

Movement Survey Summary

Engagement Phase One Park Insights



Richmond Park

INTRODUCTION

This report should accompany the Engagement Summary with the purpose of providing an in-depth review of the results of the survey. A total of **2,457 individual responses** were received for Richmond Park. This report is set out in the following sections:

Section A: Q1-Q4 Analysis
Appendix One: Demographics

*Noting that this report is a record of the survey feedback and is not an endorsement of any of the proposals or thoughts received.

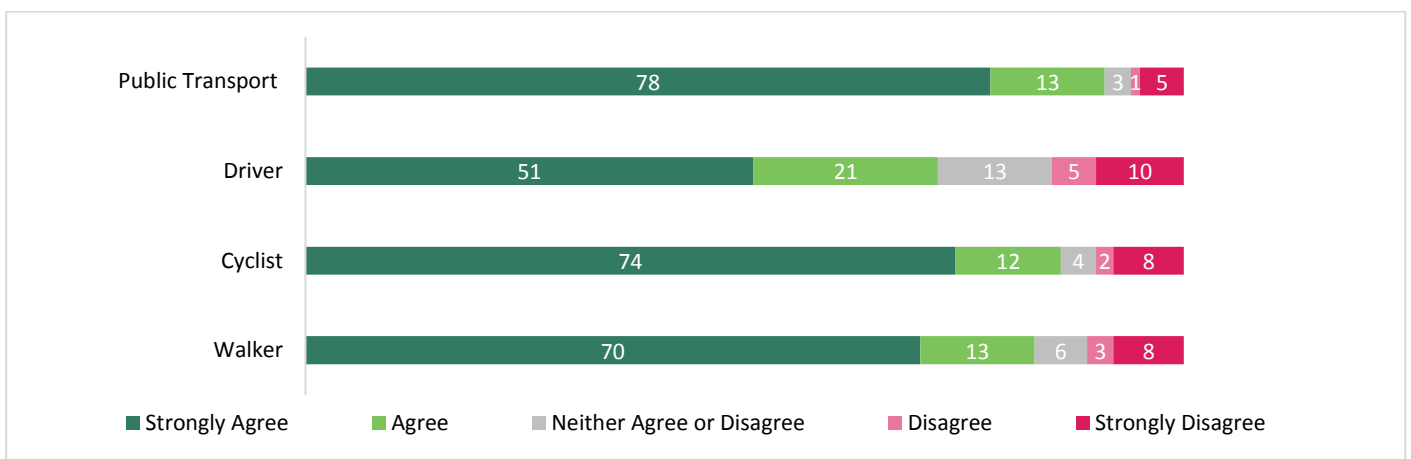
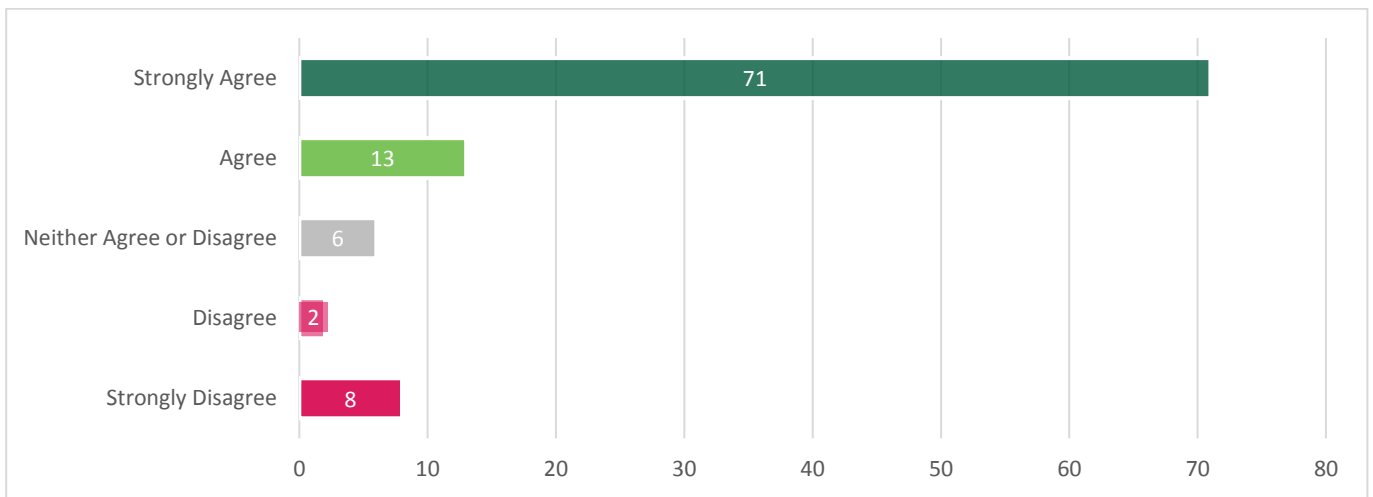
SECTION A: Q1-Q4 ANALYSIS

The first four questions of the survey asked park visitors to indicate their level of support for a range of statements that aligned with the first four draft Movement Strategy principles as set out in the discussion paper.

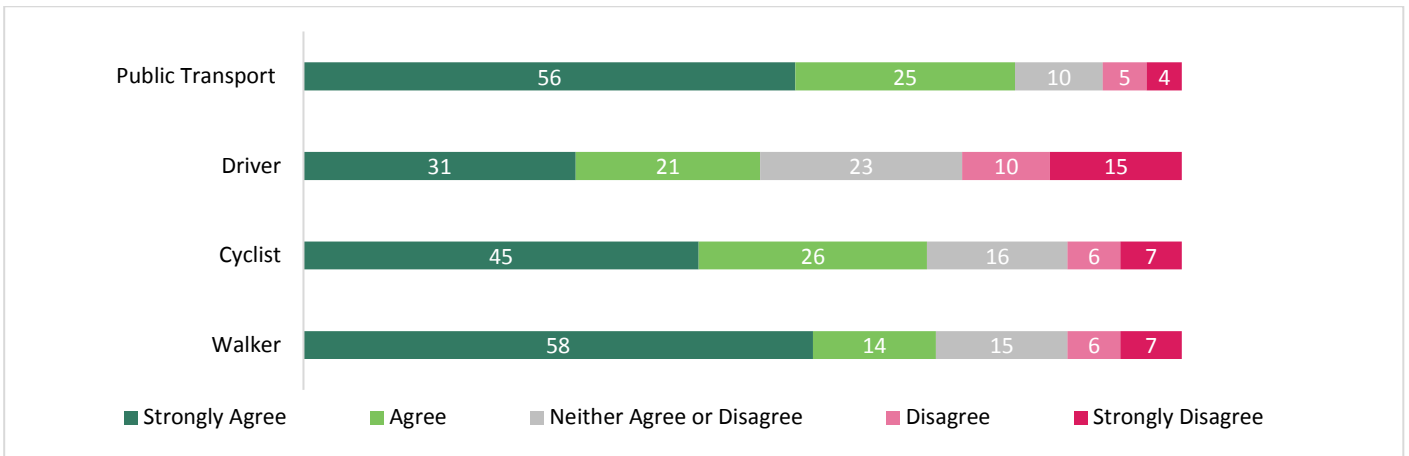
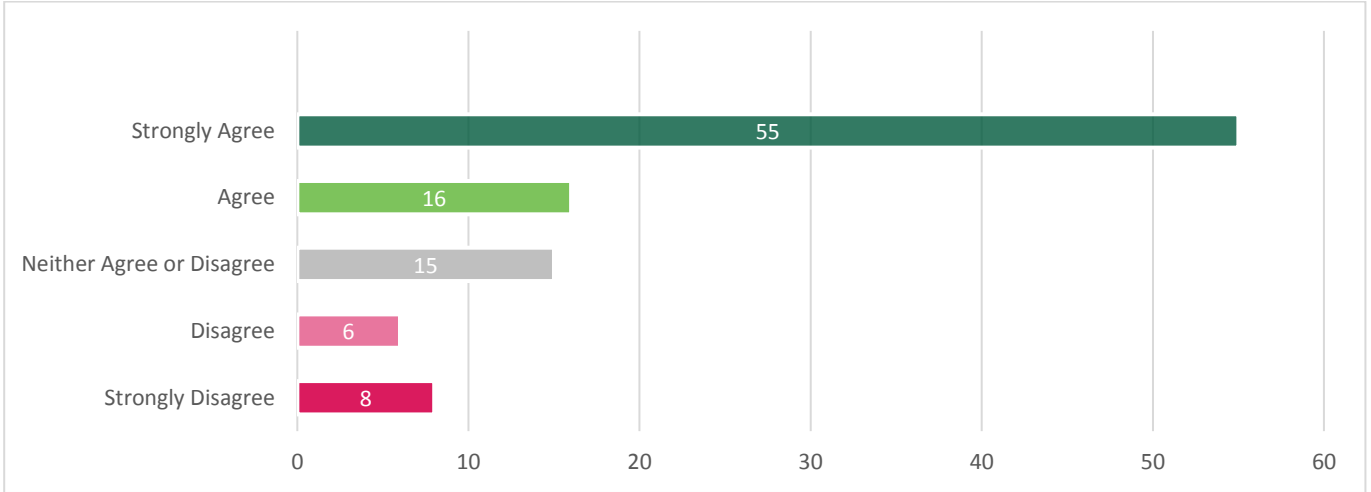
A simple five-point scale of Strongly Disagree to Strongly Agree was used.

The below charts indicate percentage levels of support across all users' groups for Richmond Park (total and split by mode of transport choice).

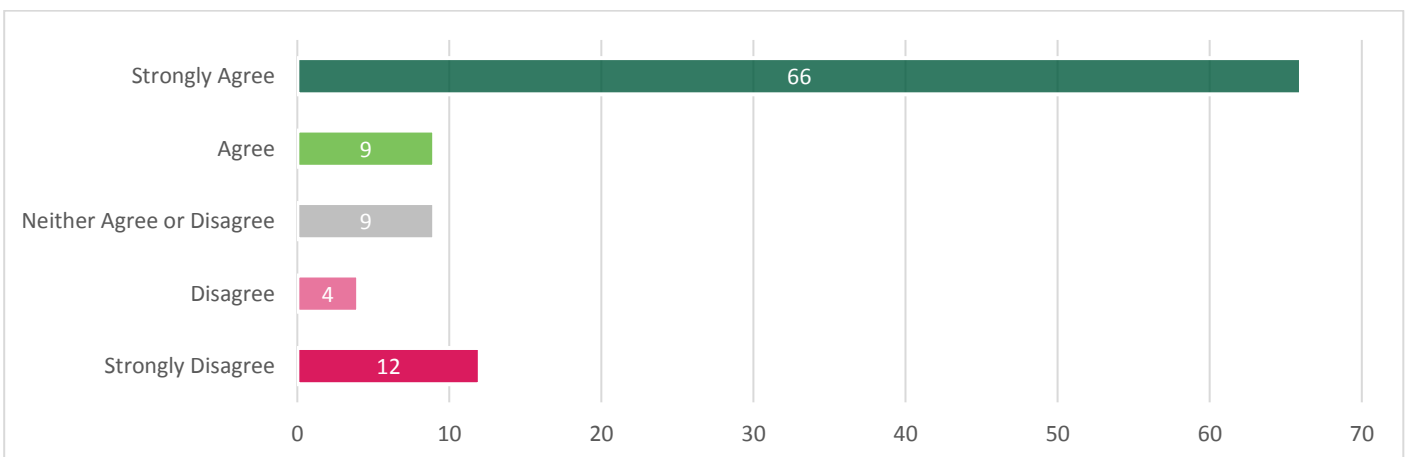
(Q1) All changes or developments within our parks should seek to protect, conserve and enhance our parks as a top priority. This question correlates with the first draft movement principle; *We will protect and conserve our parks' special qualities*

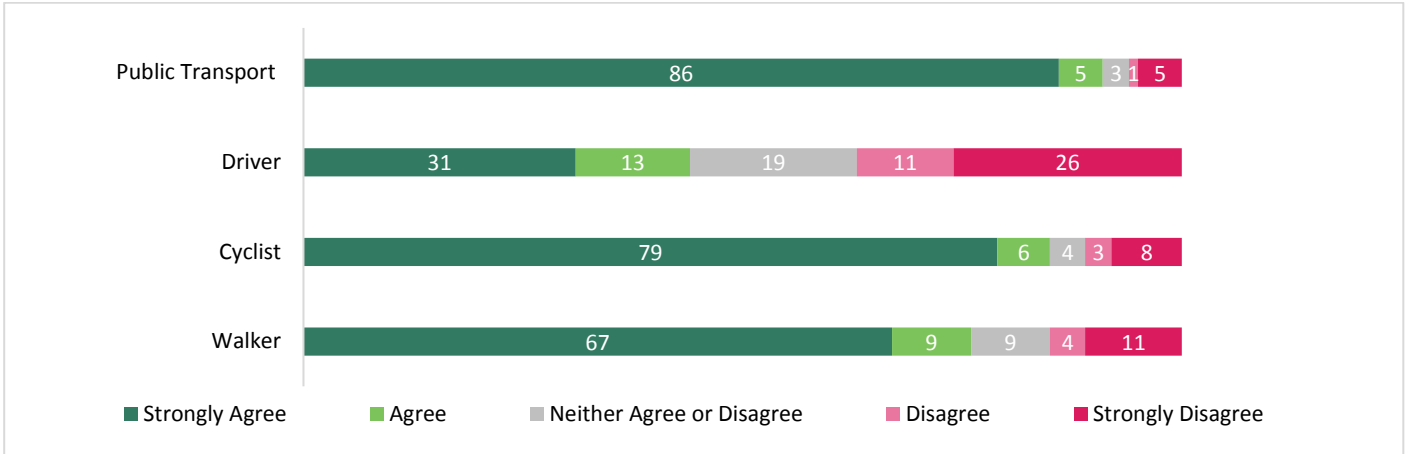


(Q2) Our parks are places that people visit for relaxation and recreation, and to escape the busy city. To enhance the visitor experience we should prioritise walking within our parks. This question correlates with the second draft movement principle; *Our parks are for people.*

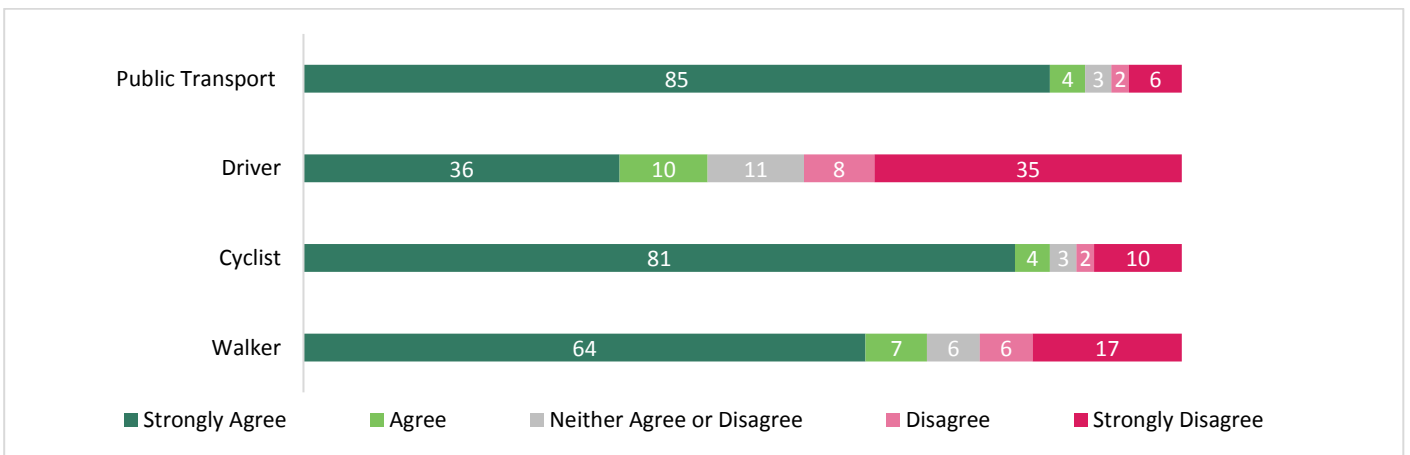
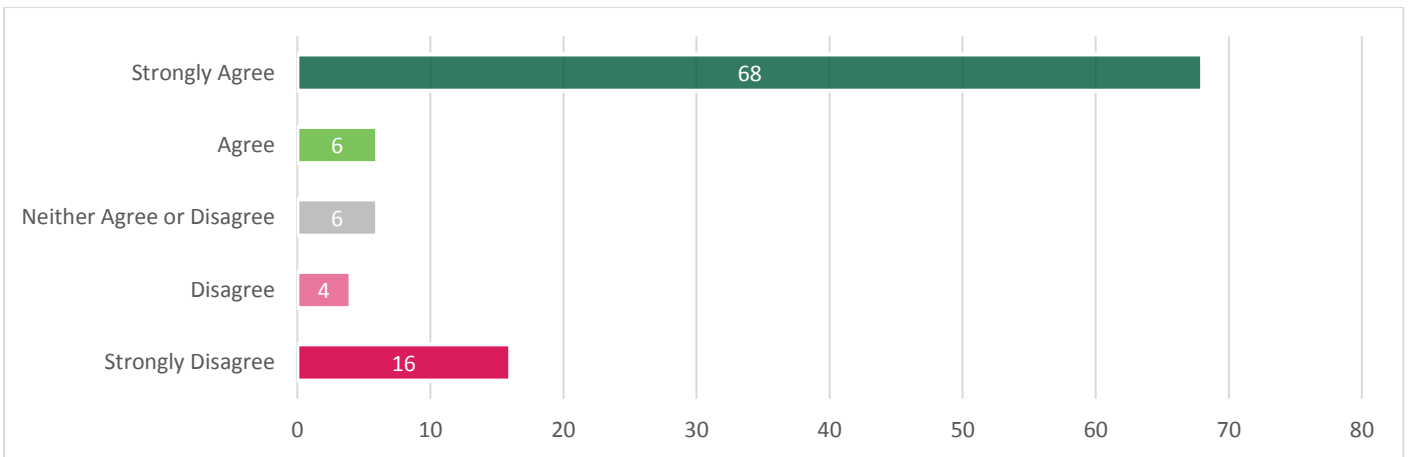


(Q3) Approximately 80% of our visitors get to the park by walking, cycling or public transport. We should further encourage and promote the use of these modes of transport over other alternatives. This question correlates with the third draft movement principle; *We will encourage the use of more sustainable ways to access our parks.*





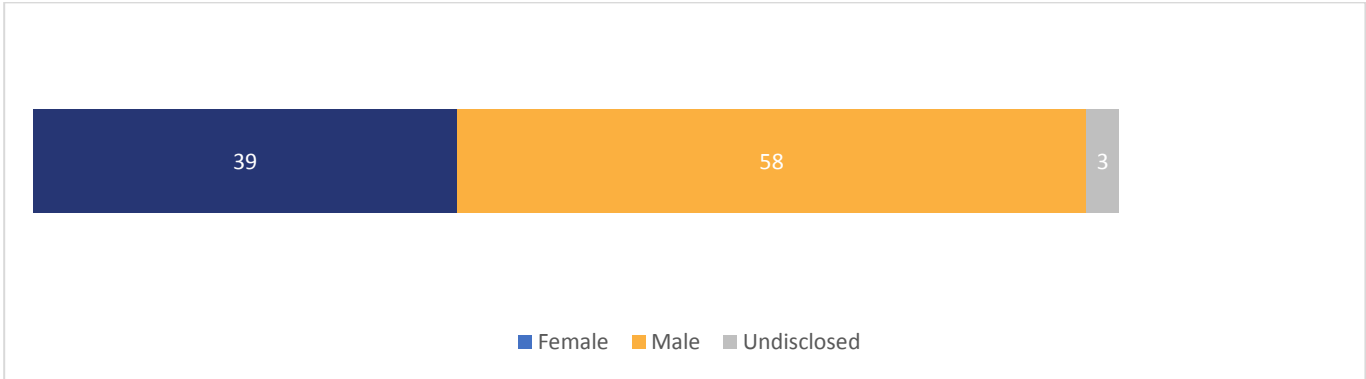
(Q4) Park roads are primarily for people visiting our parks. We should seek to discourage the through-movement of commuting motor vehicles in our parks. This question correlates with the fourth draft movement principle; *Our park roads are not intended to be commuter through-routes for motor vehicles*



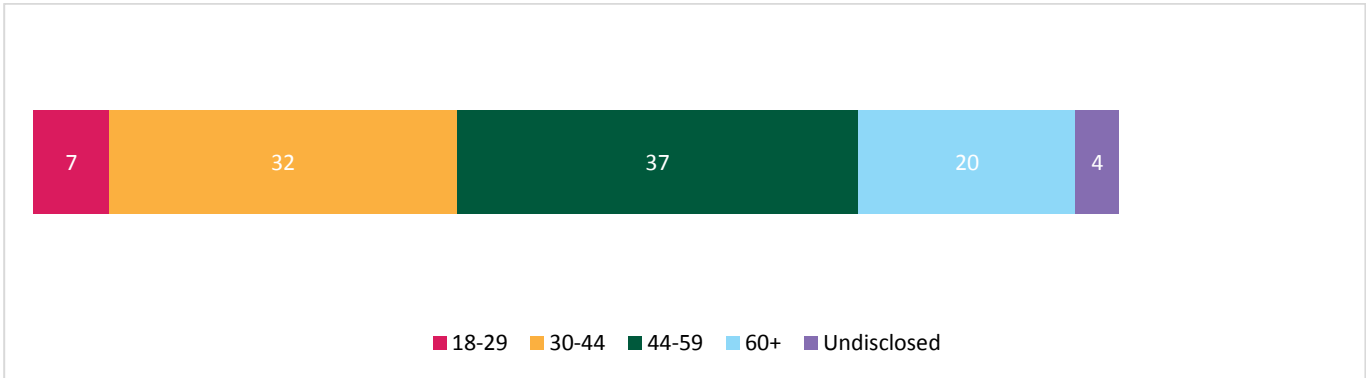
APPENDIX ONE: DEMOGRAPHICS OF RESPONSES

Our survey also captured basic demographic information and arrival data which has allowed The Royal Parks to apply a degree of statistical relevance to the results. This is important to ensure the exercise was not dominated by single user groups. Whilst this sample is not truly representative of all park visitors, it does provide a snapshot of park visitor sentiment around key challenges and how we may address them.

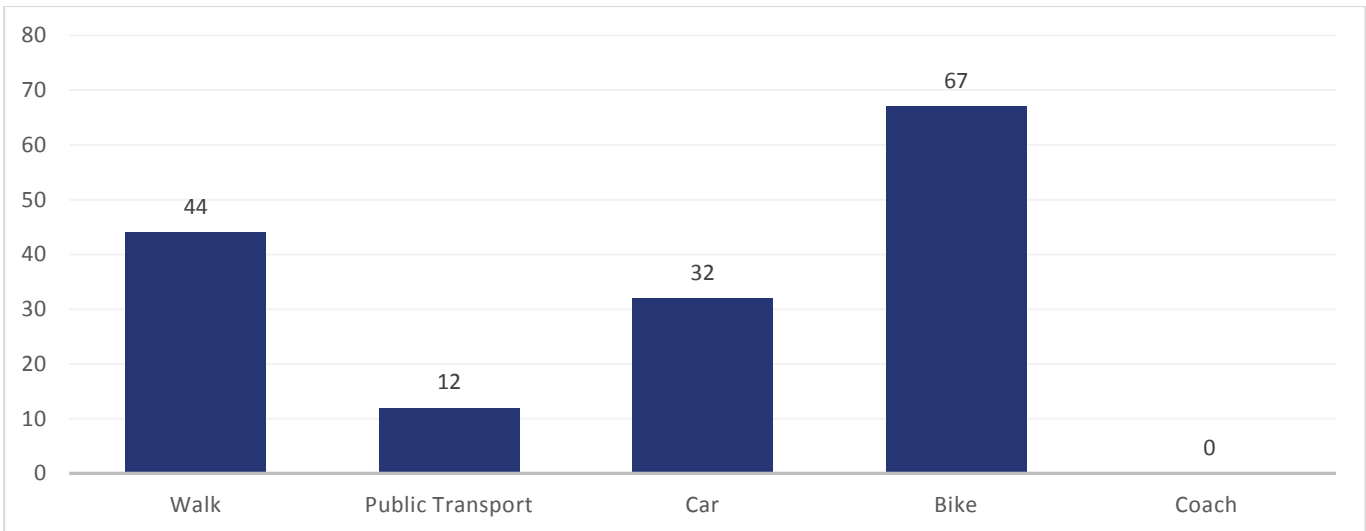
WHAT IS YOUR GENDER?



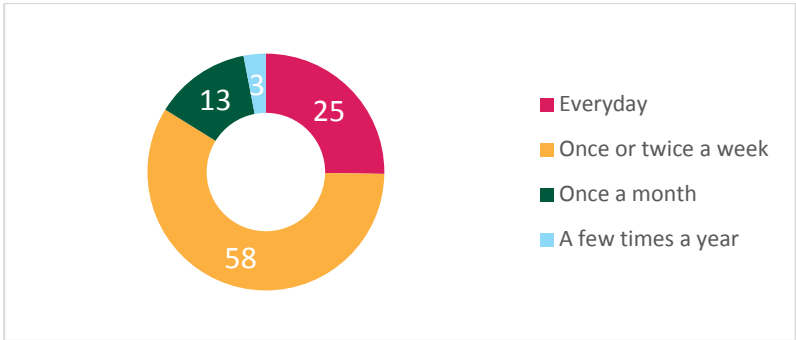
WHAT IS YOUR AGE?



HOW DO YOU TRAVEL TO OUR PARKS?



HOW OFTEN DO YOU VISIT THE PARKS?



WHAT IS THE PURPOSE OF YOUR PARK VISIT?

