

# Castle Park

## Customer Satisfaction Survey 2018



### Methodology

Sample Size: 187

Face to face surveys completed on a sample of Castle Park visitors via the use of iPads in August 2018.

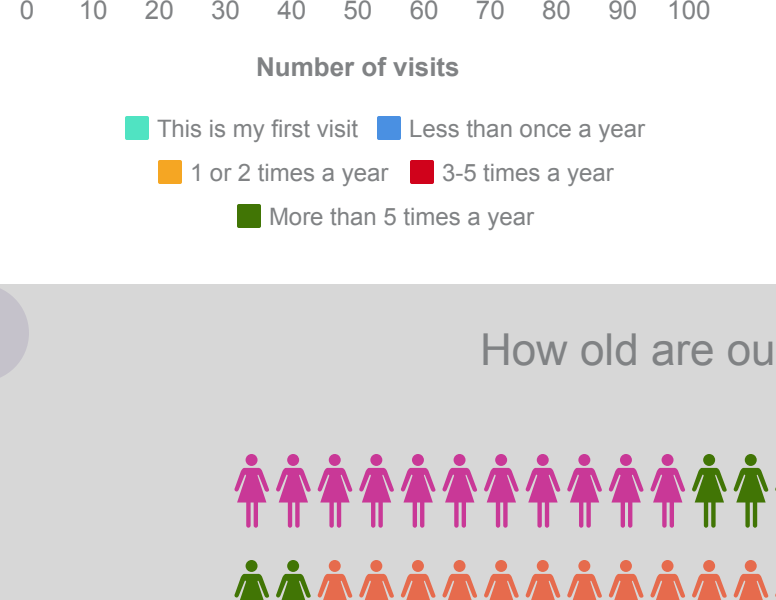
These surveys were completed on both weekends and weekdays with respondents spanning an array of ages. Responses were collected by Colchester Borough Council employees and interns.

### Overview of Results

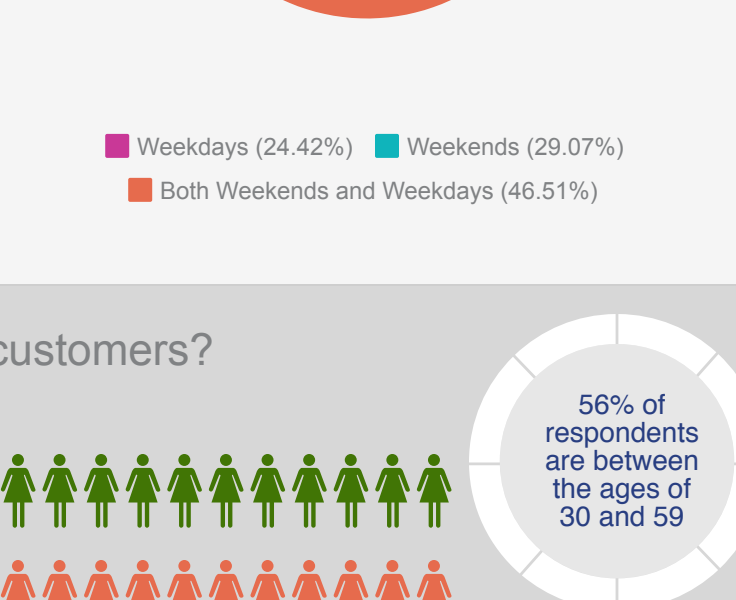
- **Over half** of all respondents (54%) **visit more than 5 times a year**
- **99%** of respondents believe the park is **well kept and presented**
- **52%** of responses feel the **toilets are poor or very poor**
- **97%** of people asked said they were **fairly or very likely to recommend Castle Park** to friends or family as a leisure activity
- **98%** said they agree or strongly agree with the statement '**overall, Castle Park offers an enjoyable experience for me**'
- When asked what improvements people would like to see, **improved toilet facilities was a recurring theme**
- **79%** of those asked, said they felt the **general maintenance of the park was excellent**, with 14% saying it was 'good'
- The **most popular age** group to complete the survey was **41-59 year olds** at 32.94%

### Results

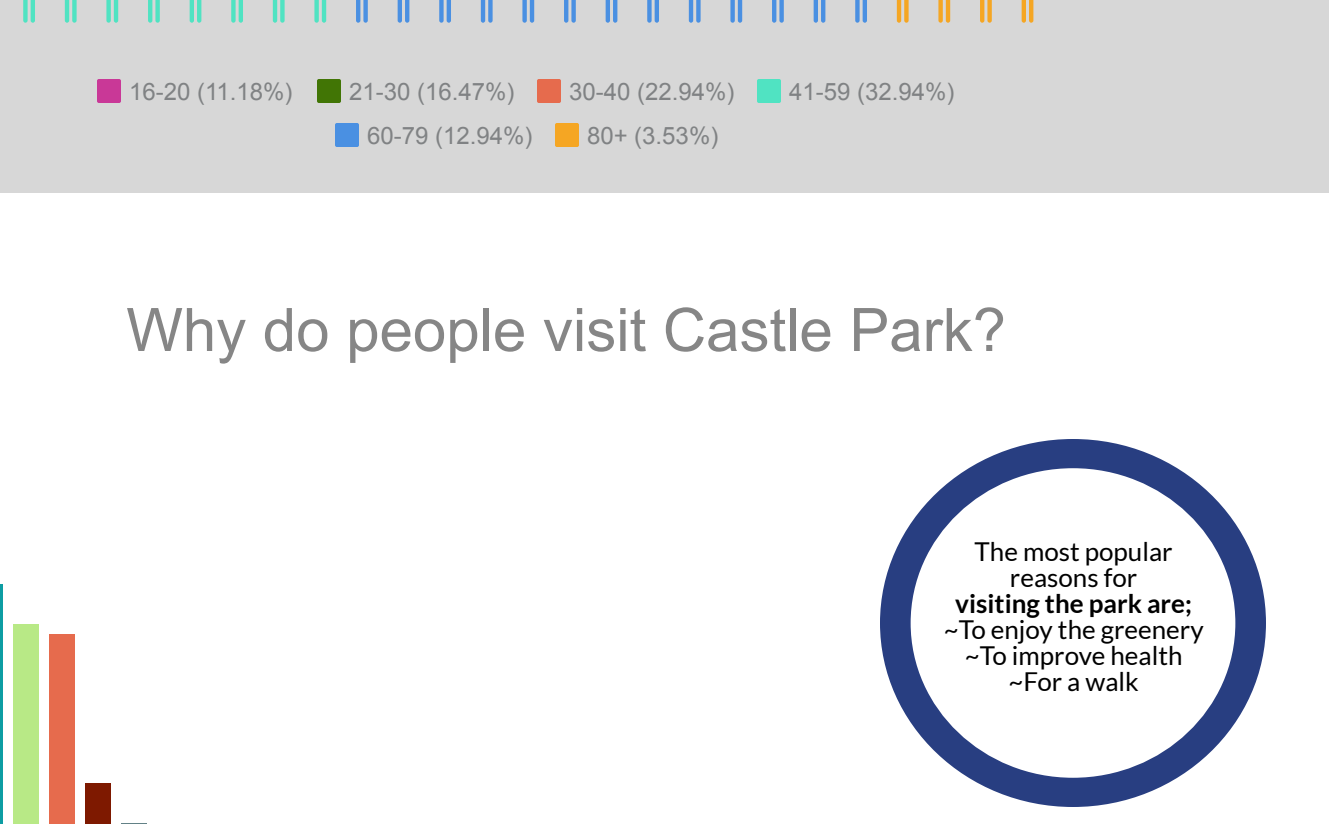
How often do our customers visit?



When do our customers mostly visit?



How old are our customers?



Why do people visit Castle Park?

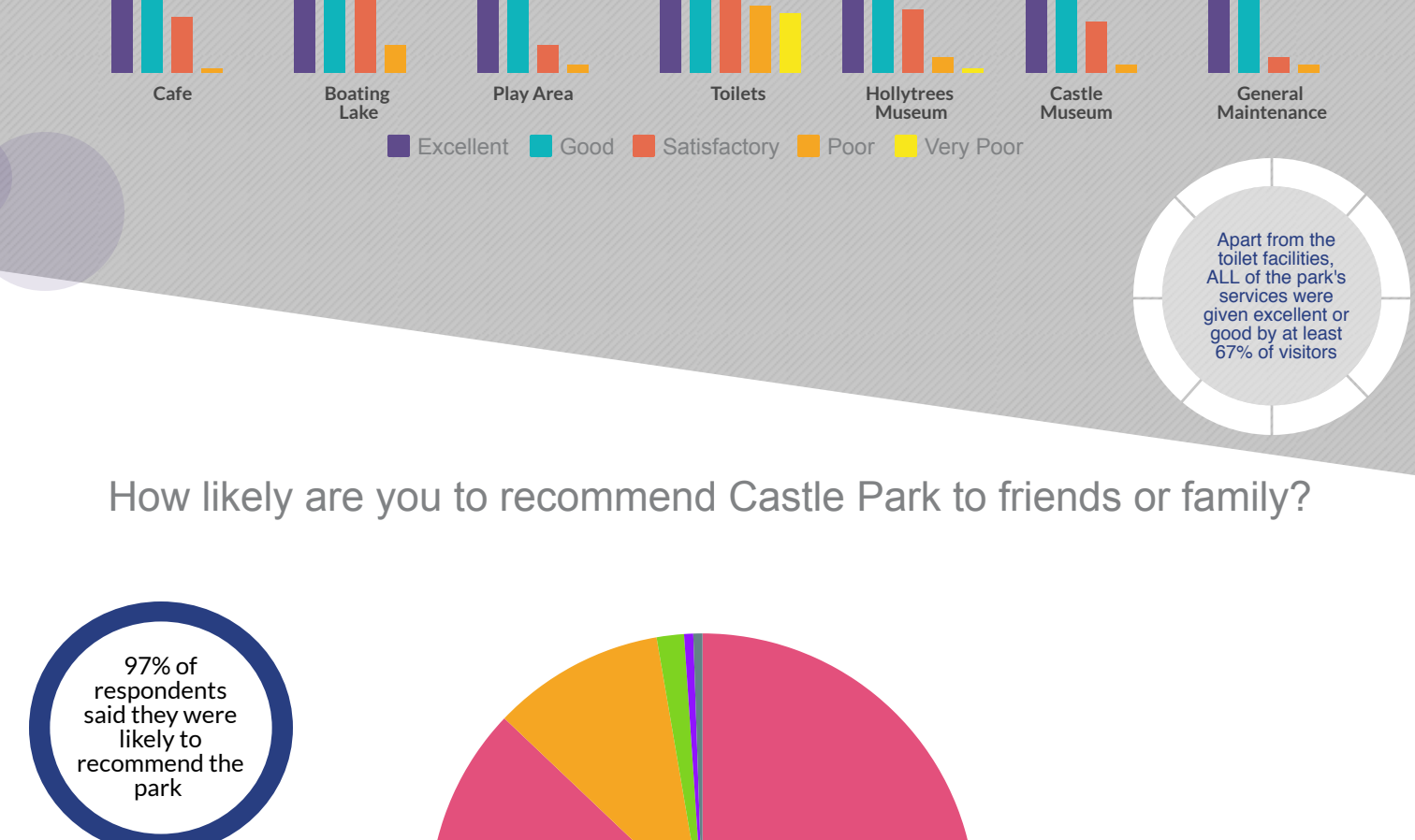


What other reasons did our customers give to visiting Castle Park?\*

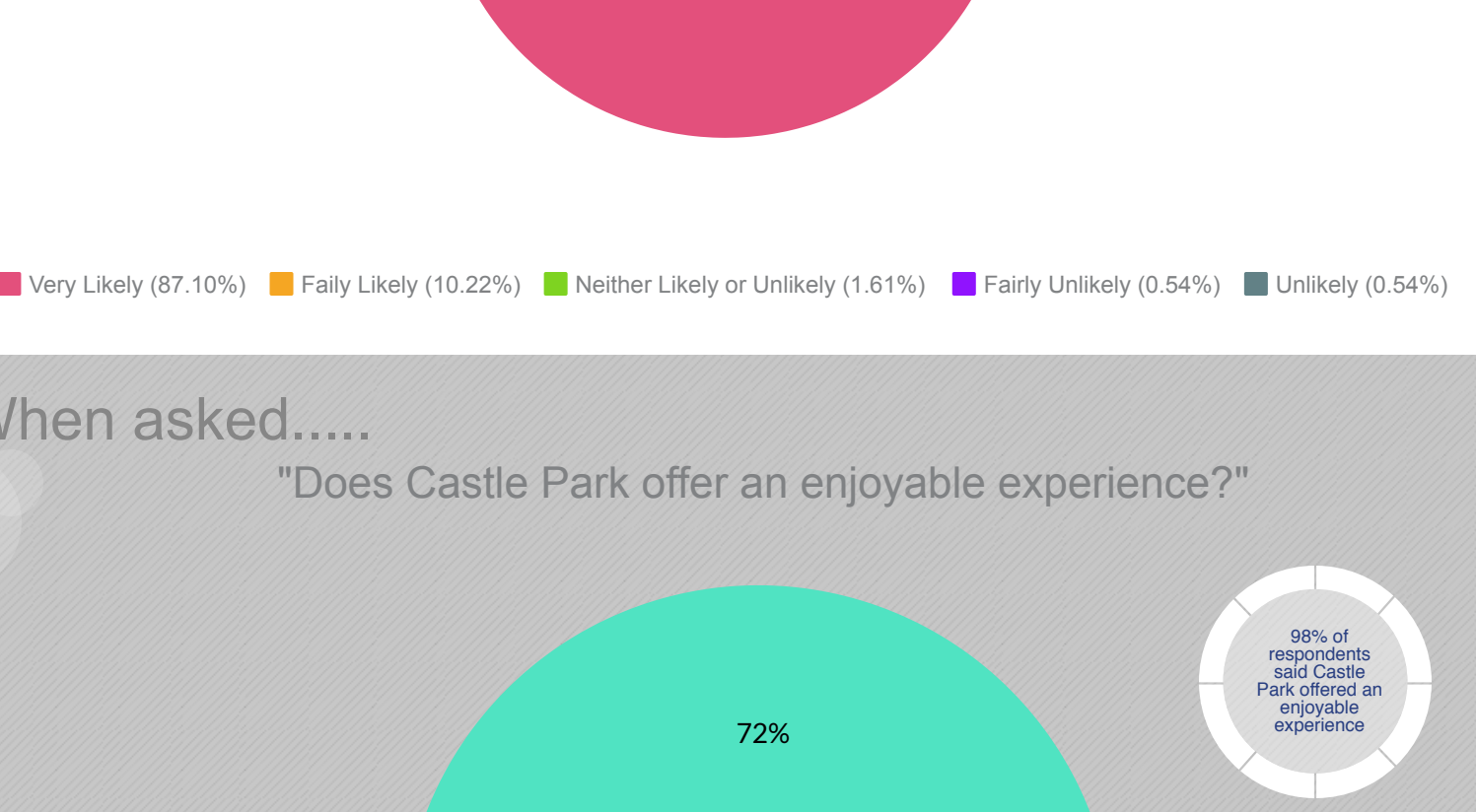
...For the history  
...To see the memorial flower statue  
...To study  
...It's very relaxing  
...[It's a] lovely place to relax

\*Full list of responses available in appendix 1

How do customers rate our facilities and services?



How likely are you to recommend Castle Park to friends or family?



When asked....

"Does Castle Park offer an enjoyable experience?"



Visitors said....

Better accessibility for buggies and mobility scooters  
An Adult Play Park  
Splash Park  
Refurbish toilets  
More Rangers  
Dedicated area for teenagers  
More free nature events

\*Full list of improvements available in appendix 2

### Appendices

#### Appendix 1 - Are there any other reasons you would visit Castle Park (lifted exactly as written)

Just to sit about  
Nice day out to entertain kids. Day visit from mersea  
Study  
Visiting from out of town  
To see memorial flower statue  
Sunshine and get out the house  
Lovely place to relax  
History  
Ye  
Staying in the area  
It's a half way point to meet family  
Events  
It's very relaxing  
Get out of the house , and the historical aspect  
For the history  
For fun  
Festivals and just to have a good time. Best park in Colchester

#### Appendix 2 - What improvements would you like made at Castle Park? (lifted exactly as written)

Cleanliness of toilets near cafe  
Better toilets  
Splash park  
Toilets  
Toilet facilities too far away for children  
Toilets and provision of more activities for children.  
Toilets  
Dedicated area for teenagers.  
Cafe bar  
Toilets  
Toilets  
Car Parking limited and expensive and public transport  
Poor public transport links from outside town centre. Parking is expensive too  
Time as is  
Toilets  
Toilets with locks that work  
For your events you should give discount to those who live and pay council tax in the town and make  
it more affordable for those who are low earners or unable to work because of Sickness.  
Also the stage shou...  
Allow dogs on leads only  
Only a little touch up and/or more regular cleaning of the toilets  
Larger toilet space so you can wheel in a buggy when you're on your own.  
Toilets/drugs  
Improve the toilets as they always smell of shit  
Loos could be better. For example, no locks on the doors  
More Rangers around  
More loud concerts and rangers, give them a higher pay  
More toilets  
Kids play area not always age appropriate. Park staff generally ok, but customer feels more can be  
done to tackle the cyclists and general ASB e.g. loud abusive behaviour.  
ASB of young people , they can be intimidating  
Toilet near cafe not good. Play area equipment should be fixed quicker.  
Better accessibility for people in mobility scooters e.g fish pond  
Can be scary for 12-14 years old coz of older teenagers  
Too many dogs and bikes - outside agencies e.g. security to enforce  
An adult play park. Animal petting for children Can feel uncomfortable when other young people around  
Rather than go into the museum, have a stall / stand showing info  
More equipment for kids  
More hygienic toilets.  
Bigger and bouncier trampoline

For any questions, comments or alternative versions of this report, contact the Research and Change Department on [research@colchester.gov.uk](mailto:research@colchester.gov.uk)