

Engagement Phase One Movement Survey Summary Report



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INTRODUCTION

The Royal Parks Movement Strategy will set the long-term strategic direction for how our park visitors' access and move within the parks. To help inform the development of this strategy, The Royal Parks developed a series of draft movement principles which formed the basis of the first stage of park visitor engagement.

This report provides an analysis of the responses received during this first stage of engagement on The Royal Parks Movement Strategy.

This first stage of engagement was open to all key stakeholders and the general public from 04 June to 14 July 2019 and received a total of 6,956 responses. The Royal Parks Movement Strategy survey (the survey) sought park visitor feedback on several movement and access-related topics across all eight Royal Parks.

We reviewed all engagement responses and identified key trends and themes, which are outlined in this report. Whilst this survey does not represent all park visitors, it does provide a valuable in-depth look into their views, issues and expectations.

This summary report is broken down into the following sections:

- A. Overview of collective response across all eight Royal Parks
- B. Review of responses segmented into park visitor modal groups
- C. Appendix (demographics)

ENGAGEMENT METHODOLOGY

The main mechanism for gathering feedback was The Royal Parks website (www.royalparks.org.uk) and an accompanying online survey. Park visitors were also able to make submission in both writing or via email.

Promotion of the engagement was undertaken through a variety of channels, including:

- On The Royal Parks website homepage, social media accounts and the Movement Strategy e-mail list.
- The engagement stage was introduced at the quarterly Park Stakeholders' breakfasts to a range of interested parties including; local boroughs, Friends groups and resident groups.
- Posters displayed on Park notice boards and at cafes within the parks.
- The Royal Parks also facilitated park specific information sessions in each park for key stakeholders.

Additionally, the survey was shared by a range of stakeholder and interest groups on their own platforms which included but was not limited to: London Living Streets, London Cycling Campaign, Transport for London and British Drivers Alliance.

SECTION A

This section of the report provides a summarised overview of the results from the survey

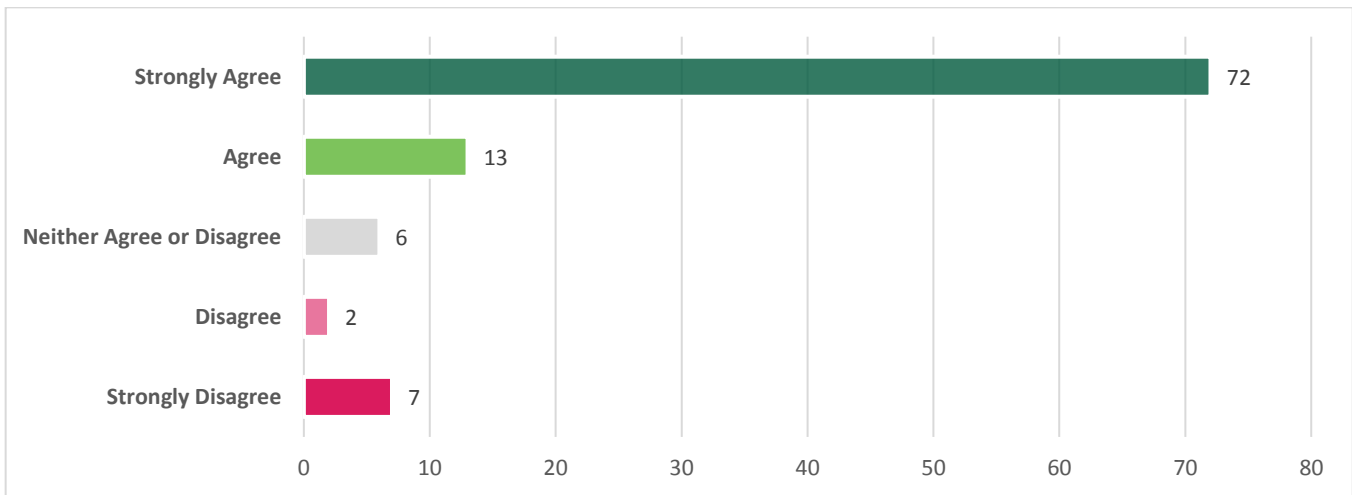
- Movement Principle-related survey responses (Q1-Q4)
- A look at our park visitor top priorities for the strategy (Q5)

MOVEMENT PRINCIPLES

The first four questions in the survey asked park visitors to indicate their level of support for a range of statements that aligned with the first four draft principles as set out in the discussion paper. A simple five-point scale of Strongly Disagree to Strongly Agree was used.

(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*

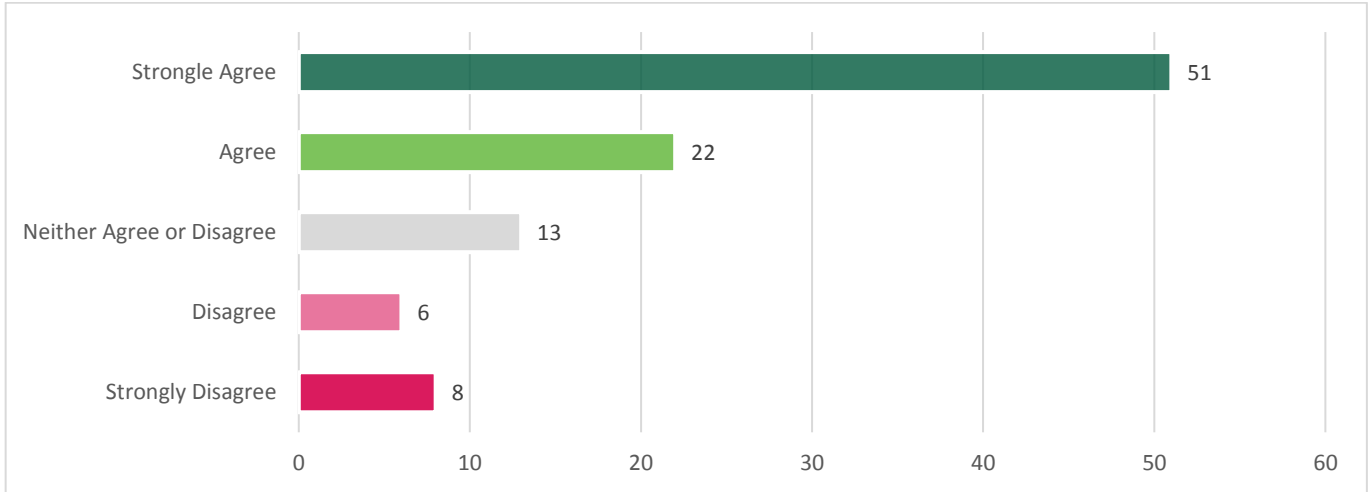
- 85% of all survey respondents strongly agree or agree that conserving and enhancing our parks' special qualities should be a top priority
- 9% strongly disagree or disagree with the statement.



More than 1,200 comments were recorded, the majority of which focused on the need to preserve these spaces for future generations, and acknowledging how lucky we are to have great green spaces within our city.

(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.*

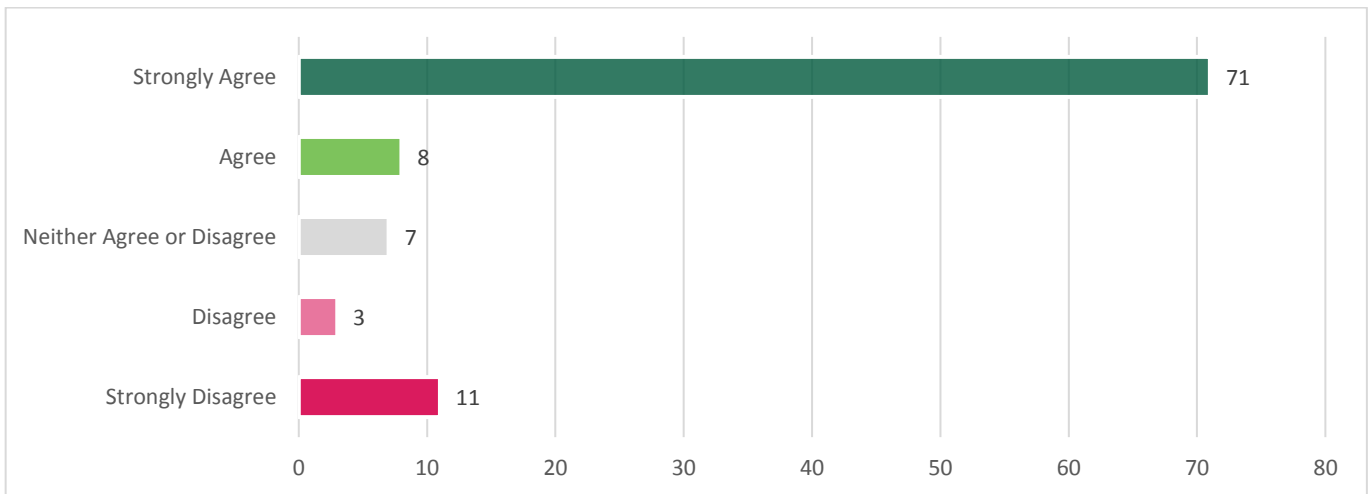
- 73% of all survey respondents strongly agree or agree that walking should be the preferred and prioritised mode of transport within our parks
- 14% strongly disagree or disagree with the statement.



Over 2,600 comments were recorded. The need to provide safe and enjoyable walking experiences was consistently highlighted, which included ensuring separation from both cars and bikes. The parks are valued places that offer refuge and respite from the emissions and noise of busy traffic roads and should be enhanced wherever possible.

(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.*

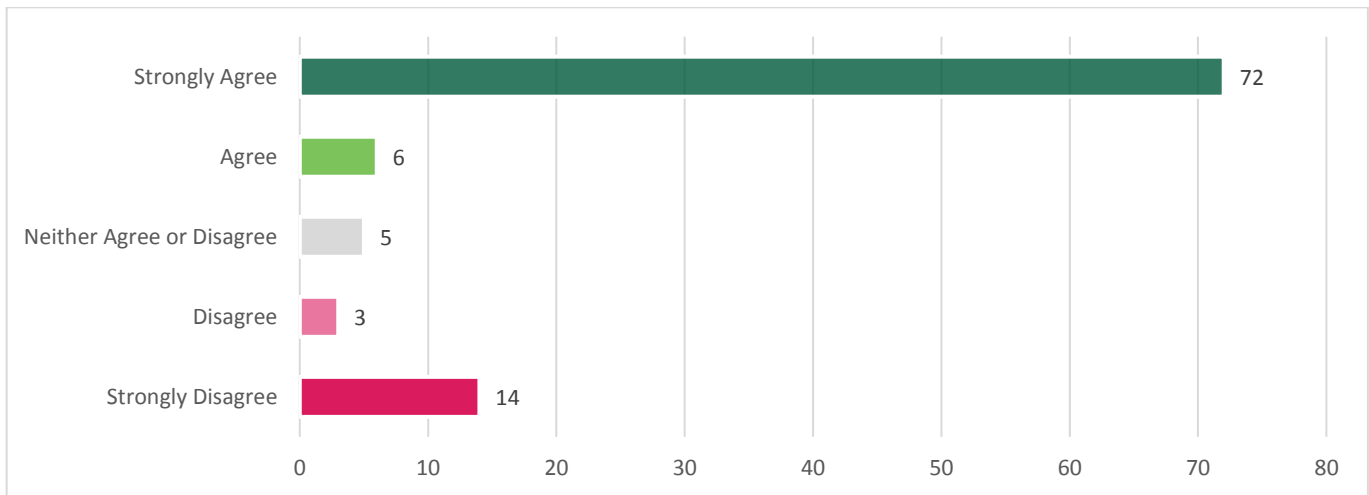
- 79% of all survey respondents strongly agree or agree that we should actively encourage these modes of transport within our parks and as a way to access our parks.
- 14% strongly disagree or disagree with the statement.



More than 1,800 comments were recorded. The need to provide real alternatives to the car featured heavily among these comments, including the need for better public transport (both inside and outside the park), and for additional connected cycling infrastructure within the park.

(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*

- 78% of all survey respondents strongly agree or agree that park roads should not be used as commuter routes for motor vehicles.
- 17% strongly disagree or disagree with the statement.



2,600 comments were recorded in relation to this question, with feedback including:

- Most cars within the park are rat running through the park and not visiting the park
- The need for further enforcement of speeding vehicles and commercial vehicles
- The need to acknowledge the knock-on traffic effects on local streets if the park reduces existing through-movements

SECTION B

This section of the report provides an overview of the survey results by different visitor groups, depending on what mode of transport they use to access the parks. This analysis is based on demographic questions within the survey that enable us to look at how each distinct mode group answered the first 4 questions in the survey.

This section is broken down into the following user groups:

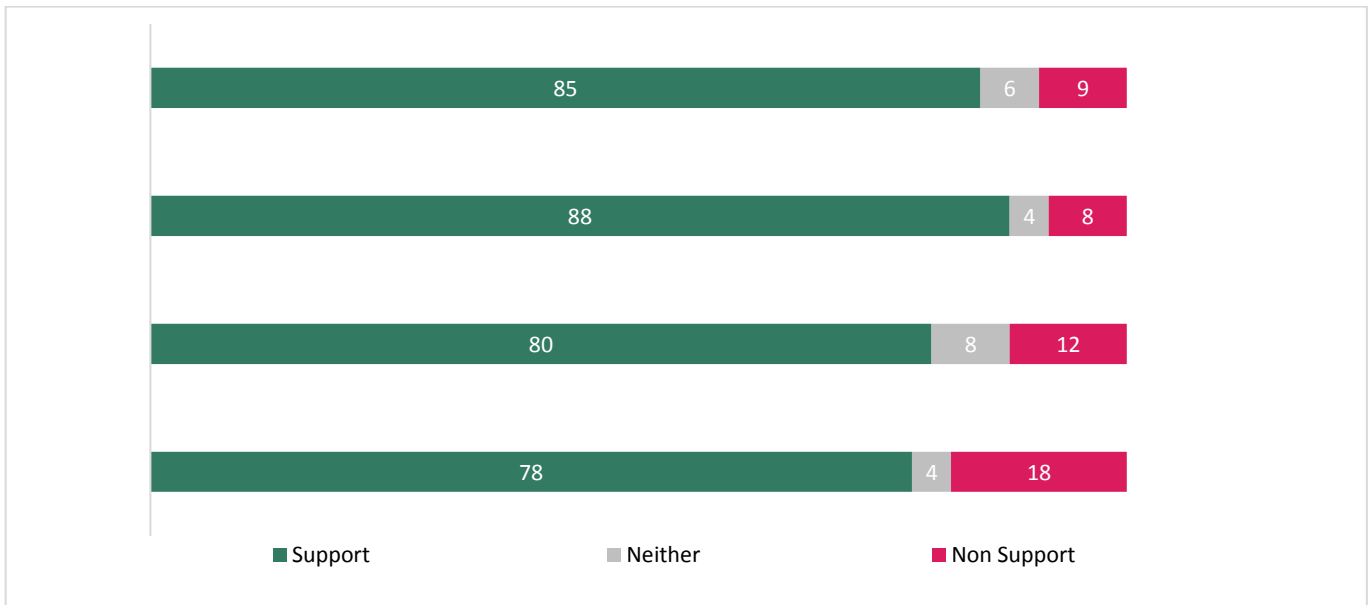
1. Walkers
2. Cyclists
3. Drivers
4. Public transport users

Note: individual park users could nominate multiple modes of transport

WALKERS

48% of all survey respondents identify as walkers. The following tables demonstrate the level of support for Q1-Q4 (movement principles*) for this mode group.

- Unsurprisingly, 88% of walkers want to see walking prioritised within the parks
- A strong support trend aligns with Q2 and Q3
- 78% support the reduction of through-traffic whilst 18% oppose the idea

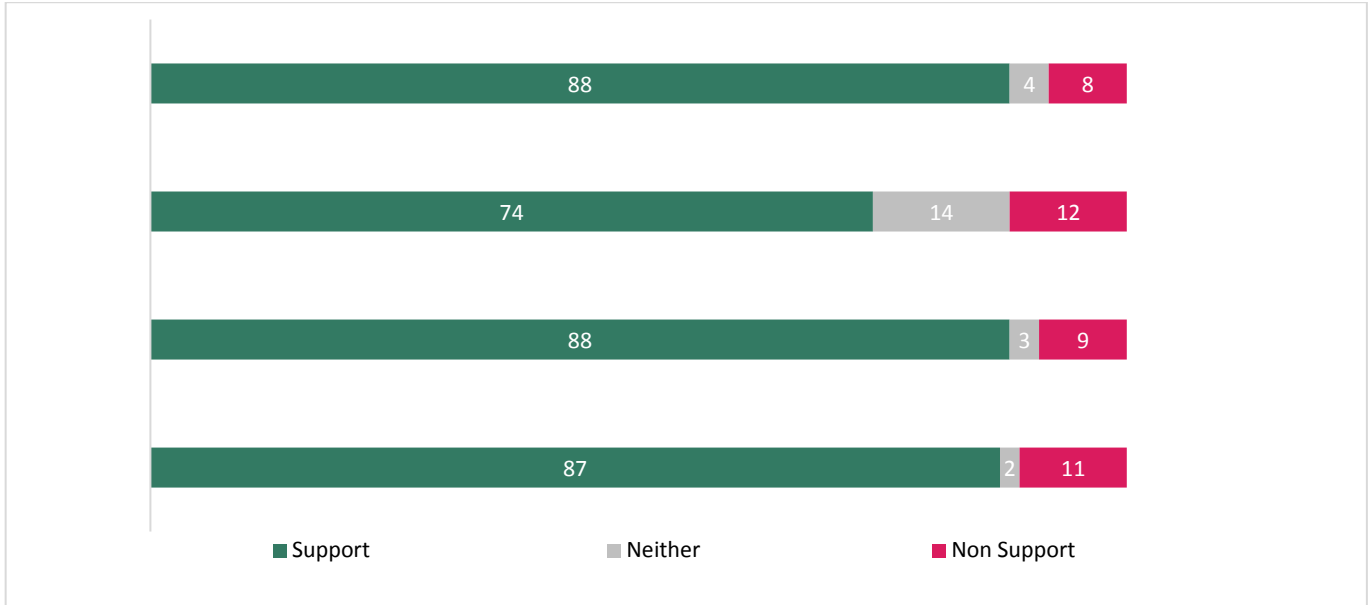


*(Q1) All changes or developments within our parks should seek to protect, conserve and enhance our parks as a top priority.
(Q2) Our parks are places that people visit for relaxation and recreation, and to escape the busy city. To enhance the visitor experience we should prioritise walking within our parks.
(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.
(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.

CYCLISTS

61% of all survey respondents identify as cyclists. The following tables demonstrate the level of support for Q1-Q4 (movement principles*) for this mode group.

- Support for all four questions was received by cyclists
- Q2 had a surprising dip in the strongly support column
- 87% support the reduction of through-traffic, whilst up to 11% oppose this concept



*(Q1) All changes or developments within our parks should seek to protect, conserve and enhance our parks as a top priority.

(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.

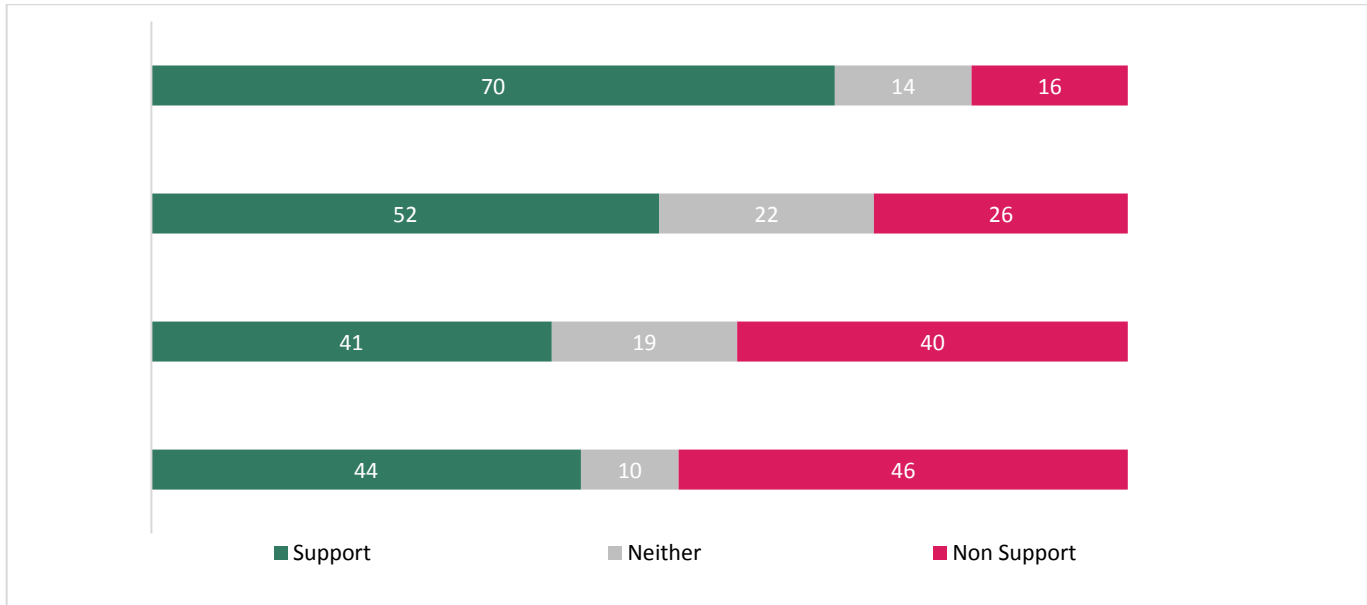
(Q3) Approximately 80% of our visitors get to the park by walking, cycling or public transport. We should further encourage and promote the use of these modes of transport over other alternatives.

(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.

DRIVERS

22% of all survey respondents identify as drivers. The following tables demonstrate the level of support for Q1-Q4 (movement principles*) for this mode group.

- Drivers showed the least amount of support across all the user groups
- Strong support was received for Q1 (protecting the parks)
- The survey reported high levels of strongly disagree among drivers on Q3 and Q4

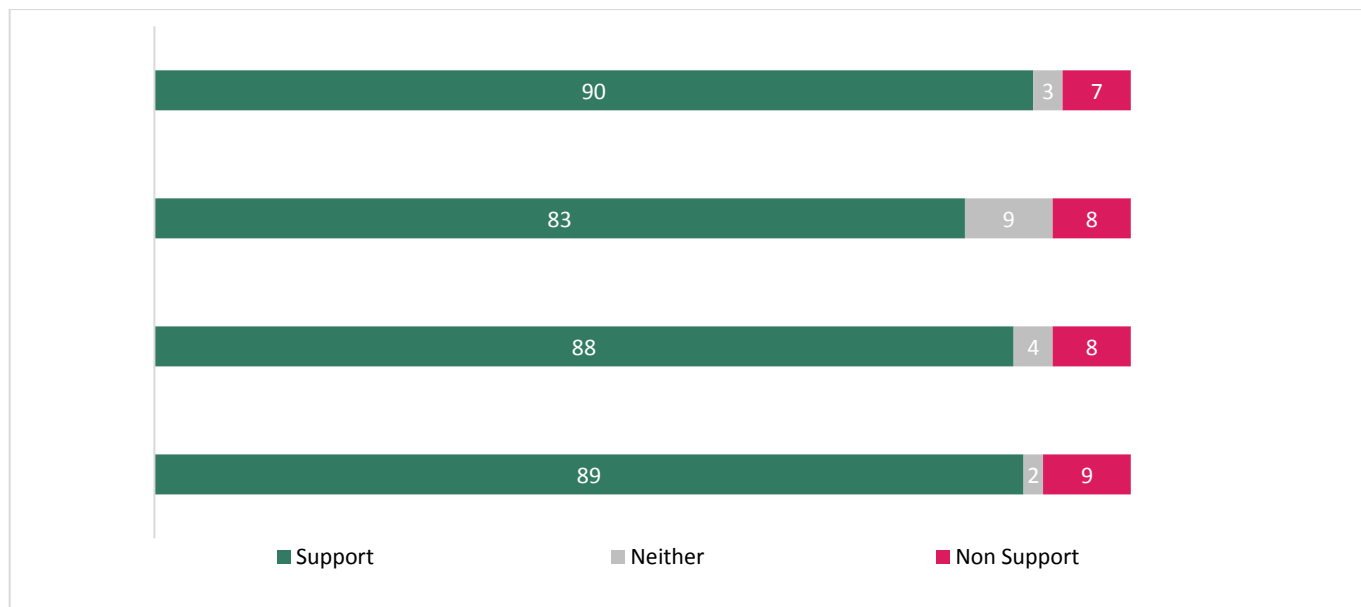


*(Q1) All changes or developments within our parks should seek to protect, conserve and enhance our parks as a top priority.
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PUBLIC TRANSPORT USERS

24% of all survey respondents identify as public transport users. The following tables demonstrate the level of support for Q1-Q4 (movement principles*) for this mode group.

- Public transport users were by far the most supportive across all questions
- Demonstrated the highest level of support (89%) agreeing with a reduction of through traffic
- These users and walkers are having similar views with over 65% of responders also identify as walkers



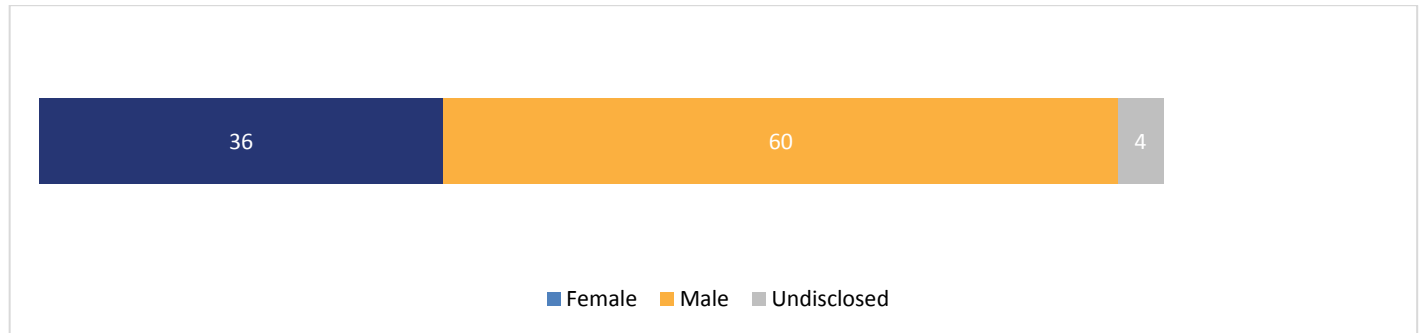
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APPENDIX: DEMOGRAPHICS

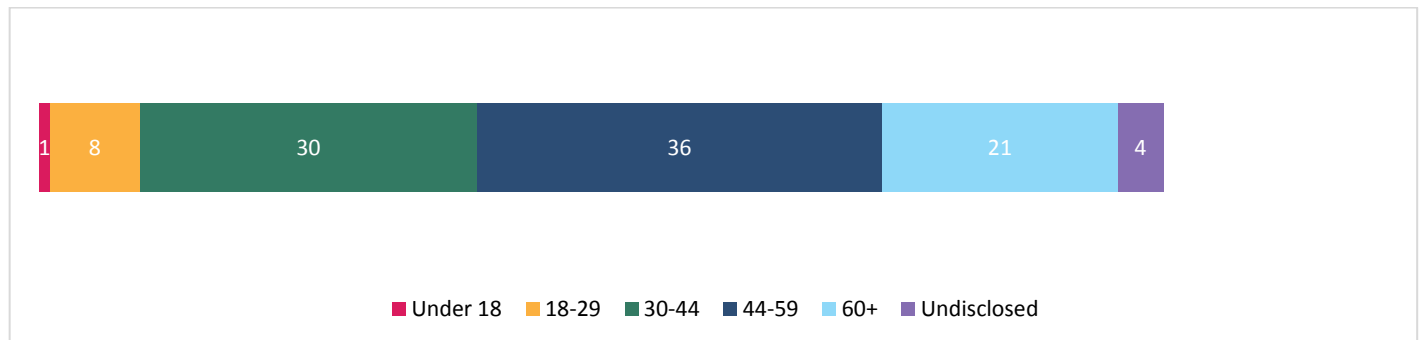
Our survey also captured basic demographic information and arrival data. Whilst this sample is not truly representative of all park visitors, it does provide a snapshot of park visitor sentiment around key challenges and how we may address them.

*The following charts show responses in terms of percentage breakdowns.

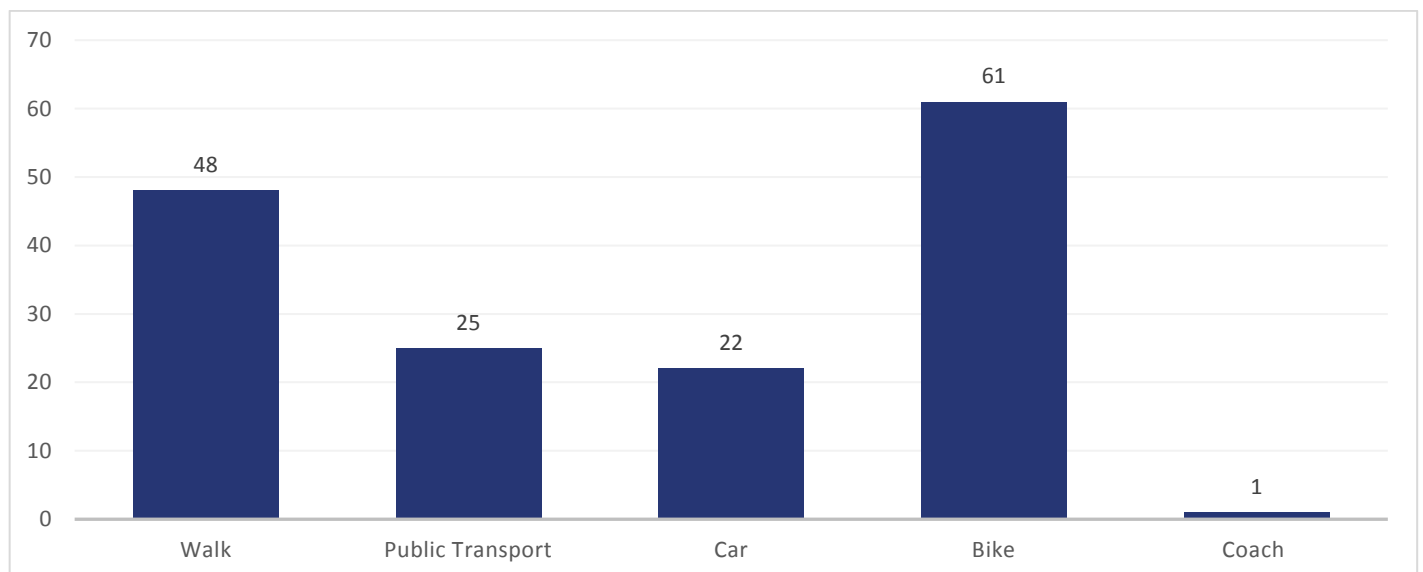
WHAT IS YOUR GENDER?



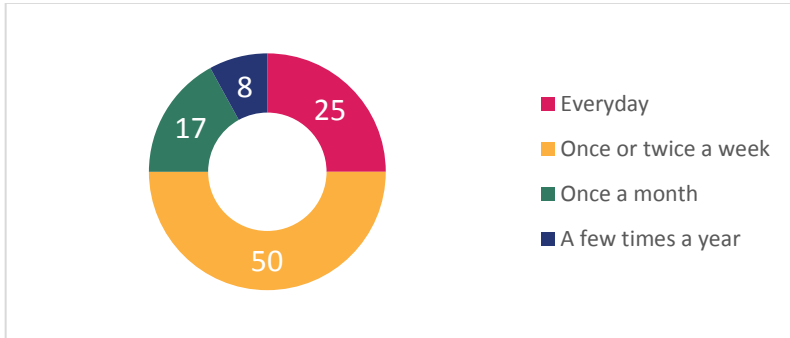
WHAT IS YOUR AGE?



HOW DO YOU TYPICALLY TRAVEL TO OUR PARKS?



HOW OFTEN DO YOU VISIT THE PARKS?



WHAT IS THE PURPOSE OF YOUR PARK VISIT?

