

Splash Park visitor survey – Summer 2015, Results

Visitor Survey Results

During the August school holiday a short opinion survey was conducted, asking visitors their views about the splash park and the other features at the Embankment. The survey captured 183 responses, of which 28 were received online and the remainder were handwritten and given to onsite staff at the splash-park and rides.

The following information provides a summary of the survey results:

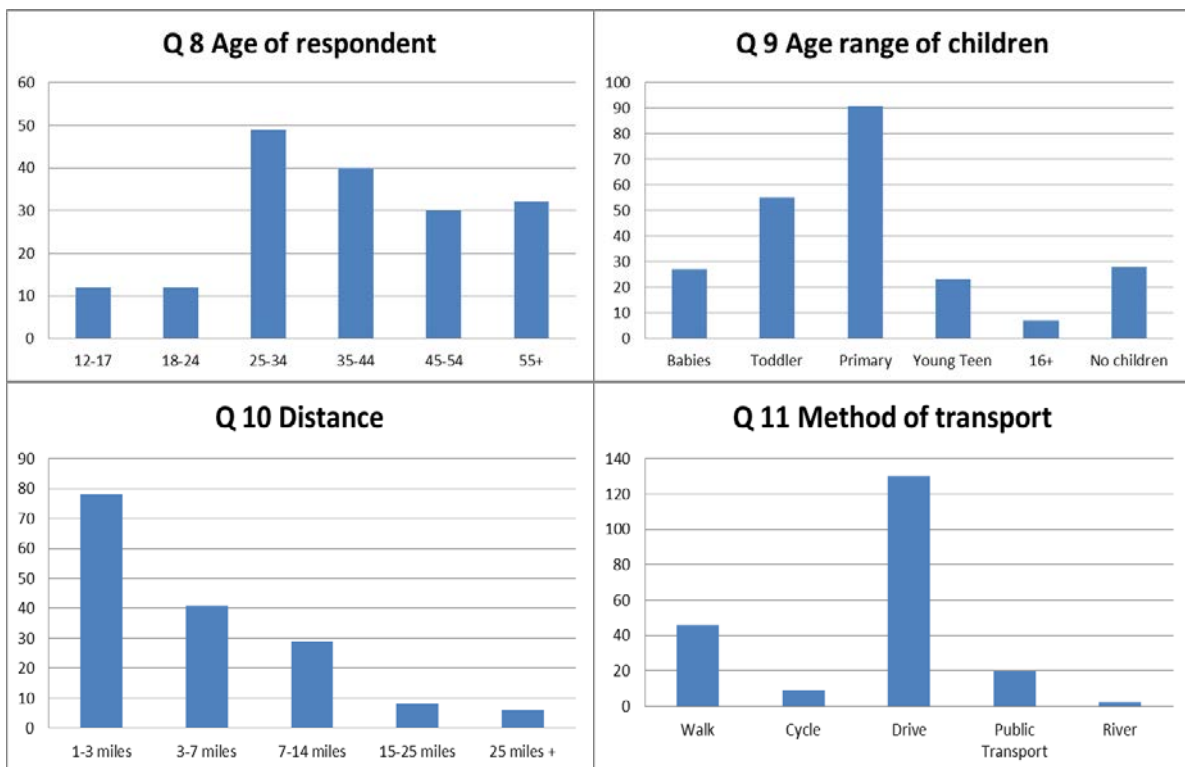
Demographic

The visitors completing our survey ranged in age from 12 to 55+, however over 50% of respondents were between 25 and 44 years, visiting with family and children.

The ages of children using the splash park ranged from babies to young teens, but 75% were primary or younger.

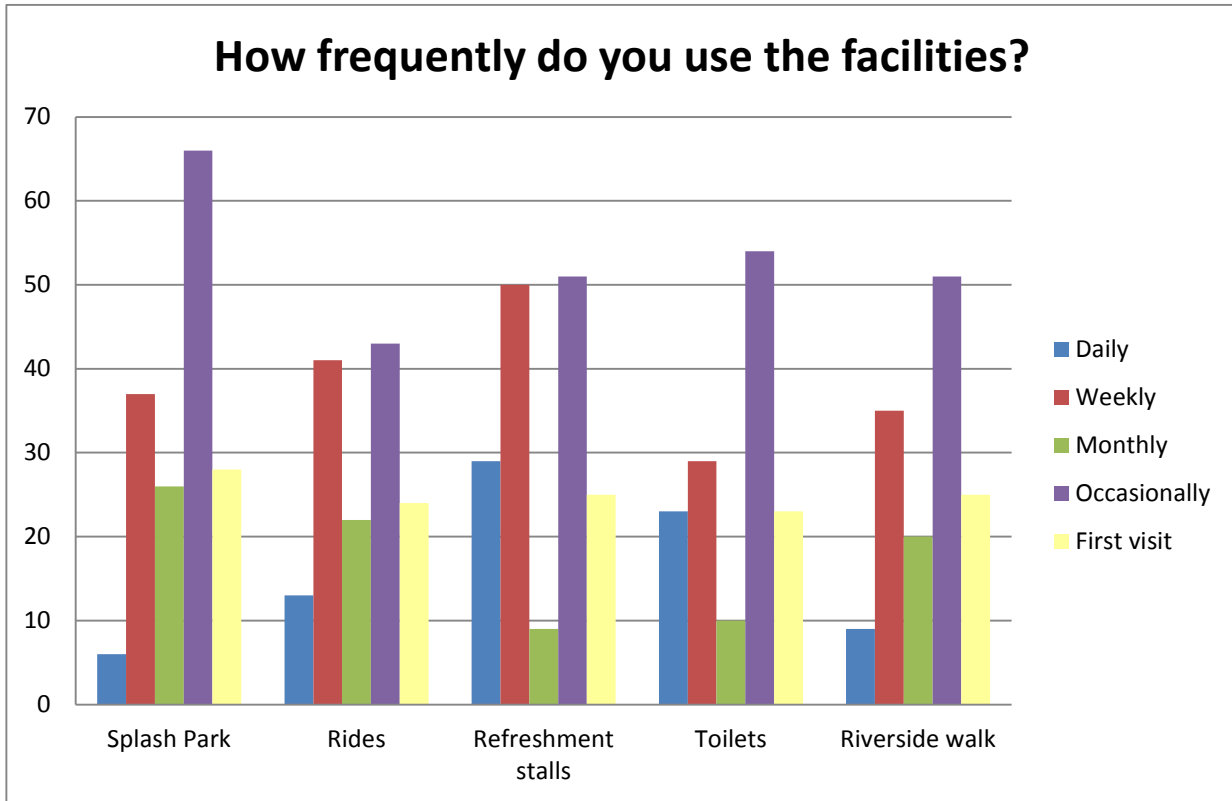
The majority of visitors drove to the park (63%), 22% walked, 10% used public transport and only 4% cycled and 1% used the river.

The popularity of the park seems to be fairly far reaching with 9% of respondents living more than 15 miles away (4% over 25 miles). Nearly half (48%) of the visitors live within 3 miles of the Embankment and the remainder live within the surrounding villages (3-14 miles).



Frequency

We asked visitors how often they visited the site, either just for the riverside walk or one of the activities. 26% said they visited on a weekly basis, where as 35 % said only occasionally. 17% Frequently, 11% monthly and the other 11% said daily. The chart below, shows how these visits relate to each facility.

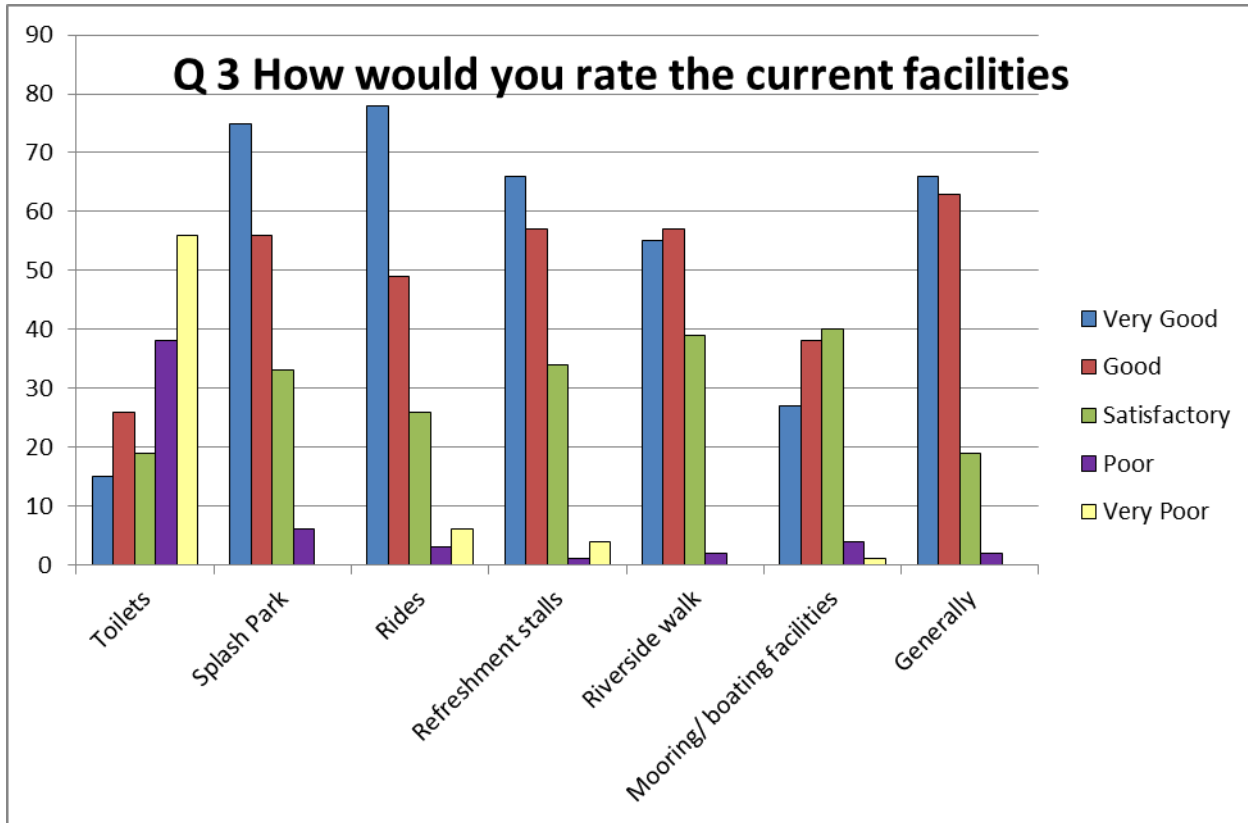


Opening times

The current opening time of the splash park is 12pm until 6pm. 65% of respondents said they would prefer the splash park to be open earlier, the majority suggesting a 10am start. There was also a request for the park to be open more regularly through the warmer months. It currently only opens on weekends outside of school holidays and some visitors said they felt that it would be a good place to take their pre-school children during term time.

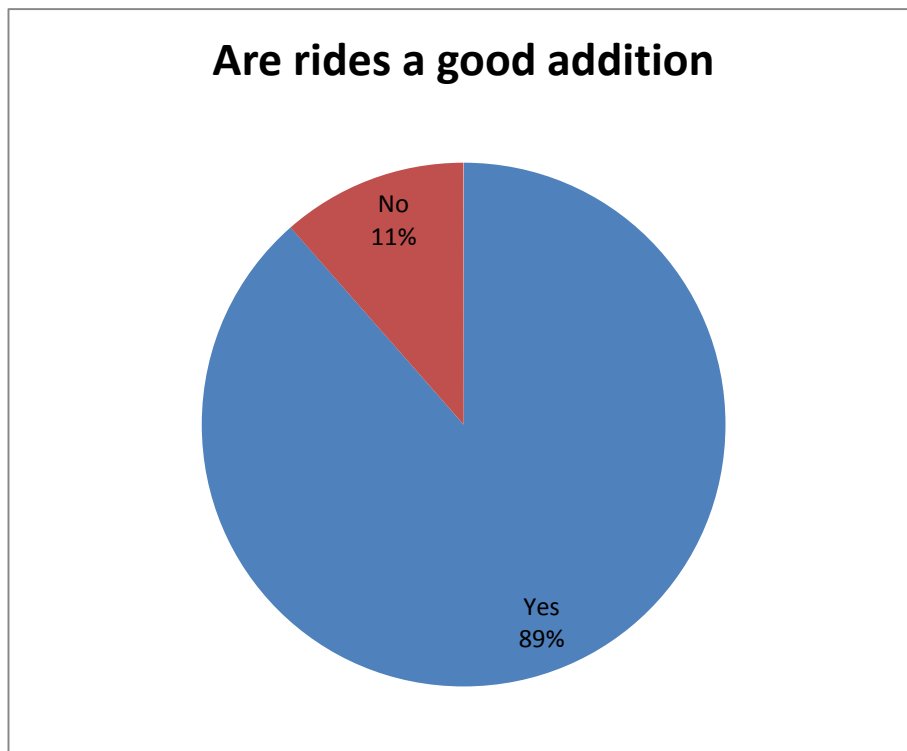
Condition of facilities

We asked participants to tell us how they felt about the facilities at the splash park and what services they would like to see improved or added. Overall, the facilities at the Embankment were positive with 99% of respondents rating them satisfactory or higher. Individually, over 70% said the splash park, rides, refreshment stands and riverside walk were good to very good, and 59% for boating facilities with a further 40% thought the facilities satisfactory. However, 61% said the toilets were poor to very poor.



Rides

When asked about the rides at the embankment, the majority of respondents believed the rides were a good addition to the area and many commented that the rides improved the family offer at the Embankment and the staff efficient and friendly. However, some of the online responses were more critical of the price and appearance of the rides.



Café

In the survey, visitors were asked if they would use a café on the Embankment. The most common response was yes, but many commented that they would like to see a café that offered more varied and nutritious refreshments as well as more shelter to provide shade in the summer and warmth in the winter.

