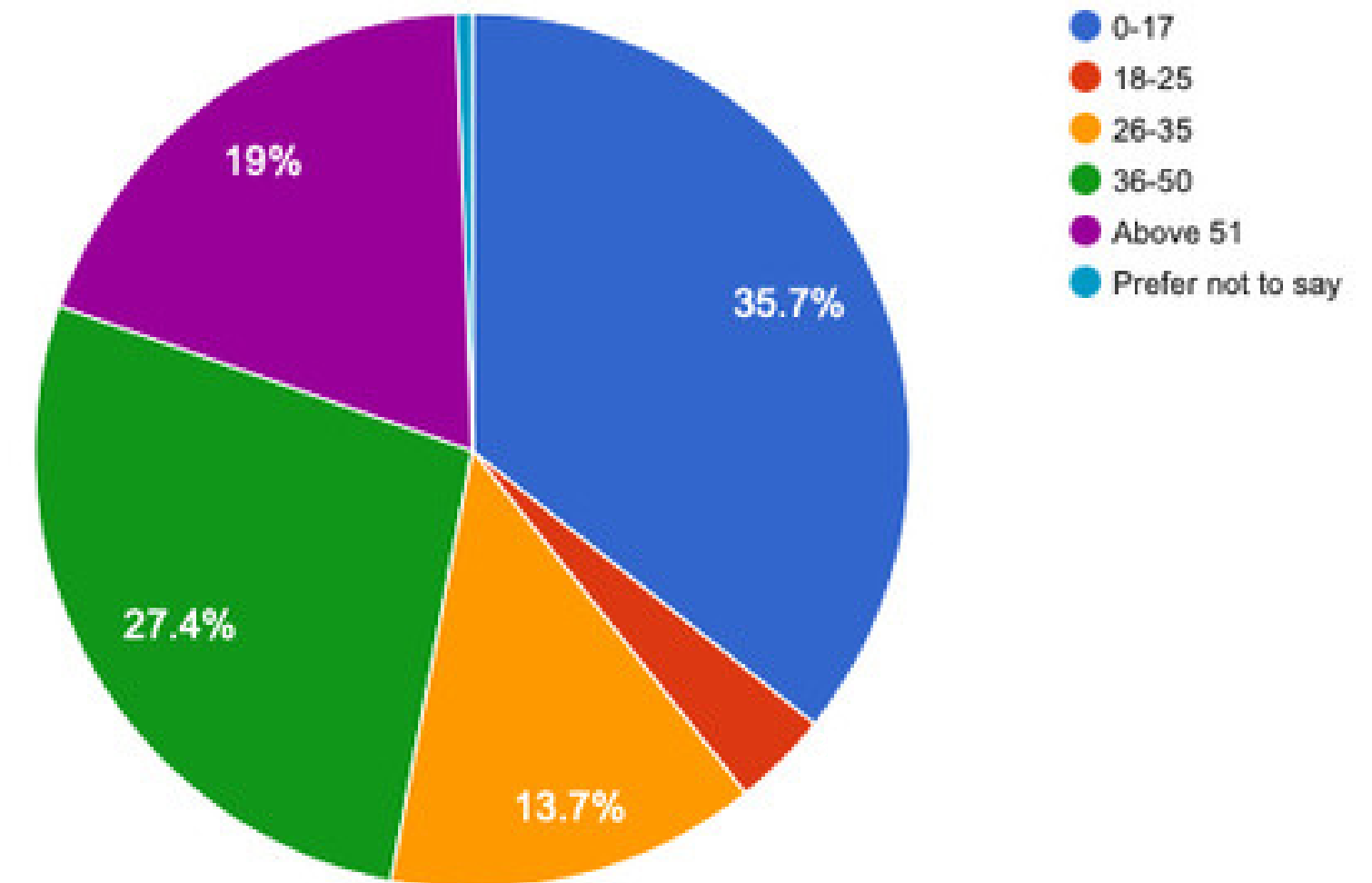
Current Client Profile: Age group



March, 2021

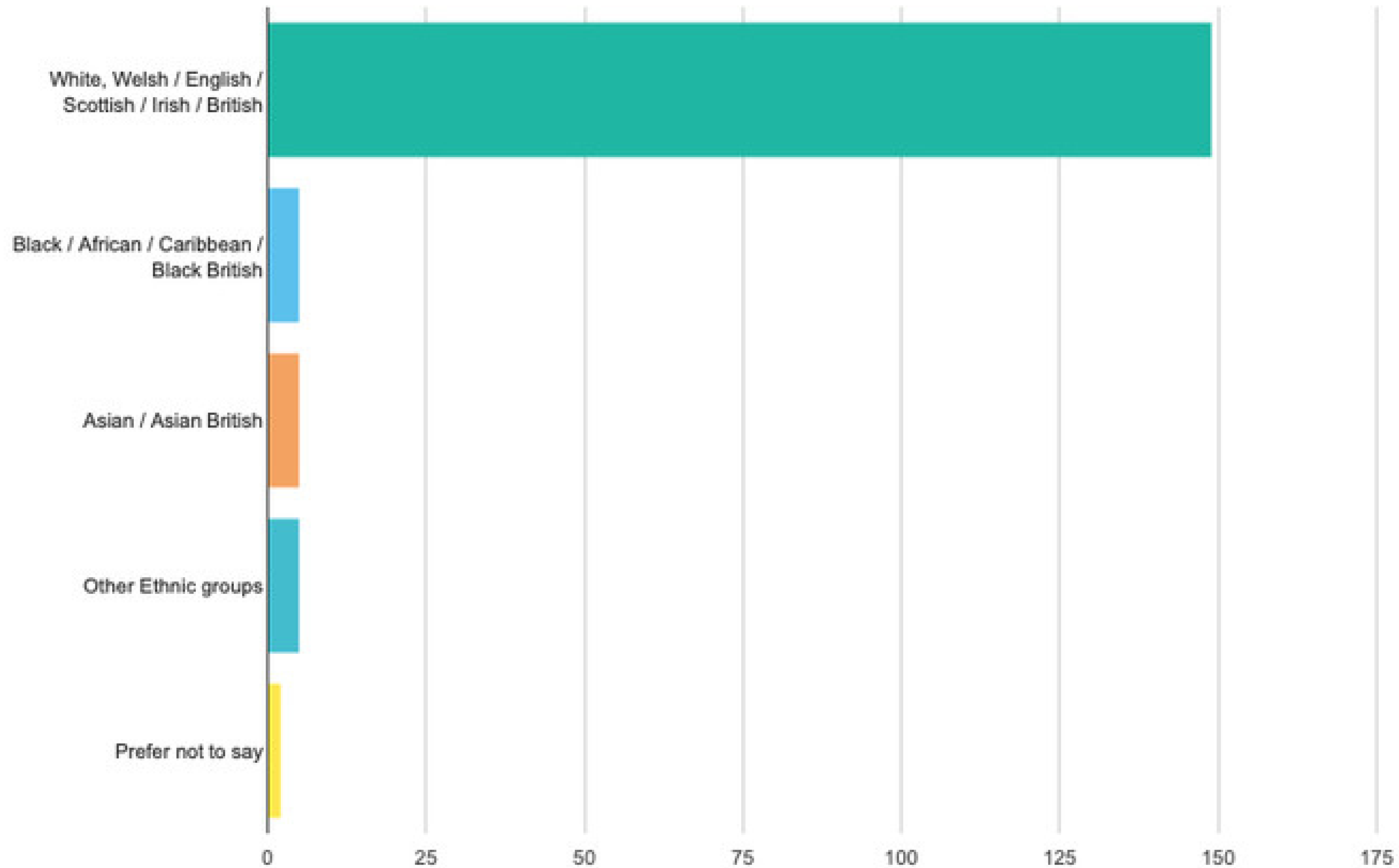


December, 2022

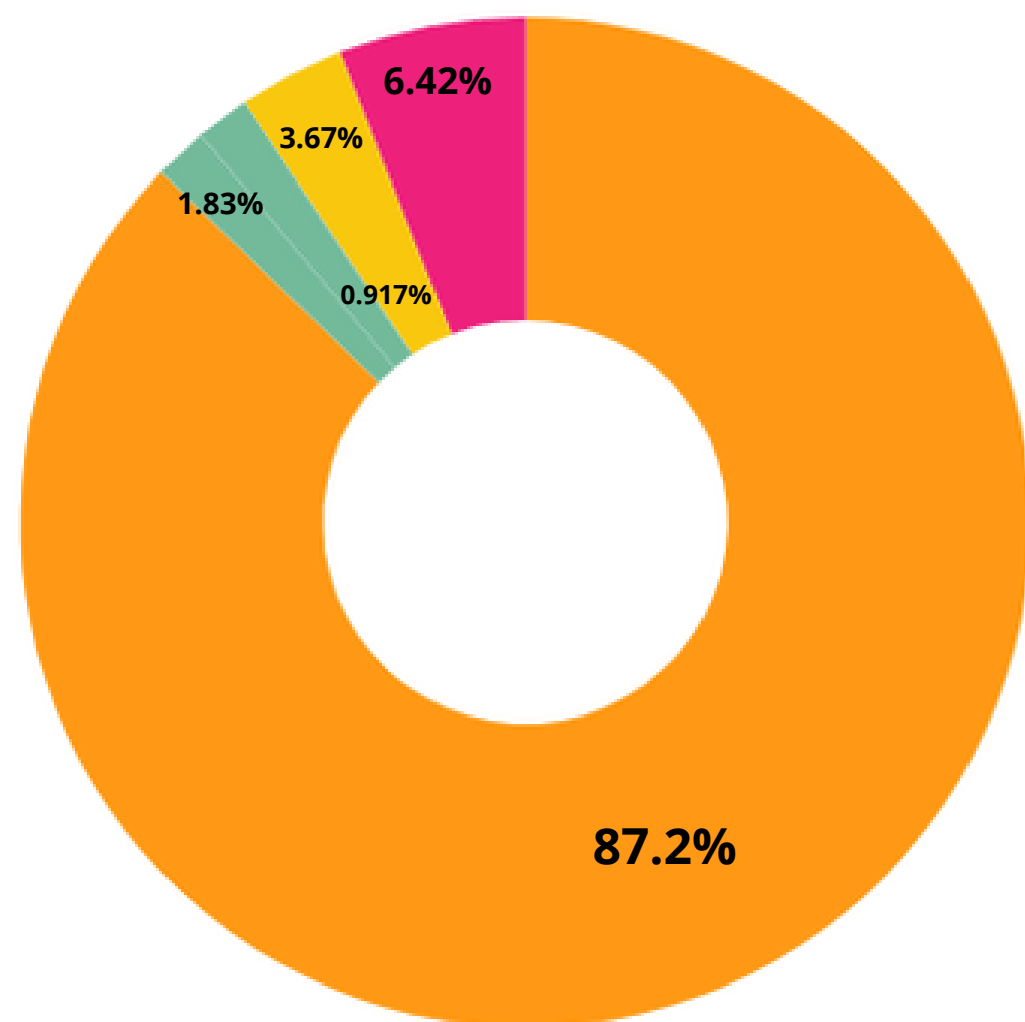


- Significant shift in the age-group profile of park users.
- Previously (according to the research conducted in March 2021), approximately 60% of park users were aged 36 years and above.
- Currently, approximately **53% are below the 35 age group**. Noticeably, also, is that the leading age group is now age 17 and below.
- Implication: The park is **currently attracting more youths** and young users.
- Age group 36-50 consistently accounts for 27.4% of all park users. Implication for membership card and cost structure.

Ethnicity profile of current user groups



March, 2021

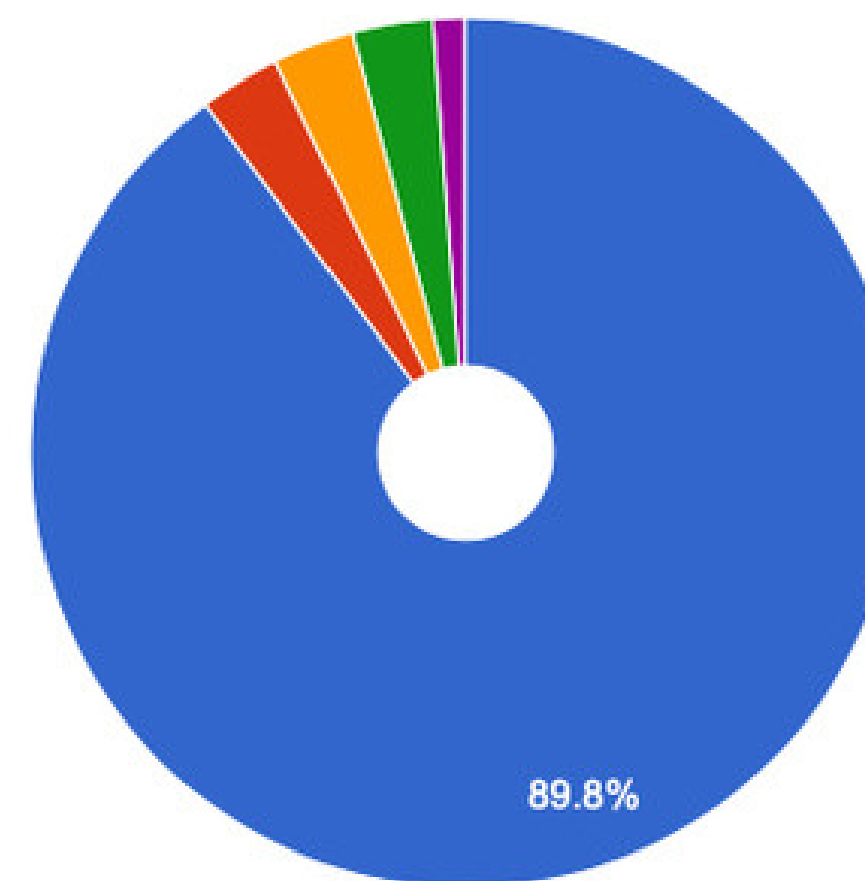


White. Welsh/Er
Prefer not to s
Black/African/C
Other Ethnic gr
Asian/Asian Bri

P.s: Asian British = 0.917%
Other Ethnicities = 1.83%



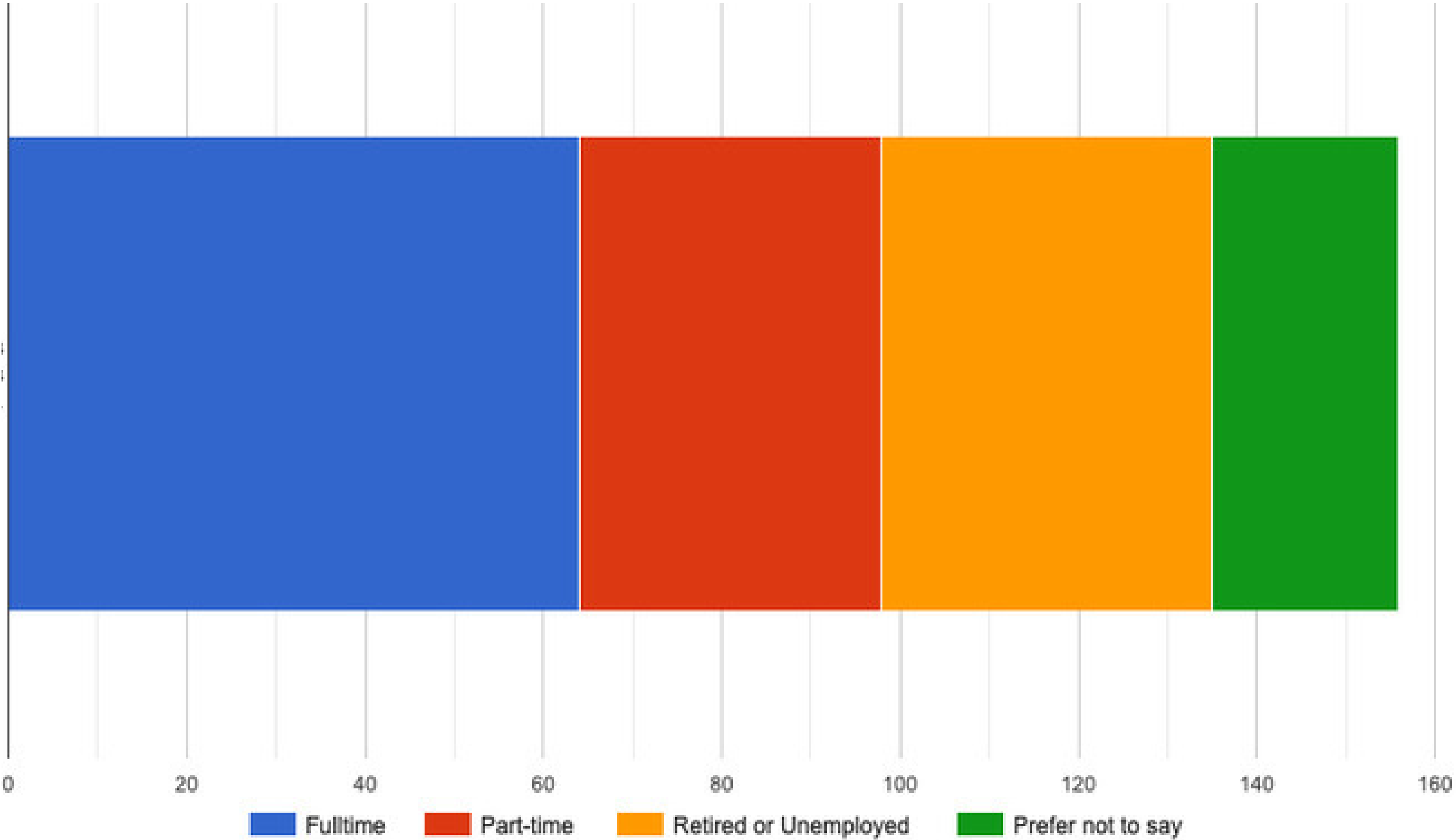
December, 2022



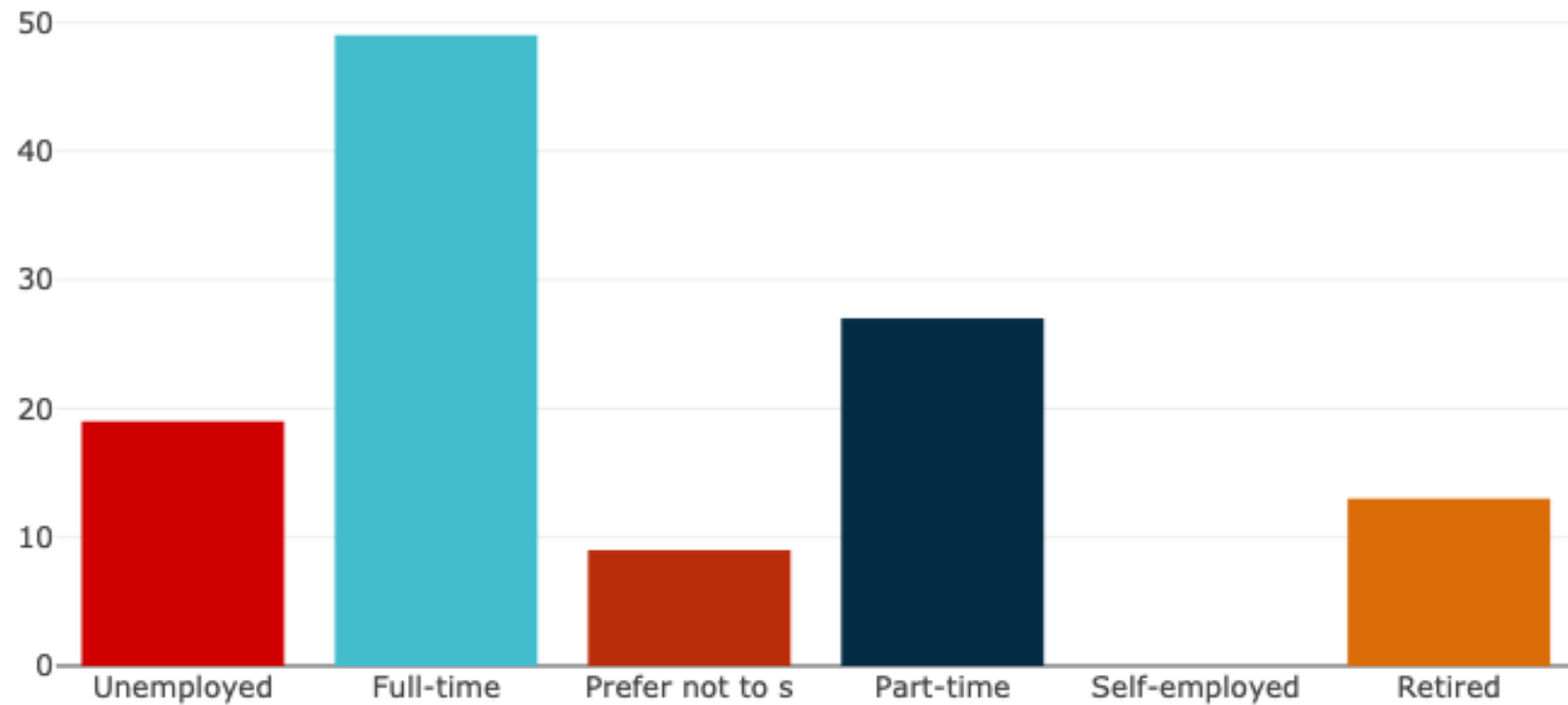
White, Welsh / English / Scottish / Irish / British
Black / African / Caribbean / Black British
Asian / Asian British
Other Ethnic groups
Prefer not to say

- No significant change in the ethnicity profile.

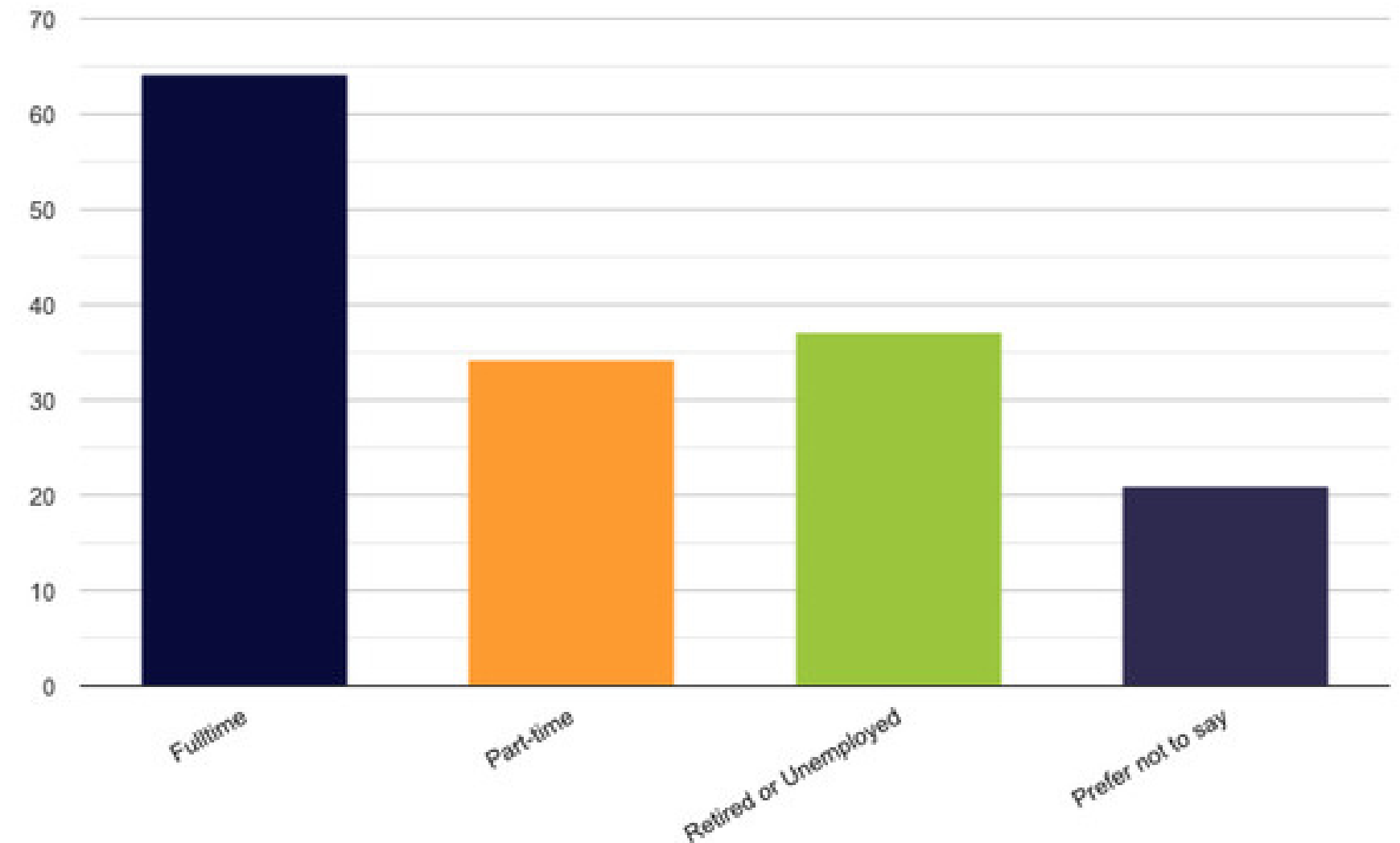
Current client profile: Employment status



March, 2021



December, 2022



- When lumped together, the "retired or unemployed" category accounts for the second largest category of current park users
- It accounts for **23.7%** of current park users.
- Implication for membership cost structure.

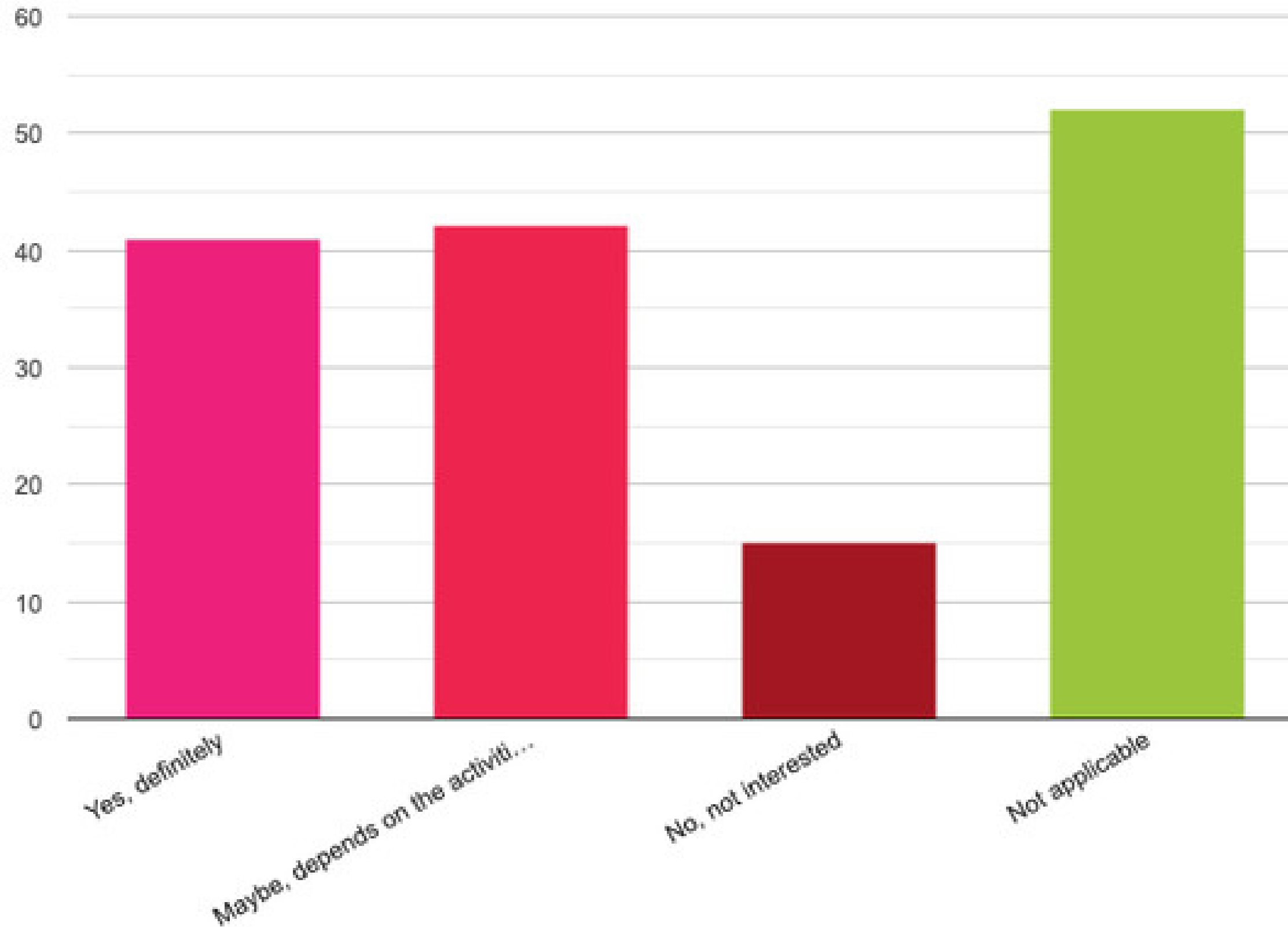
Demography

Key Insights:

- The Park Is increasingly meeting its overall target of diversifying it's client base. E.g There is a significant (**23.7% increase**) in the number of youths (1-17 year old's) now using the park. Additionally, the park is attracting more retired and unemployed users. There is a noticeable increase in the number of it's non-working population.
- The park is in the right direction in alignment with it's set objectives, however, may be worth discussing the implication on the costing, and membership cost structure in the future.
- Further, with only a **2% increase**, there is an opportunity to attract more women by conducting:
 - a) women-only activities,
 - b) targeting more women community groups, and/or
 - c) Offering discounted services to their community groups.

Youth Club

**We are planning to run a youth club more regularly, for young people aged 8 -15.
Would you be interested?**



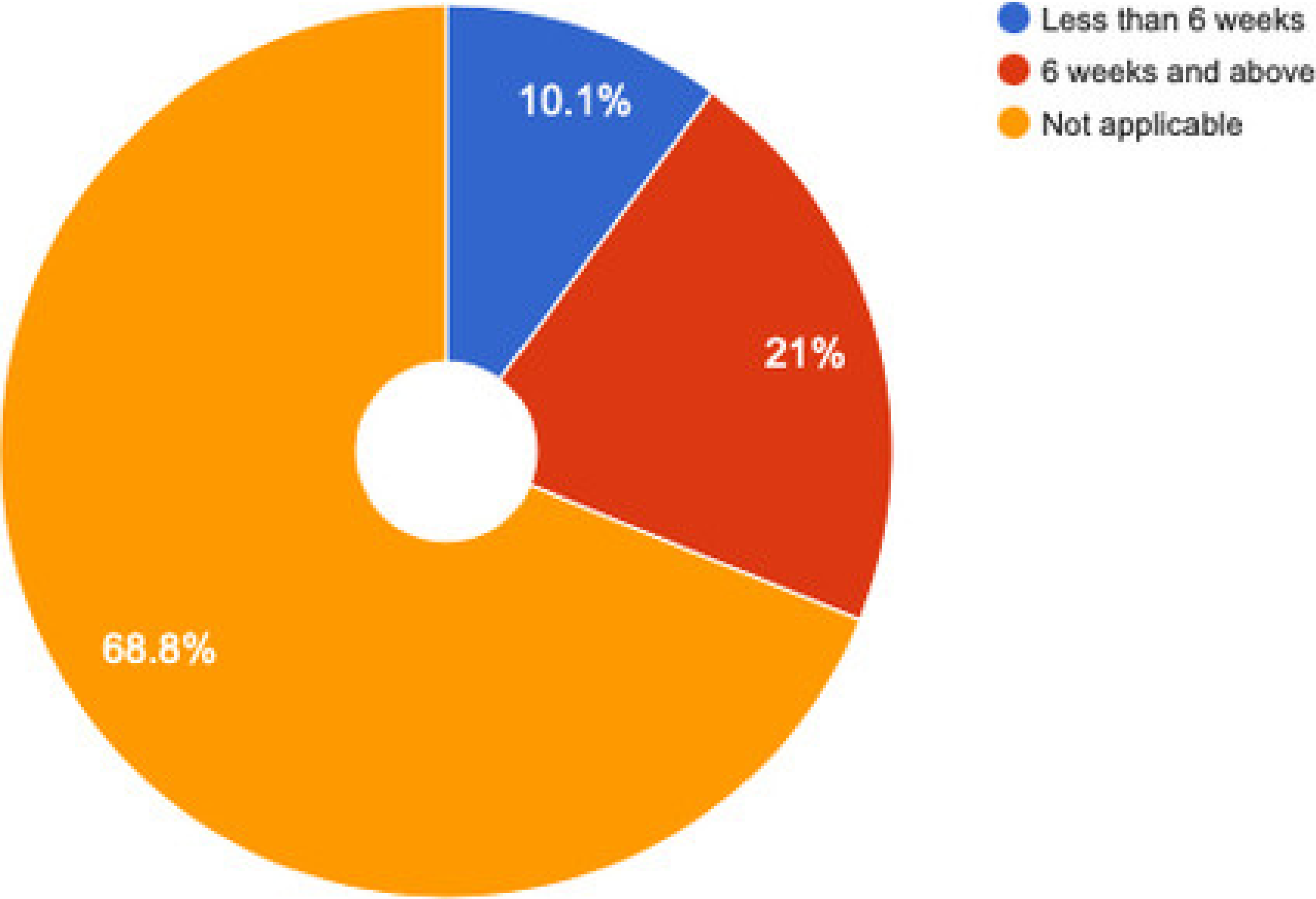
Key Insights:

- A significant amount of users would majorly be interested in the youth club, depending on the type of activities hosted. Almost an equal percentage to those that responded "yes, definitely".
- Implication: The range and type of activities matter, and will be significant in the decision-making for youths, in determining whether to join the youth club.

Are you a part of any other youth clubs, if so, could you name the youth clubs that you are a part of?

| | |
|--------------------------------|---|
| Old Southendian Y | 1 |
| ATF(Achieve, Thrive, Flourish) | 1 |
| old southendian yfc u11 | 1 |
| Soccer 66 | 1 |
| Scouts | 1 |
| hullbridge fc | 1 |
| Local Football team | 1 |
| EH4CP/Sutton House Academy | 1 |
| Laindon united | 1 |
| Southend Christian Fellowship | 1 |
| Stanbridge, Garons | 1 |
| Fusion, Leigh | 1 |
| Miniky Football Club | 1 |
| New Level Soccer - Goalie | 1 |
| Wakering youthclub | 1 |
| EXTREME | 1 |
| southend united | 1 |
| Ashingdon Youth FC | 1 |
| Diving @ Garons | 1 |
| Old Southendian U10 | 1 |
| garons | 1 |
| Leigh Ramblers | 1 |

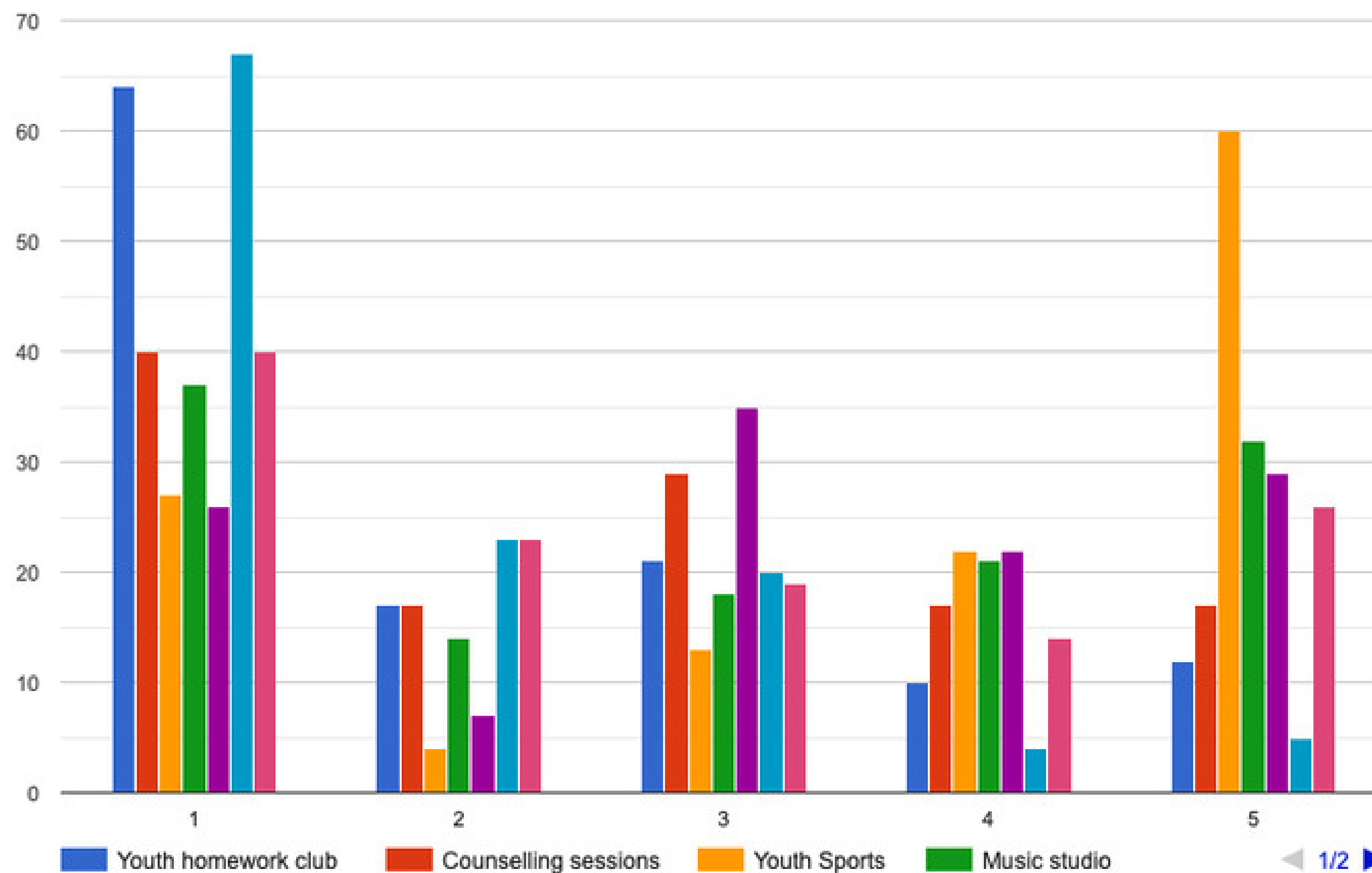
How long have you been a part of the youth club?

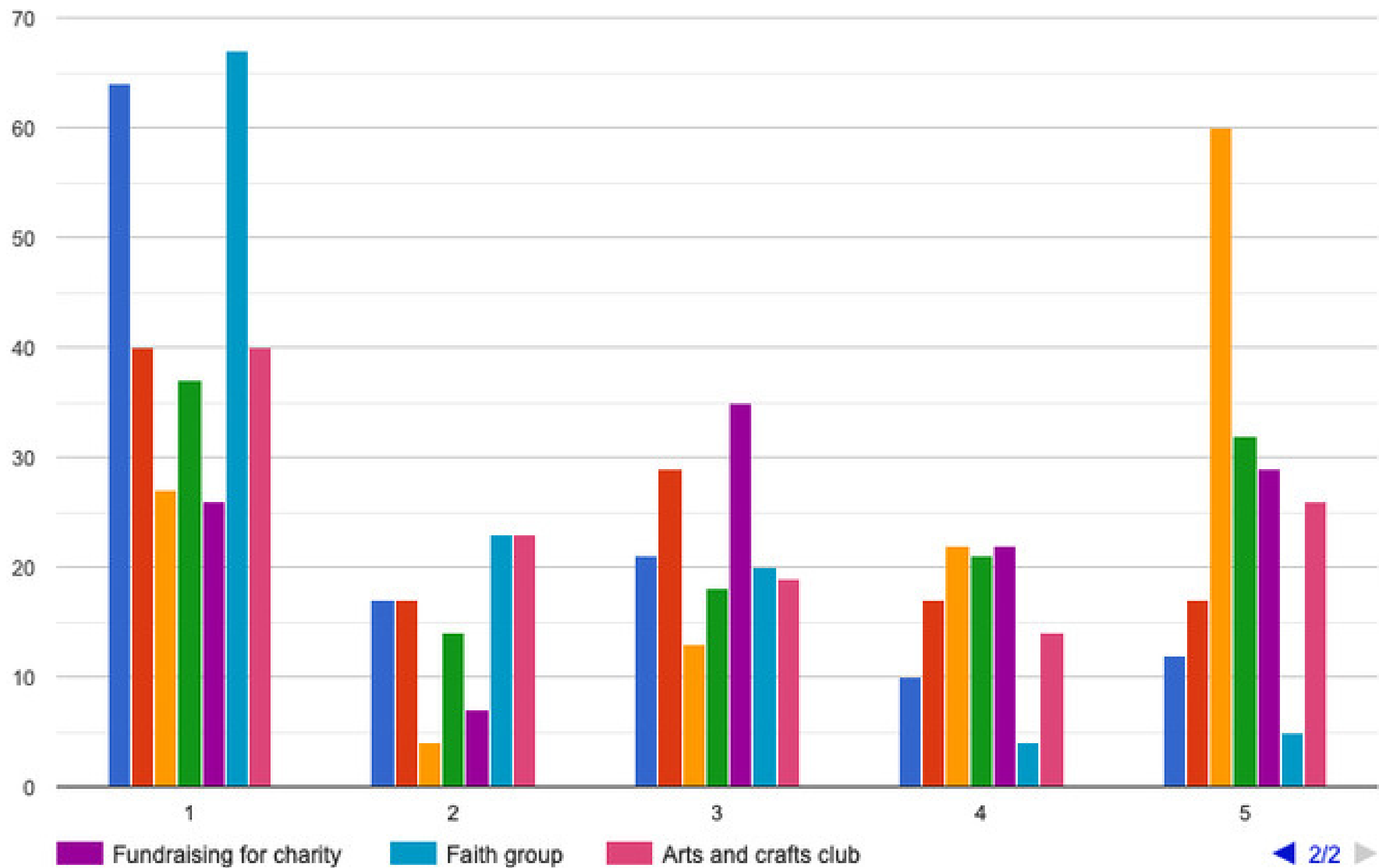


Key Insights:

- For those to whom it is applicable, users have been a part of a youth club for 6 weeks or more. Implication for Garon Park youth club duration.
- There is an opportunity to target users (youths) from similar community groups listed.

On a scale of 1 - 5, with 1 = not interested, and 5 = very interested, which of these potential activities will you be most interested in attending during the youth club?

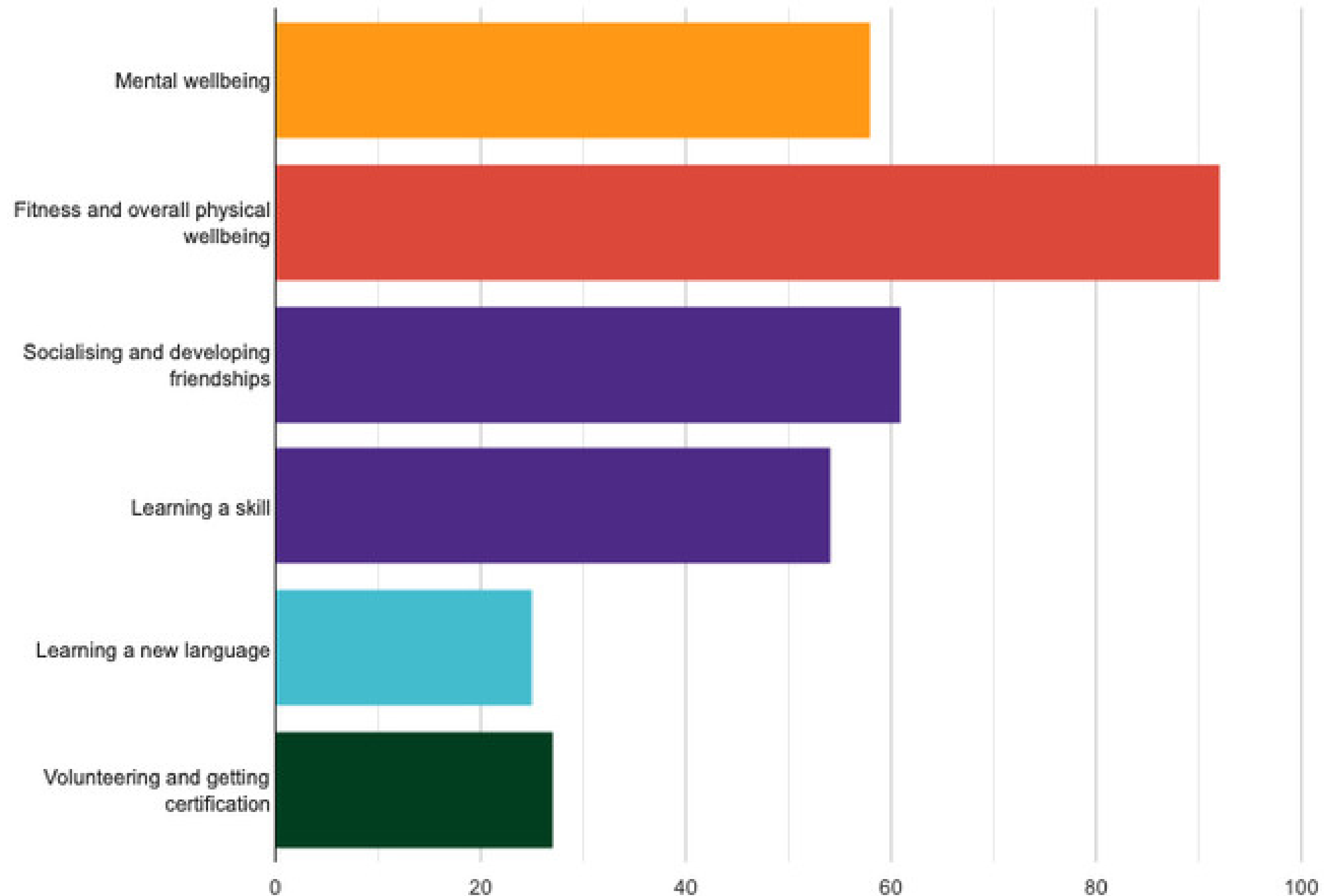




Key Insights:

- In the list of potential activities for the youth club, "Youth Sports" garnered the most interest. I.e had the highest amount of users who ticked "very-interested".
- This is followed by music studio, fundraising for charity, and arts and craft club. In this order.
- "Faith group" and "Youth homework club" were the activities with the least interested users.

Which of the following areas, would you be most interested in seeing an improvement, if you decided to join the youth club?



Key Insights:

- Beyond activities aimed at physical and mental well-being, interestingly, youths would like more activities targeted at socialising and developing friendships, and also learning a skill.
- Key-takeaway: To design activities aimed at increasing socialisation, and learning new skills at the youth club.
- May be worth investigating the type of skills they would be most interested in learning, and offering possible qualification or certificate of completion.

Feedback: Pilot Youth Club

PILOT YOUTH CLUB

'What would you say is the **most enjoyable** aspect?'

Interaction & Socialization

- "A place where kids in the community can interact and socialise in a safe space".
- "Socialising"

Activities

- Cooking class
- Moneybars
- Football
- The playing with pogo sticks
- Training

Freedom

- "The children have loved the freedom to be able to socialise, being out later than usual on a school night"

Making Friends

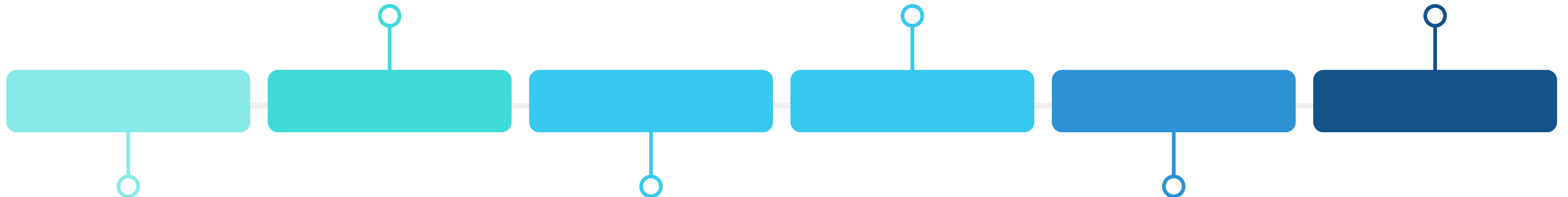
- "Seeing my children make friends"
- "Meeting new friends"
- "Meeting new people and doing **new** things"

Parent-Child Engagement

- "Engaging with my child doing sports"
- "Seeing parents interact with child"
- "Seeing kids have fun"

Staff

- "The staff are really good with my son who is very shy"



Pilot Youth Club

Least Enjoyable Aspect

1 COST

"The cost of £3 for the session is reasonable, **however the tuck shop is very expensive for a youth club.** In the previous clubs the children attended the cost was £1 entry and tuck shop they could get sweets, crisps and a drink for £1. At garons youth drinks are more than £1 each, sweets are £1 etc. It is a lot of money which led to me refusing to give any money for tuck as it was getting so expensive.

2 COST (CONT.D)

"When it was then announced that there would be an additional £15 per person **it went from being a reasonably priced activity to an unnecessarily expensive one**"

3 SAFEGUARDING

"There does not seem to be a clear system in place in terms of collecting children, there was no confirmation with adults as to which child they would be collecting".

4 ALLOCATED TIME FOR FOOTBALL

- "I have boys who enjoy more physical activities such as **football, this is a bit restricted at the moment**".
- "No football some weeks"

5 OTHERS

- "Lady in cafe bit is really rude"
- "My son has Social communication disorder, picking up on the physical queues of each individual and being aware that its not them being rude".
- "Being a fresh face to a new group"

Pilot Youth Club

Least Enjoyable Aspect

LIMITED GAME CONSOLES

1

- Not enough games consoles
- Not enough for everyone to have a go.

ENTRY & PAYMENT SYSTEM

2

- "Chaotic on arrival. You need to have a much slicker registration system, everyone bottlenecks in from outside, along the corridor with kids running through and everyone squeezing through the doorway to get to the registration desks. Could they not be moved, or can the portacabin be used as a registration area as it once was initially?"
- "can be a bit slow some weeks"

PAYMENT SYSTEM (CONT.D)

3

- "Some nights are really busy which can be overwhelming, especially when queuing up to pay weekly fees. It would be good to be able to pay online to save the long queue".

ACTIVITIES

4

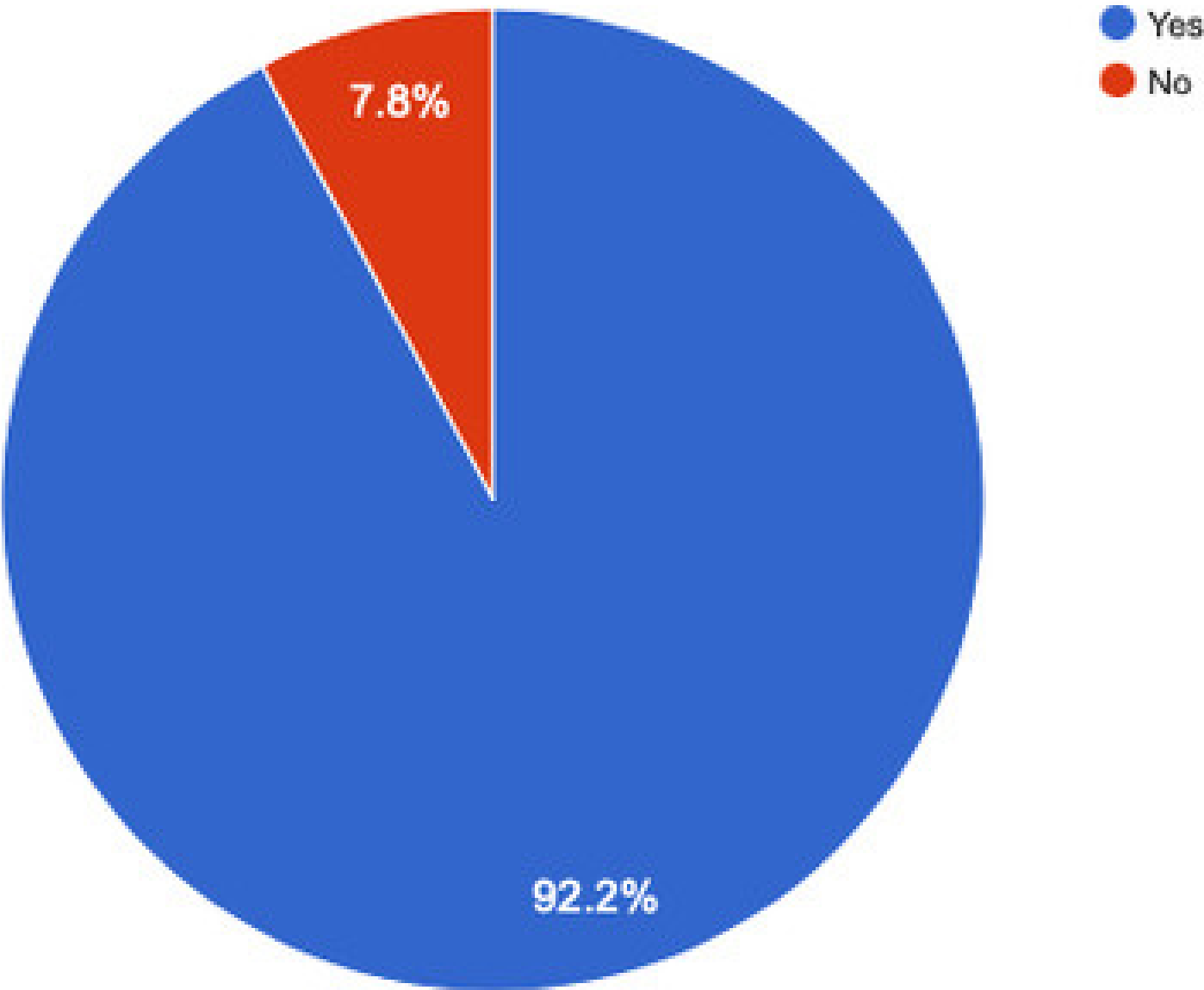
- Benches
- Pall table
- Gardening

TIMING

5

- Finishes late for a school night

Would you recommend the programme to your family/friends?



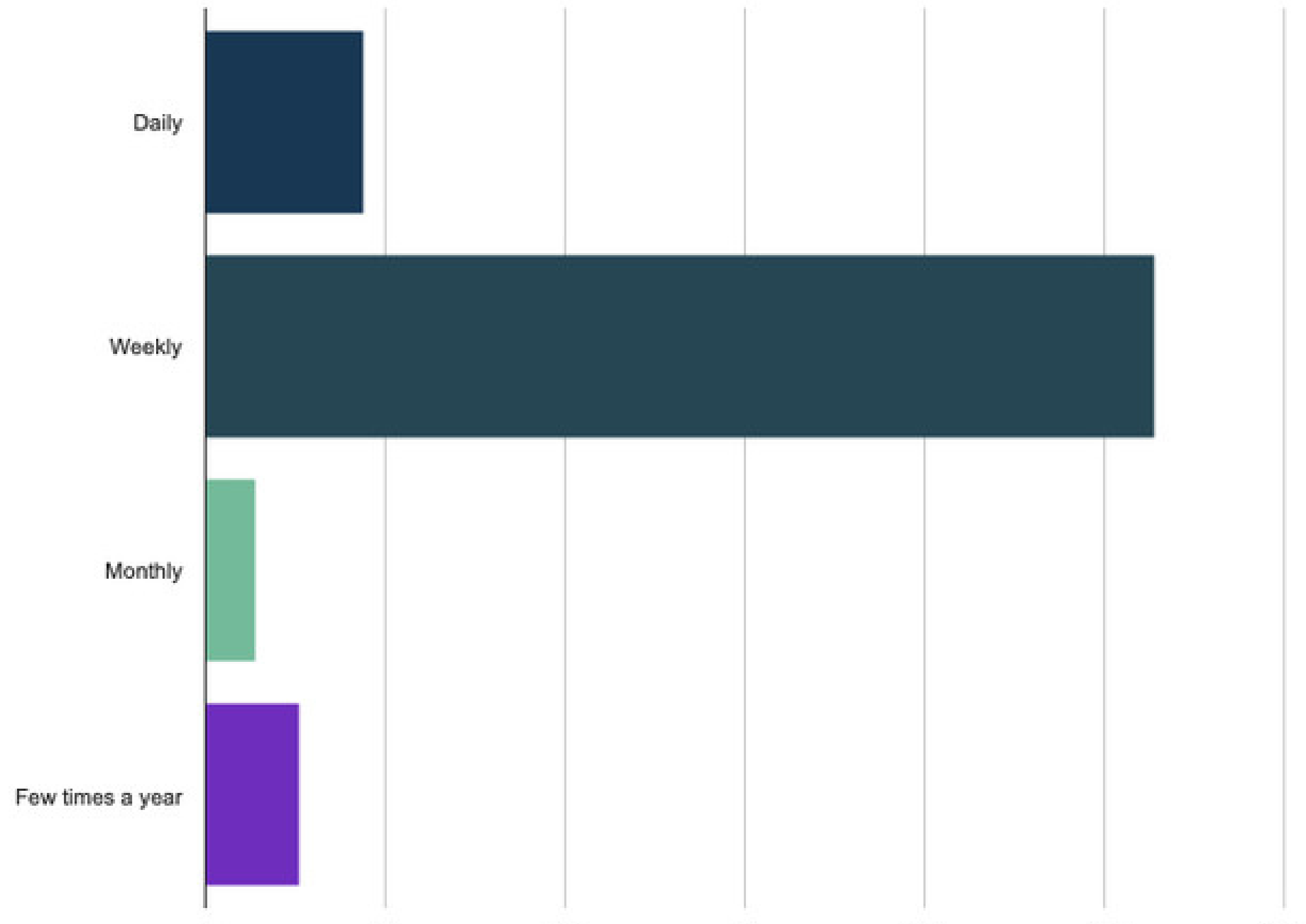
Communication Channels

How Current Users heard about the Park

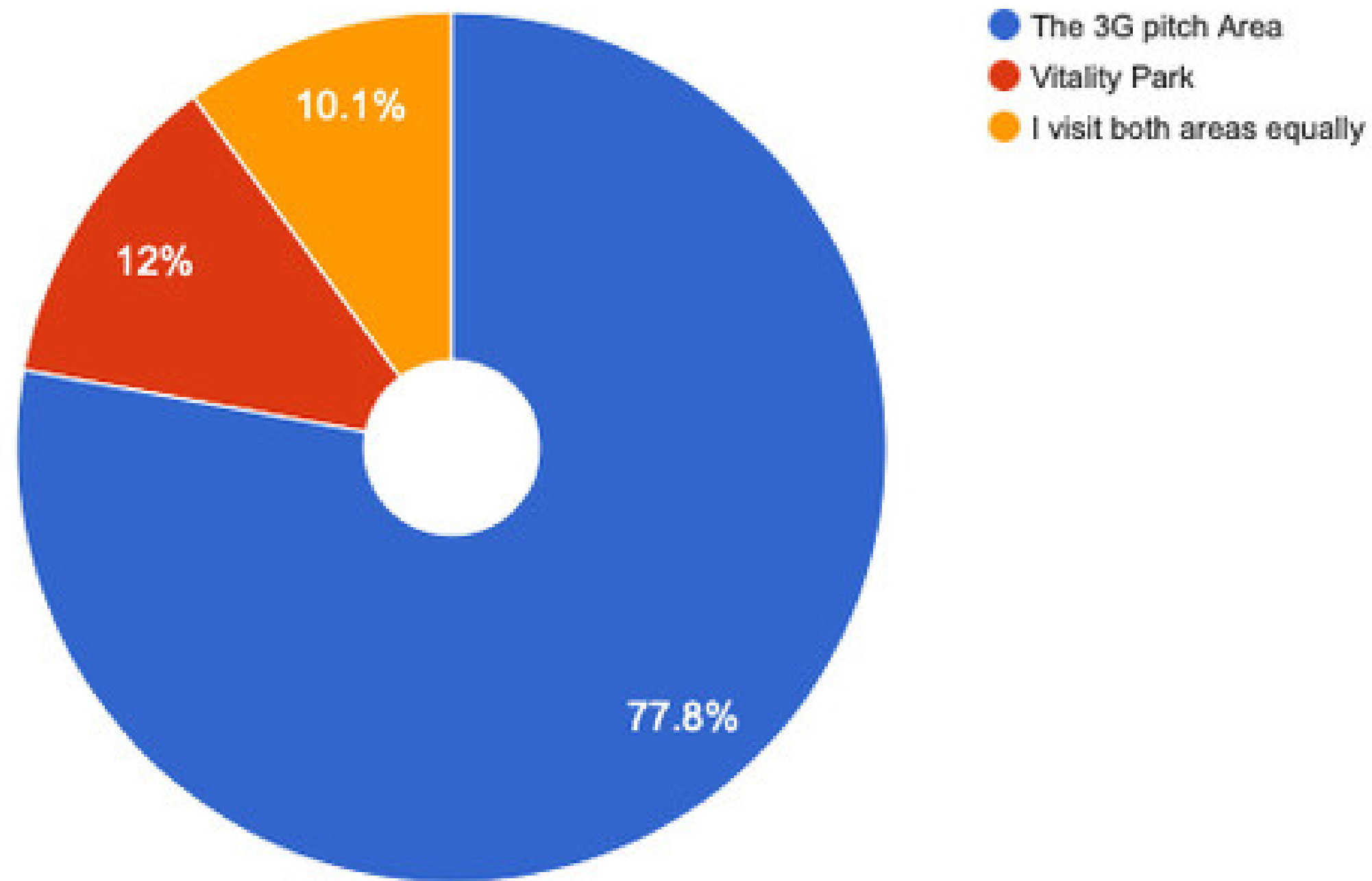


Local Community Engagement

Frequency of Visits



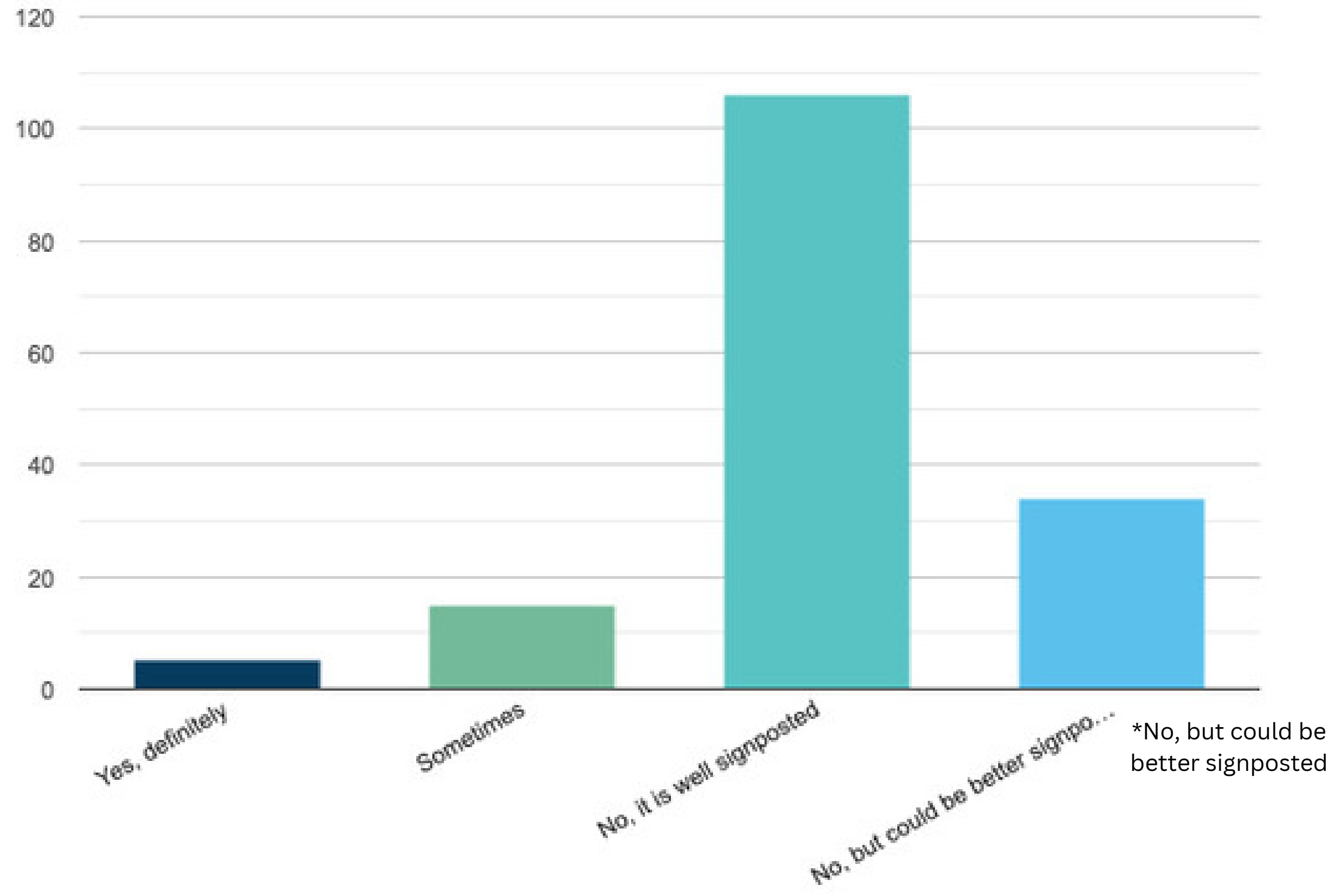
Which area do you visit more frequently?



Key Insights:

- Approximately, 76% of current park users visit the park weekly. It reflects the parks efforts at client retention.
- However, this is heavily skewed towards the 3G Pitch area. Accounting for 77.8% of the current visits to the park.
- There is an opportunity to reflect on efforts to intentionally drive usage to other aspects of the park. So as to improve the overall user group experience, and to allow for users to benefit from the other facilities that the park offers.

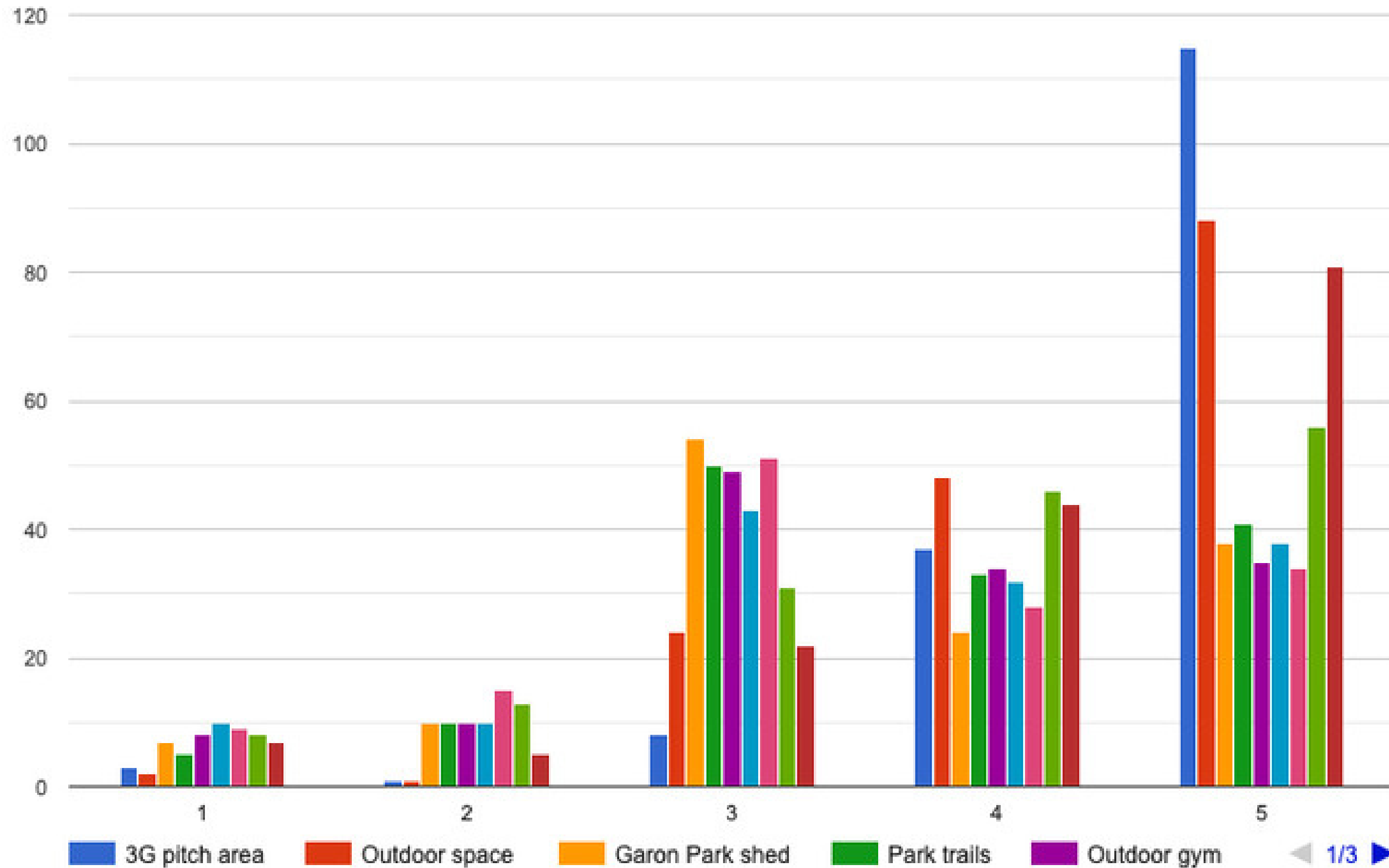
Do you have any difficulty navigating the Vitality Park of Wellbeing at Garon Park?

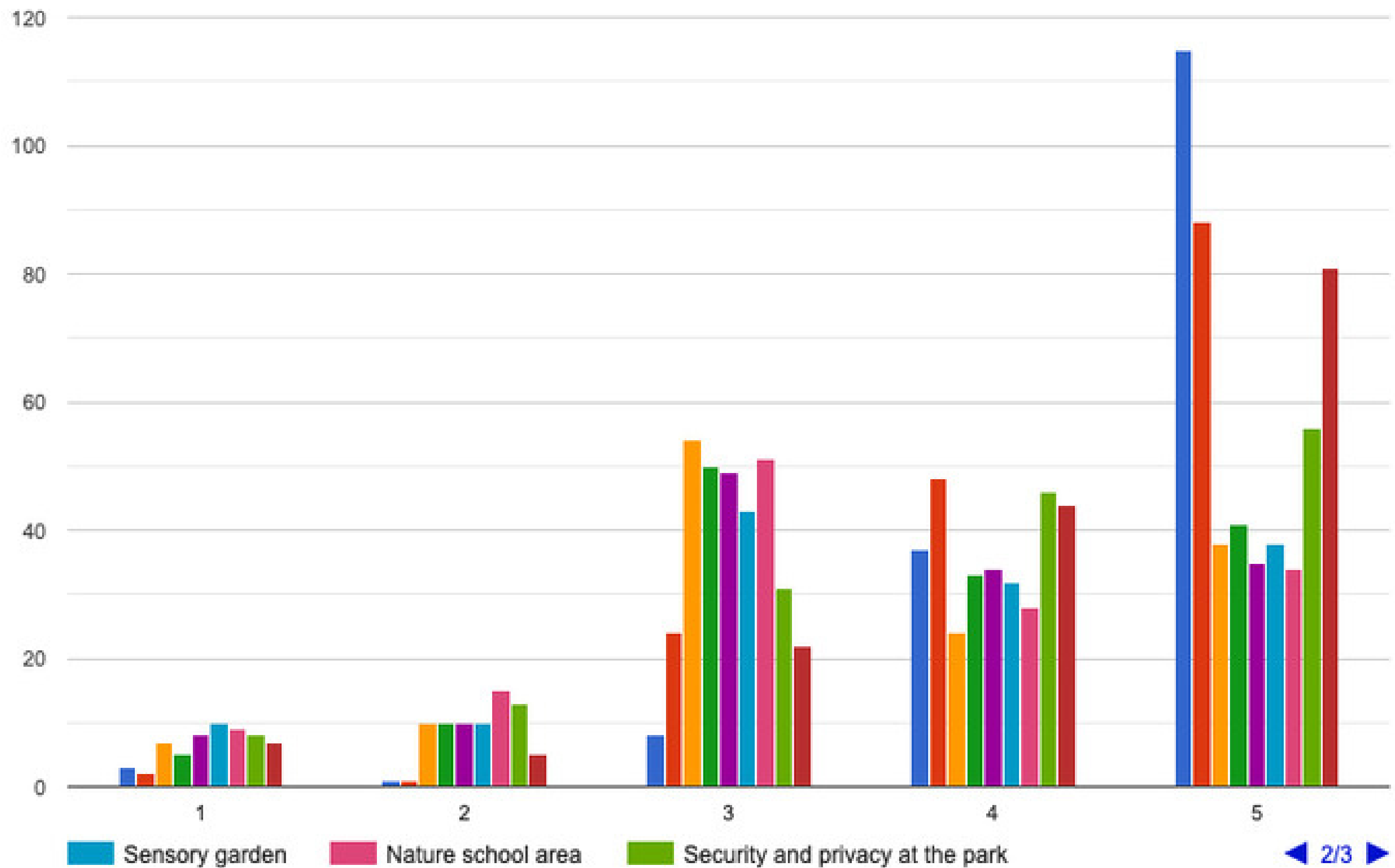


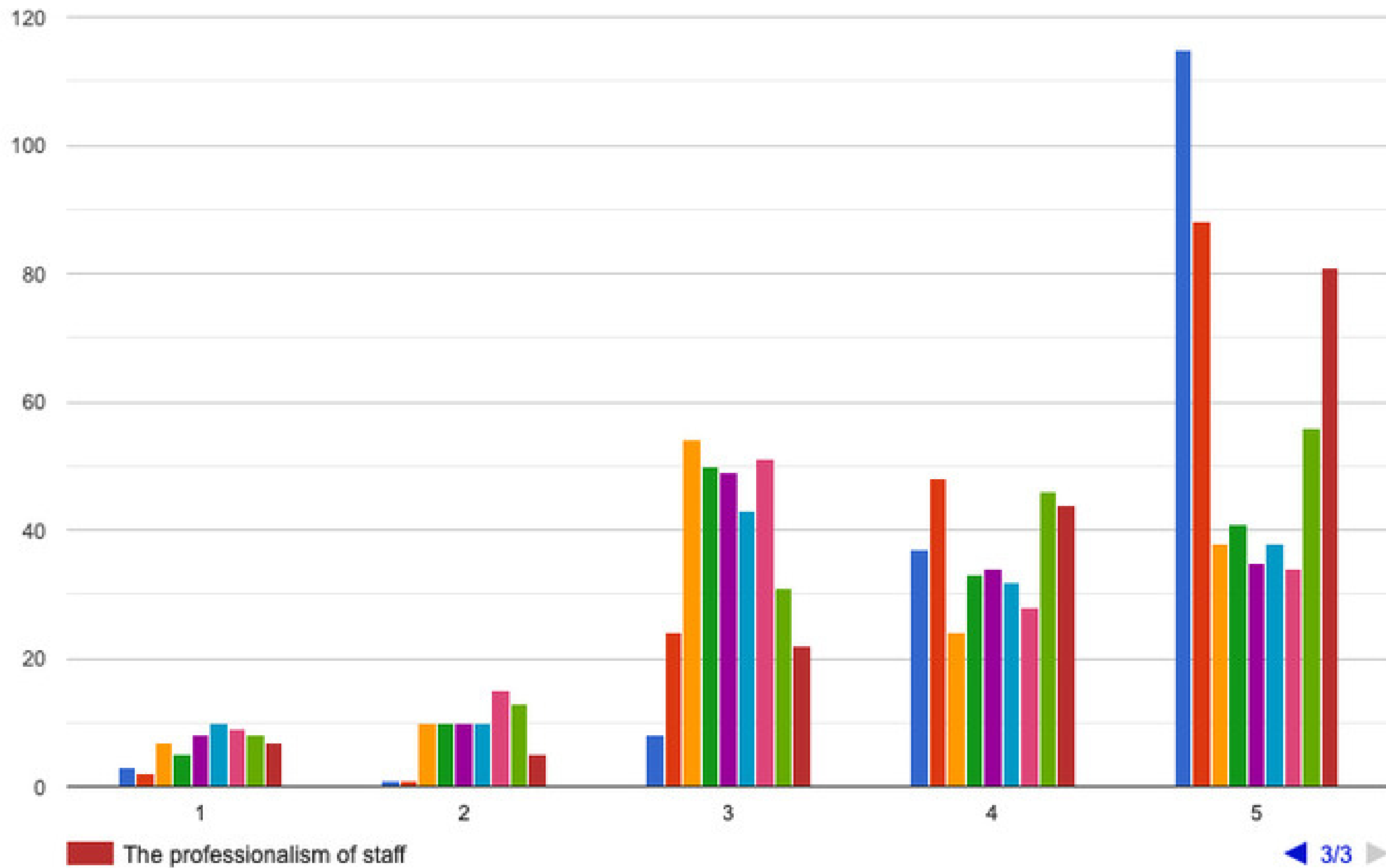
Key Insights:

- An overwhelming majority, 66.2% of current users, stated that they do not have any difficulty navigating the vitality park. This is indeed great feedback regarding the signposting at the park now, in comparison to the research conducted in March 2021, where users expressed that this was an issue.
- However, also significant is the approximately 31% of users, who expressed that they "sometimes" have difficulty navigating the park, or agreed that it could be better signposted.

On a scale of 1-5, with 1 = poor, and 5 = very good, how would you rate each of these aspect of the Wellbeing at GaronPark?



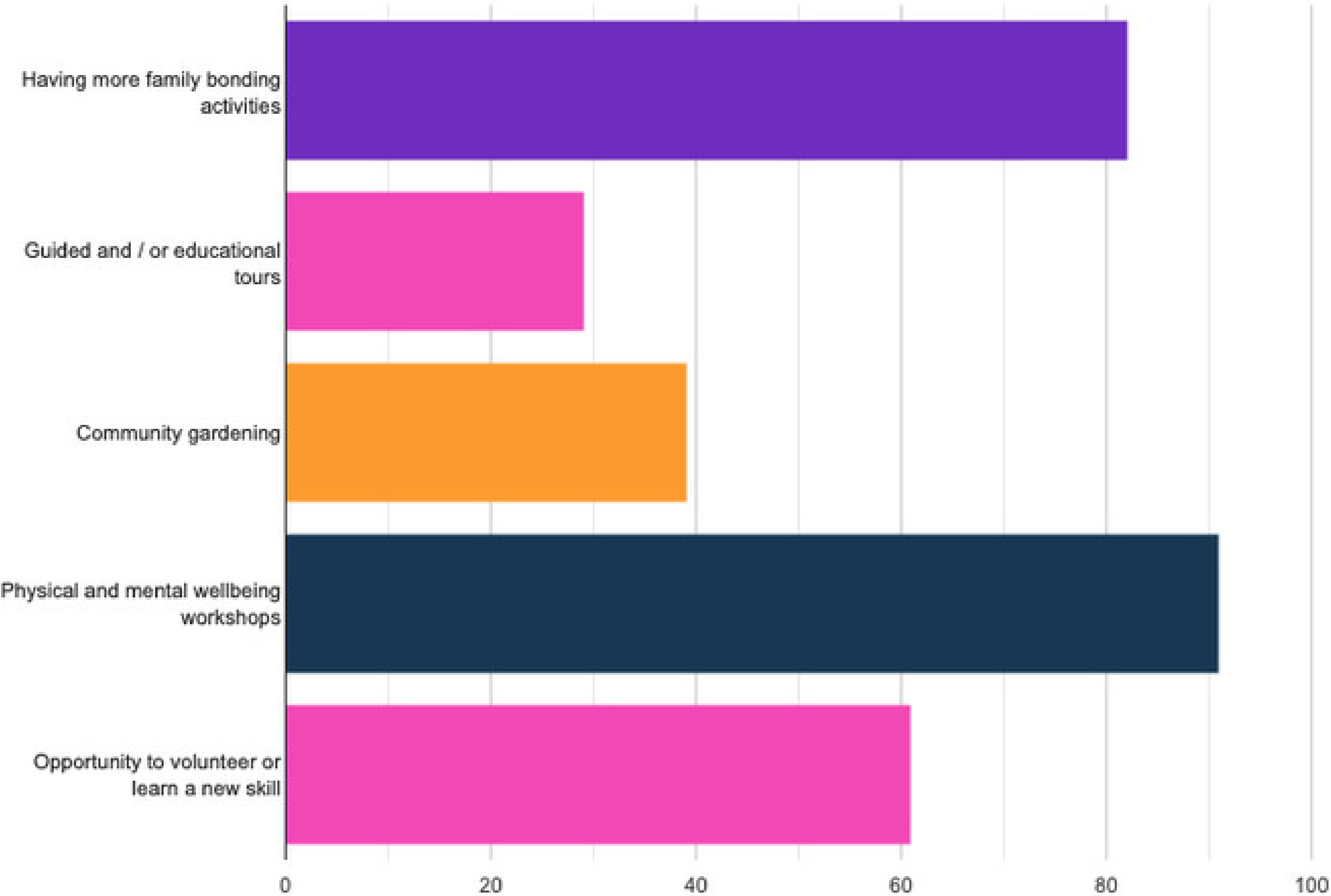




Key Insights:

- 3G Pitch area, Outdoor space, and the Professionalism of staff, ranked the highest, in terms of aspects of the Park most appreciated by the users. In that order.
- This is followed closely by security and privacy at the park, park trails, and sensory garden.
- Implication for prioritisation of facility development.

Which of these activities if implemented, will improve the quality of time spent at the park?

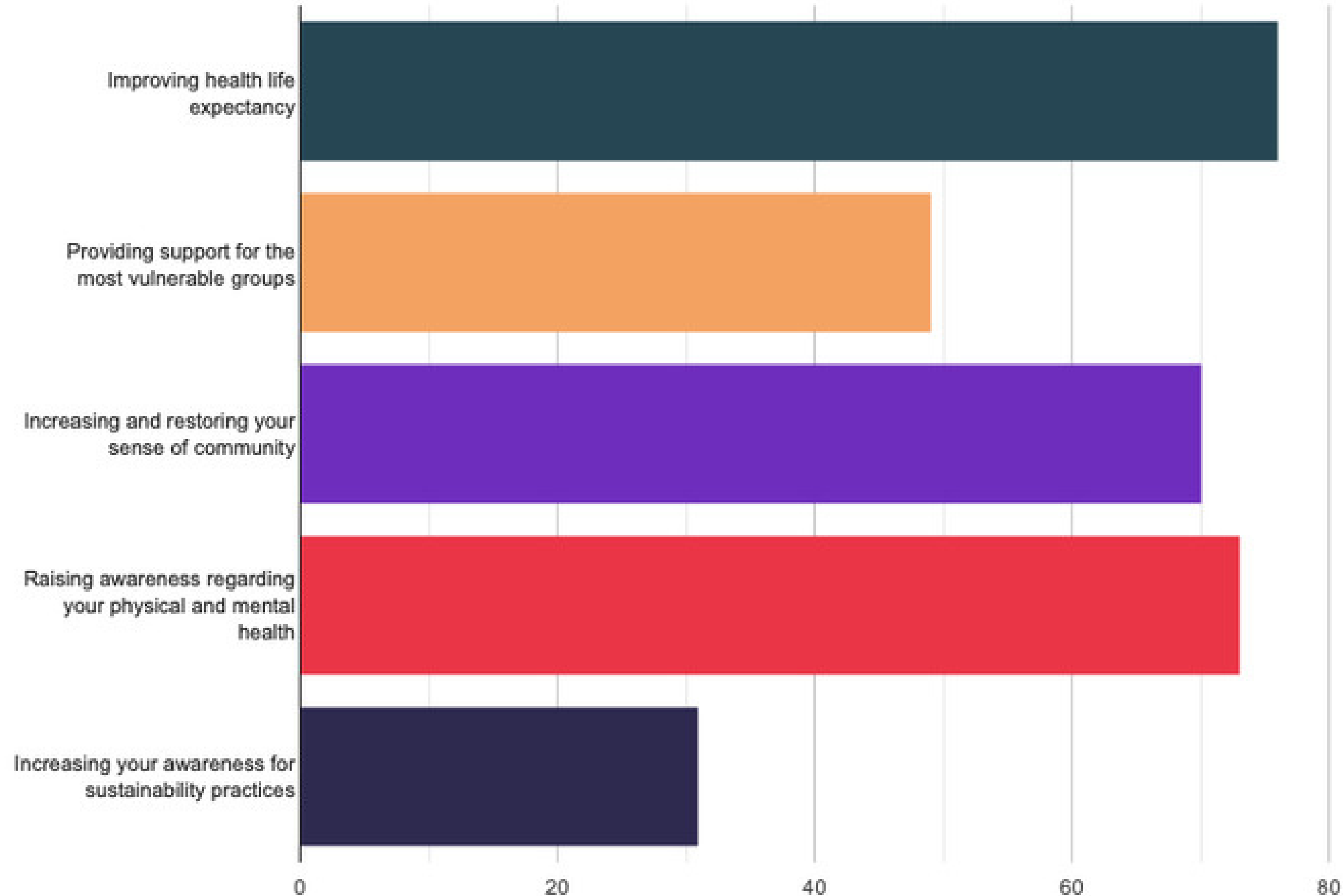


Key Insights:

- Current users have indicated that having more physical and mental well-being workshops, and family bonding activities, will see the highest improvement to the current time spent at the park
- This is followed closely by the opportunity to volunteer and learn a new skill.

Impact Assessment

In line with the government's levelling up agenda, in which of the following areas is the park meeting your needs?



2.19%

- Reported Improved endurance and stamina

17.60%

- Saw improved football skills, and general physical well-being

22.00%

- Saw weight loss and/or became fitter

24.17%

- Felt happier, calmer and at peace upon visiting the park

25.30%

- Reported Improved motivation, self-esteem, feeling less-depressed and/or improved social skills

USERS REPORTED THE FOLLOWING IMPROVEMENTS SINCE USING THE PARK'S FACILITIES

*8.79% reported "no change" or felt "tired" after using the park's facilities

IMPROVEMENTS SINCE USING THE PARK

3G Pitch

Endurance

- "Decent endurance"
- "Better stamina"

Weight Loss

- "I have lost 30 KG of water weight better physical activity"
- "I've gotten fitter physically"

Improved skills

- "Better at ball control"
- "Better skill in football"

3G Pitch: Fun

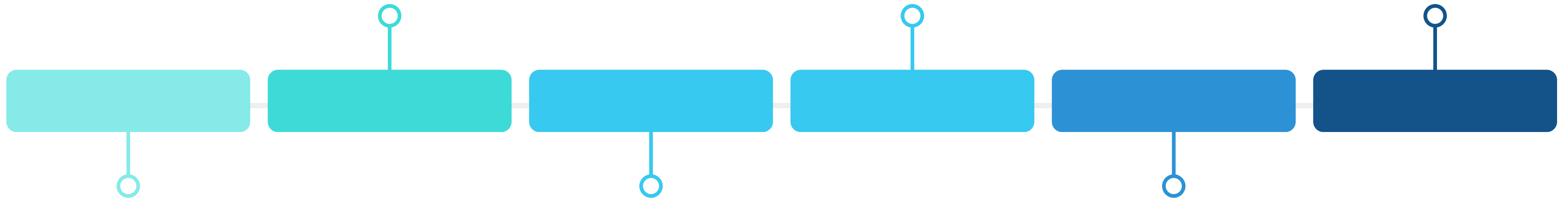
- "I've had fun on the 3g pitch"

Keeping Fit

- "Exercise has helped keep me fit and happier"
- "Physical exercise helps the mind as well as the body"

New Interests

- "I enjoy sports more now"



IMPROVEMENTS SINCE USING THE PARK

Vitality Park

Self Isolation & Depression

- "Self-isolating less".
- "All the stuff in my head goes"
- "Feel like myself more"

Sense of community

- "Increased sense of community and productivity"

Calming & Relaxing

- "My child's mental health has improved with the involvement of the group and outdoor space fresh air"

Making Friends

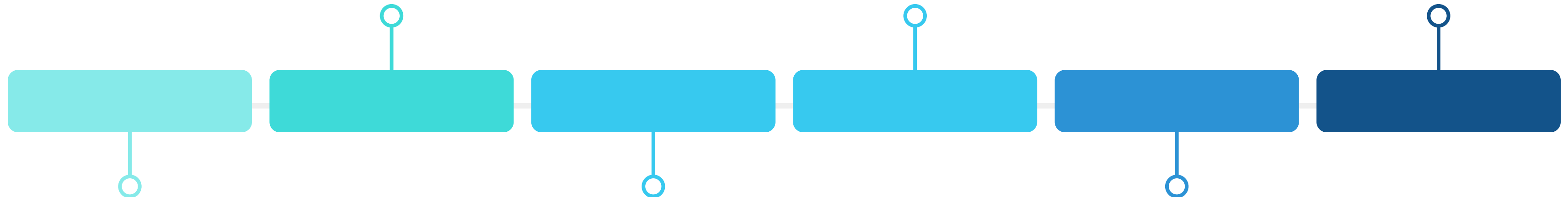
- "More sociable, fitter, happier".
- "Making genuine friends"

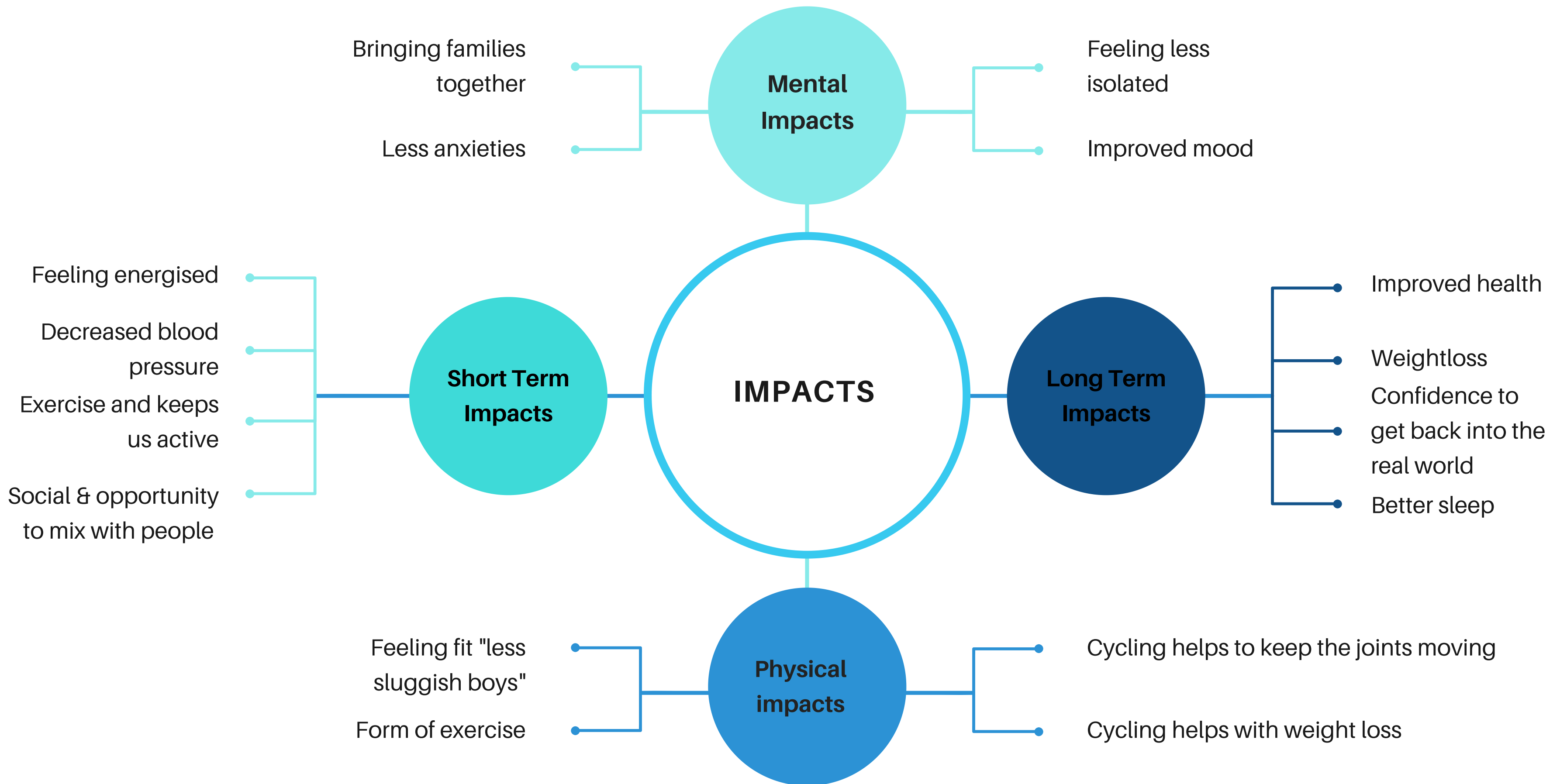
Motivation

- "More motivation"
- "I also enjoy volunteering there every week, I feel more motivated now to get a job"

Self-Esteem & Mood Lift

- "I smile more"
- "Kids seem happier"







**THANK YOU FOR
LISTENING**



ANY QUESTIONS?
