



PARK LIFE: THE NEED TO UNDERSTAND USER GROUPS WHEN DELIVERING ENVIRONMENTAL AMENITIES

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BACKGROUND

In **June 2016**, Brandon Country Park commissioned The University of East Anglia to undertake an 8-week project, seeking to assess the primary purpose for user groups using the park.

RESULTS & FINDINGS

METHODOLOGY & TIMELINE

JUNE

Designed a **questionnaire** to evaluate user opinions on park amenities. This was be used alongside a **focus group** under a mixed-methods approach.



Designed an **incentive scheme** for participation, this was a free hot drink redeemable from the park's on-site café.

JULY

Conducted **more than 200 surveys** over 10 days (6 weekdays, 2 weekends), split across a period of 2 weeks.



Coded survey responses on **MS Excel** and ran descriptive statistics of results to present to park manager in **an executive summary**.




Areas of interest were decided upon and a **qualitative focus group** of park stakeholders was organised and carried out.



AUGUST

A **comprehensive report** of the quantitative findings was compiled, adding in qualitative insights from the focus group.








Recommendations from the survey responses included a virtual **reconstruction of the mausoleum**, a **'play area' for adults**, and a re-haul of **signposting for increased accessibility**.

The park is used primarily for **mental wellbeing** as opposed to physical wellbeing!

The research also recognised **disparities between user responses and the perceptions of park managers**. This has enabled a wider discussion on how the park management, in updating any misperceptions, can facilitate fruitful economic change.



THE IMPACT!

Many of these recommendations were introduced with immediate effect!

*The study illustrates the role **collaboration** can have, and how important **mixed-method approaches** can be for investigating environmental change.*