Evaluating Community Engagement with Parks In Ealing

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From left to right: Quentin Collins, Bryce Kennedy, Madison Donahue, Daisy Connors, and Alex Moreira

Project Goal:

Provide the Ealing Parks Foundation with a strong base for future projects that support use of green space.

Background

Benefits of Parks

- Mental health

- Physical Health

- Climate Change Protection

Decrease in Park Budgets

- Decrease of funding on National Level

- Supplemented support from park foundations

Objectives

1. Assess best practices for parks foundations

    ⟶ Background research   ⟶ Interviews

2. Analyze current practices and policies in Ealing

    ⟶ Background research   ⟶ Interviews

3. Determine factors affecting engagement with green spaces

    ⟶ Survey   ⟶ Observational studies

4. Recommend strategies for improvements

    ⟶ Analyze collected data

Methodology

Surveys

- Online, Flyer, and In-Person Distribution

Interviews
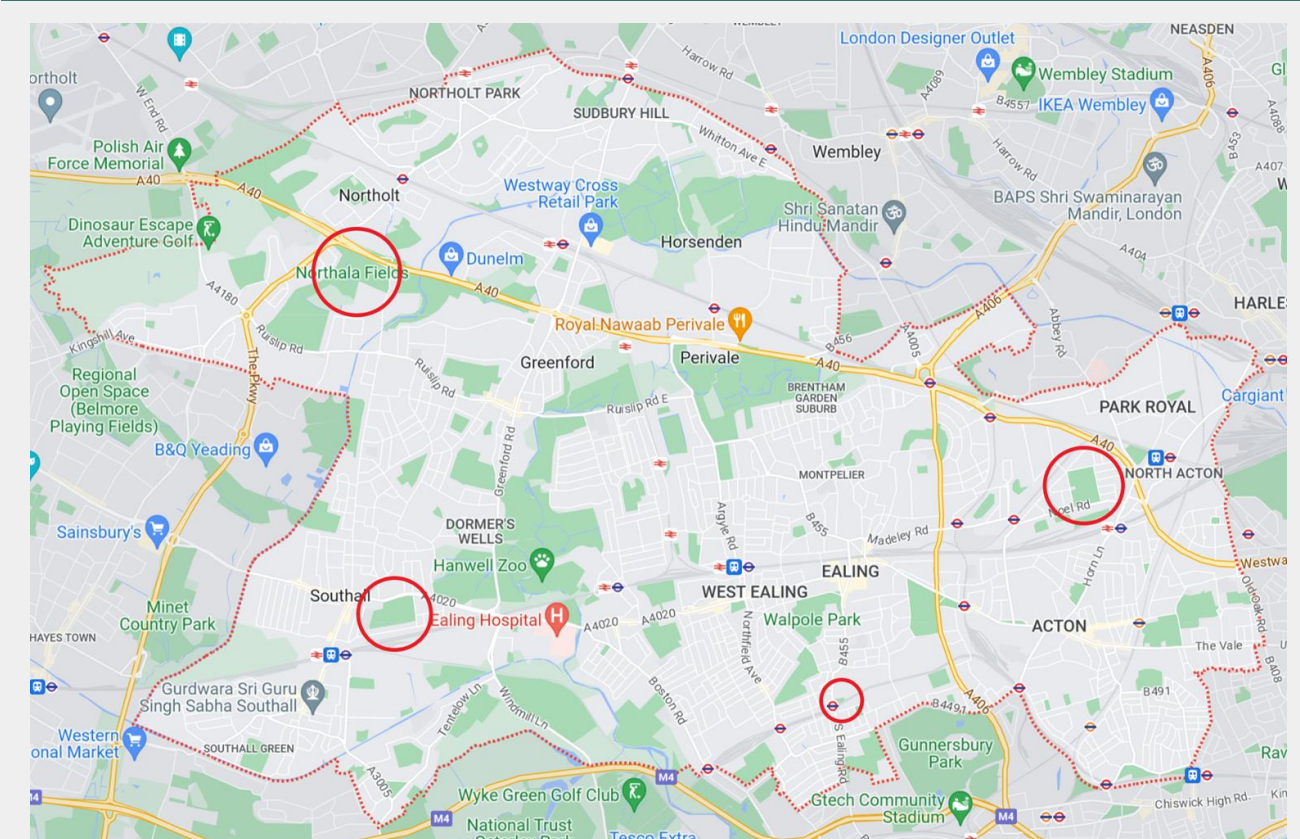
- Parks Foundations
- Ealing Council Park Rangers

Observations

- Observe in-park activities
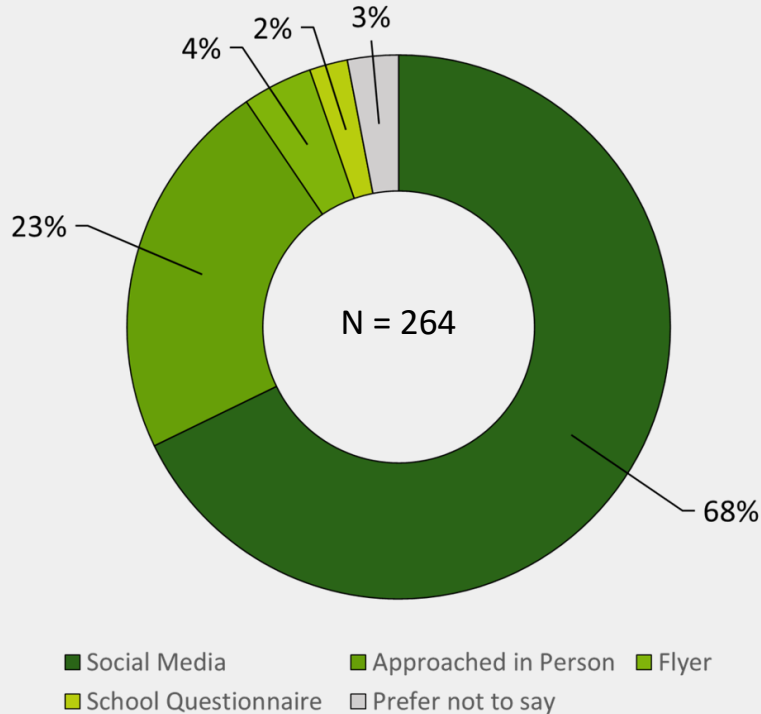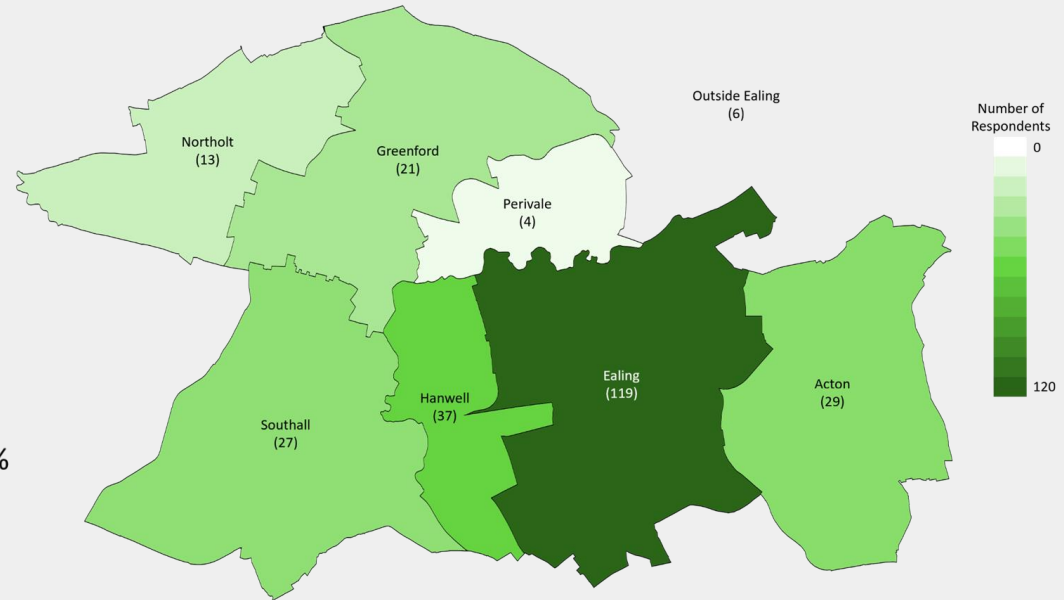- Record weather patterns during surveying

5 MINUTE SURVEY

Tell Us How Parks Can Better Satisfy Community Needs

Help us understand why some people use parks across the London Borough of Ealing and others do not.

Scan the QR code:

WPI   Ealing Parks Foundation

Map of Parks Surveyed

Contextualizing Survey Data

Access Method of Survey Respondents

N = 264

- 3%
- 2%
- 4%
- 23%
- 68%

Legend:
- Social Media
- Approached in Person
- Flyer
- School Questionnaire
- Prefer not to say

Geographic Distribution of Survey Respondents

- Northolt (13)
- Greenford (21)
- Outside Ealing (6)
- Perivale (4)
- Hanwell (37)
- Ealing (119)
- Acton (29)
- Southall (27)

Number of Respondents
- 0
- 120

Contextualizing Survey Data

Age of Survey Respondents

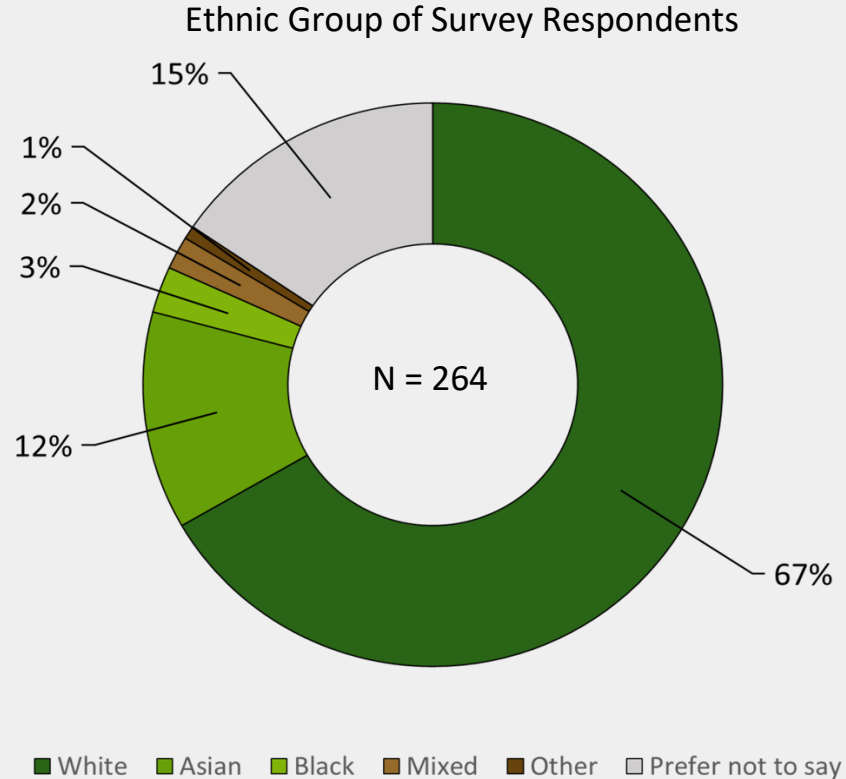N = 264

- 2%
- 5%
- 15%
- 14%
- 17%
- 24%
- 23%
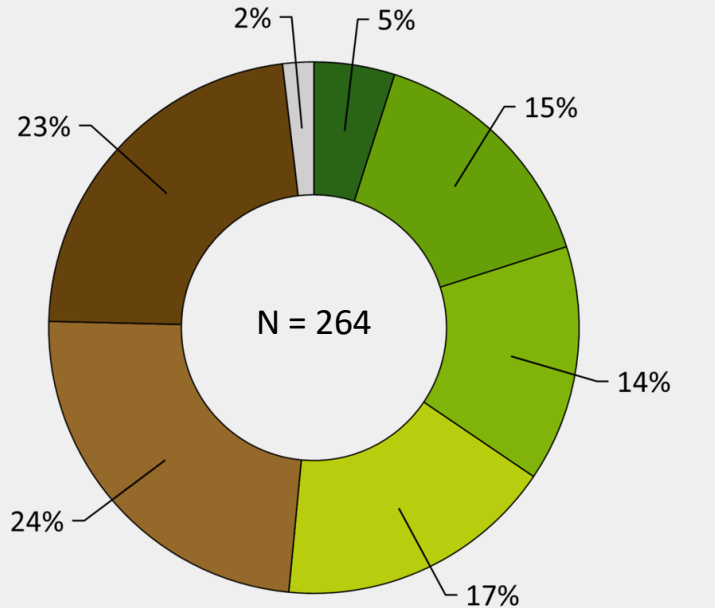
Legend:
- ■ 18-24 years
- ■ 25-34 years
- ■ 35-44 years
- ☐ 45-54 years
- ■ 55-64 years
- ■ 65+ years
- ☐ Prefer not to say

Gender of Survey Respondents

N = 264

- 11%
- 1%
- 32%
- 56%
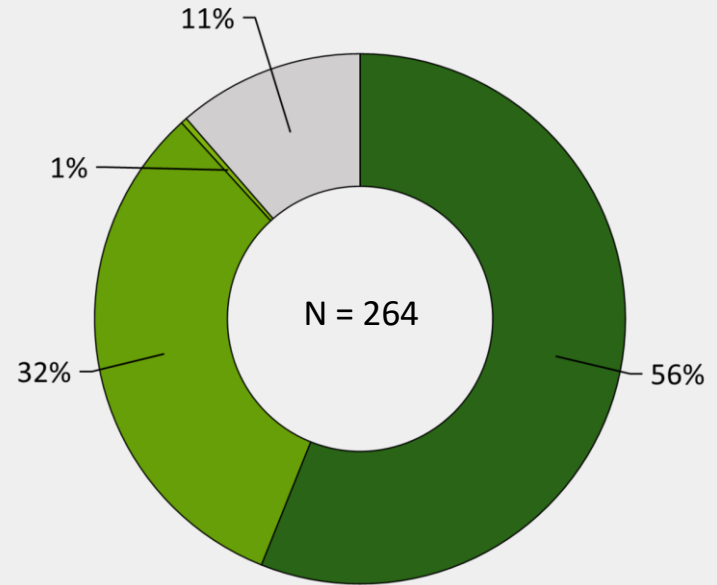
Legend:
- ■ Female
- ■ Male
- ■ Non-binary
- ☐ Prefer not to say

Contextualizing Survey Data

Ethnic Group of Survey Respondents

N = 264

15%
1%
2%
3%
12%
67%

■ White ■ Asian ■ Black ■ Mixed ■ Other ☐ Prefer not to say
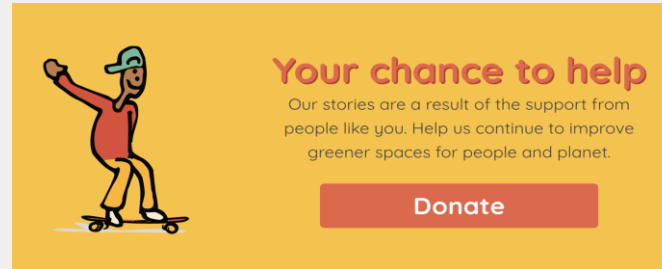
Methods for Raising Funds and Developing Projects

National Grants

#NationalLotteryHeritageFund

Public Donations

Your chance to help
Our stories are a result of the support from people like you. Help us continue to improve greener spaces for people and planet.

Donate

The Parks Foundation — Registered Charity No. 1159939

1. Donation   2. Your details   3. Payment

Important: This donation service has been designed for donors using funds from a personal account. Any donations identified as coming from a company will be returned.

Your donation

How often would you like to donate?

[Just one donation]   [I'd like to give regularly]

How much would you like to donate?

[£ 10.00]   [£ 25.00]   [£ 50.00]   [Custom]

Support the Parks Foundation's work
The Parks Foundation is a small but perfectly formed independent charity devoted to enhancing Bournemouth, Christchurch and Poole's parks and green spaces for everyone to enjoy. Parks and green spaces breathe life into our towns and provide us with precious spaces to get together, exercise and play. We support projects that enhance these green spaces, whether that's for nature, play, sport, the arts, heritage or horticulture.

Find out more about this charity or campaign

Specific Projects

News

What's going on this Mental Health Awareness month?
Training from Sense, an introduction to parks for wellbeing and Roots to Wellbeing taster sessions.

Improving your health can be a walk in the park
Join us as we team up with Sense to introduce more sensory walks to Bristol's parks for Bristol Walking Festival.

Deterrents to Park Usage

Antisocial Behavior

- Vandalism, drug and alcohol use, rough sleeping

Lack of Certain Features

- Lighting
- Toilets

Other Factors

- Dogs
- Weather
- Litter

"The park is not well lit and has no gates in the winter, there are groups of youths hanging around, there is low level drug dealing, and various 'odd' people standing around, so I don't use the park when it is dark early."

Deterrents to Park Usage

"Dogs off leads are the absolute, leading factor. I would much prefer those with dogs to have an area fenced off for them to go."
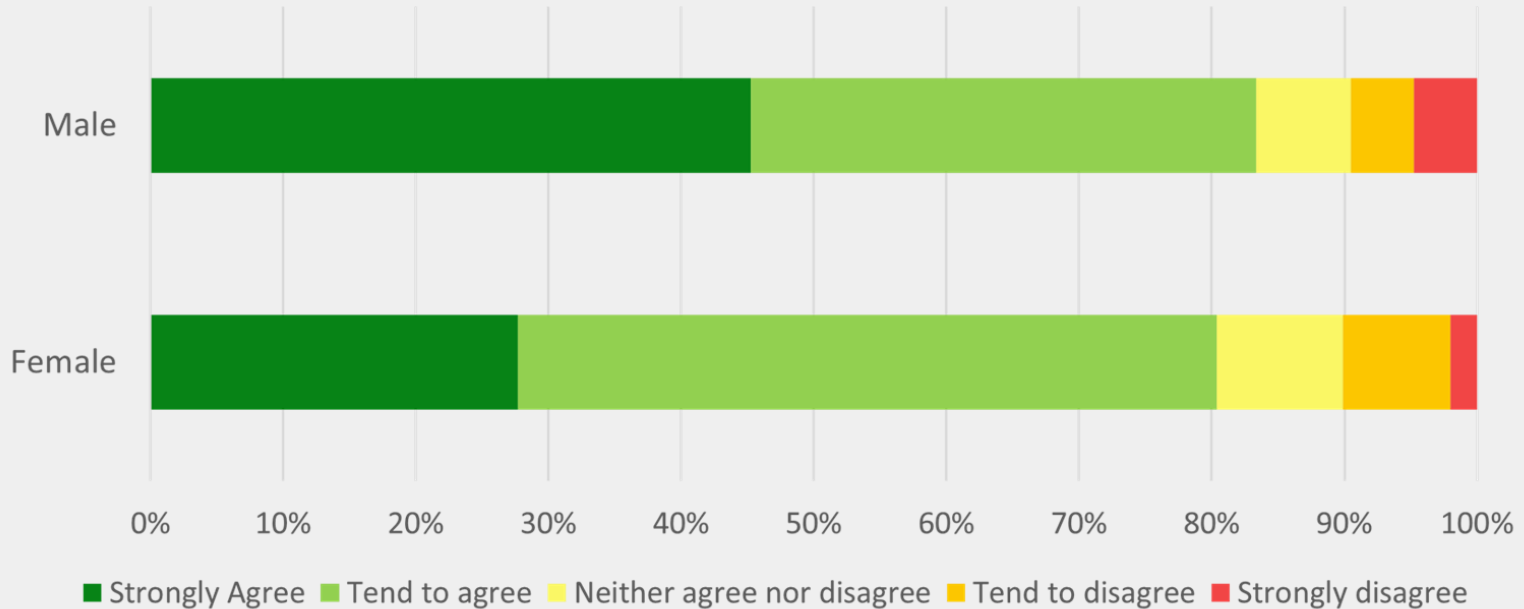
"Less enjoyable in the colder weather."

"More gazebos and cover from rain"

"After rain it is very muddy"
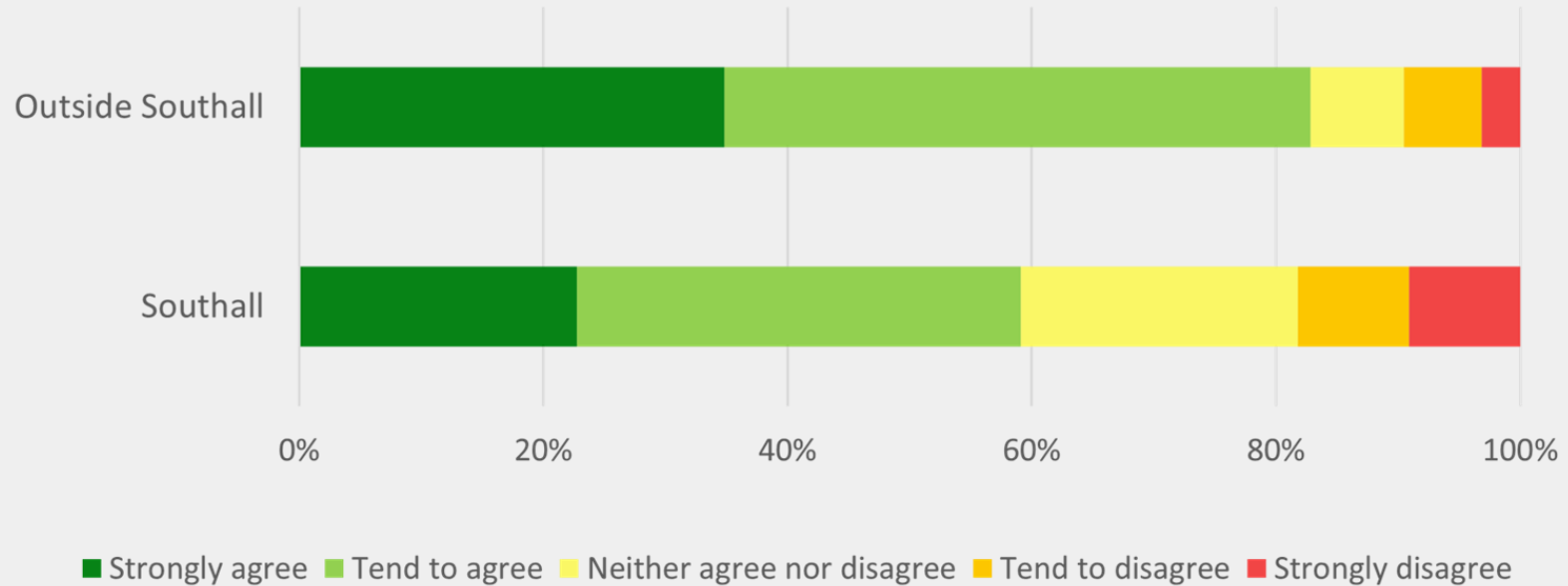
Deterrents to Park Usage

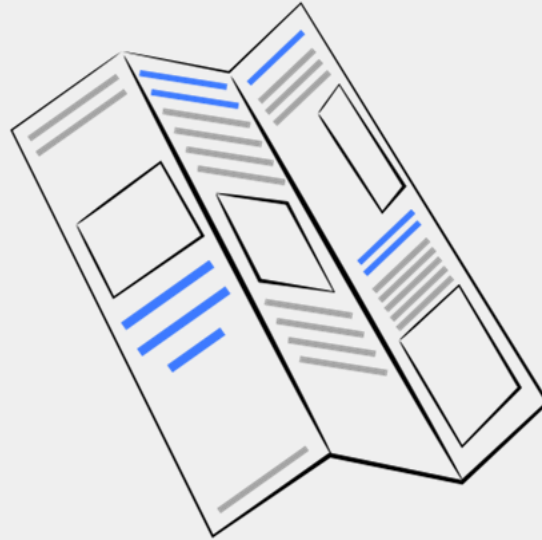Agreement with Statement: "I feel safe in parks in the borough."

Legend: ■ Strongly Agree ■ Tend to agree ■ Neither agree nor disagree ■ Tend to disagree ■ Strongly disagree

Deterrents to Park Usage

Agreement with Statement: "I feel safe in parks in the borough."

Legend: ■ Strongly agree ■ Tend to agree ■ Neither agree nor disagree ■ Tend to disagree ■ Strongly disagree
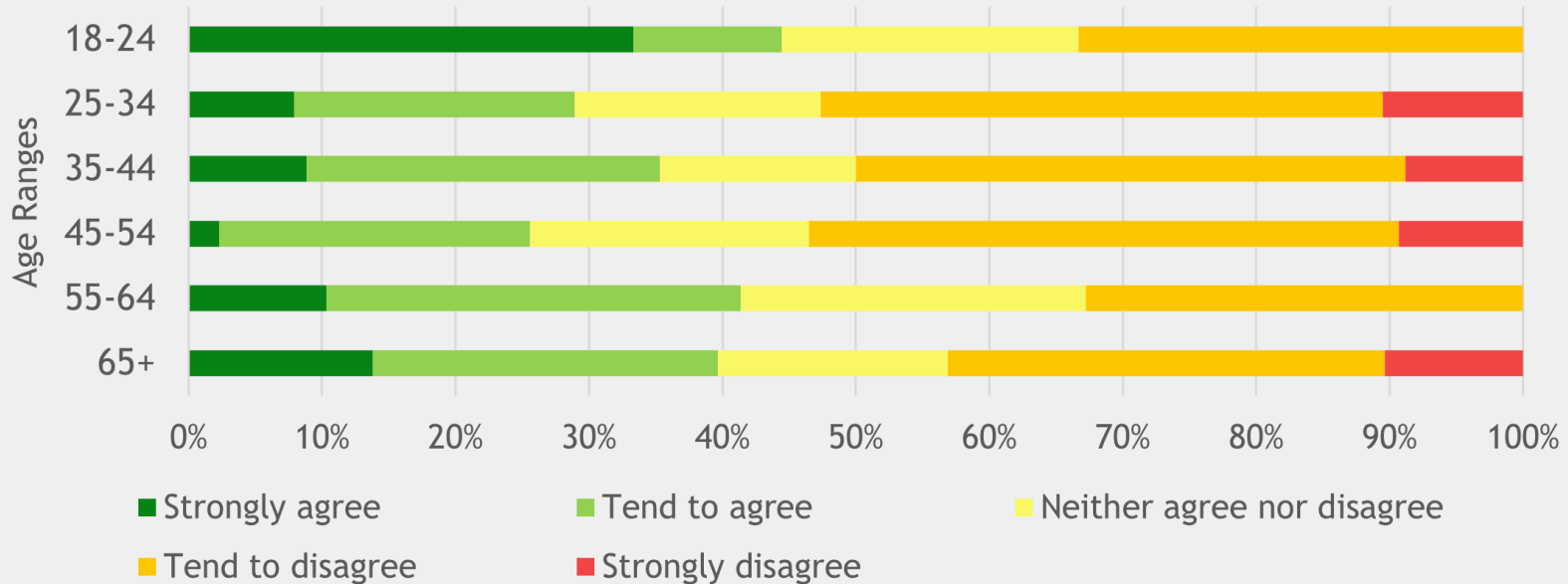
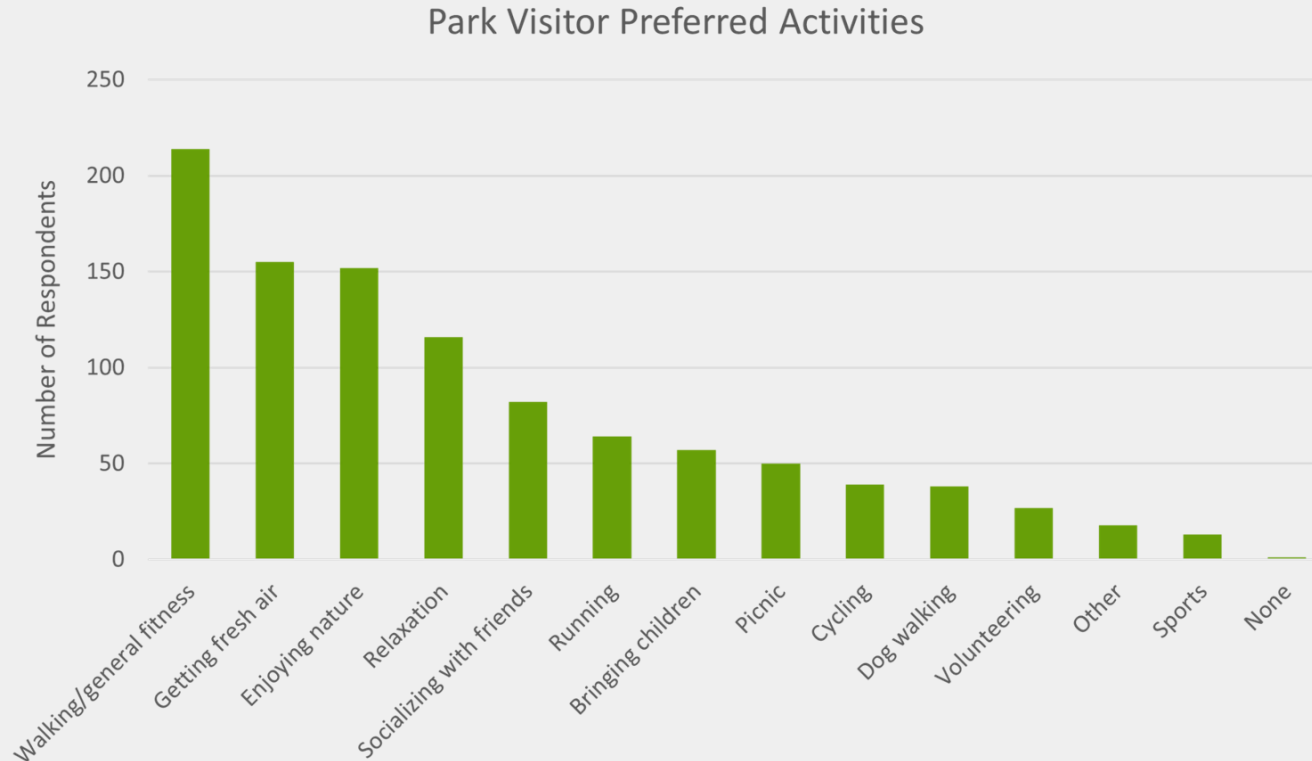# Park Accessibility

Creation of Park Guides

Access to Toilets

Park Accessibility

Agreement with Statement: "Parks have enough benches, tables, and other rest areas."

Meeting Community Desires

Park Visitor Preferred Activities

Meeting Community Desires

Frequently Observed Activities

walking

picnicking

children

rollerblading   running   benches

phone-calls   dogs   suitcases   biking

headphones

scootering   cafe

photography   socializing   sports   fun-fair

workout

playground

fishing

cricket   cut-through

Activities Unique to Certain Parks

Fishing

Eating at a cafe

Workout equipment

Tennis courts

Using park as cut-through

Photography

Fun Fairs

Meeting Community Desires

Sharing Park Experiences

Child Engagement in Parks

Establishing Strong Relationships

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MoU) is made on the 10 day of __March__ 20 23 between The Parks Foundation (The Foundation) and Bournemouth, Christchurch & Poole Council (the Council) (each a 'Party' and together the 'Parties'),and sets out how the organisations will work together to achieve their mutual aims to bring enhancements to the parks and green space in Bournemouth, Christchurch & Poole.
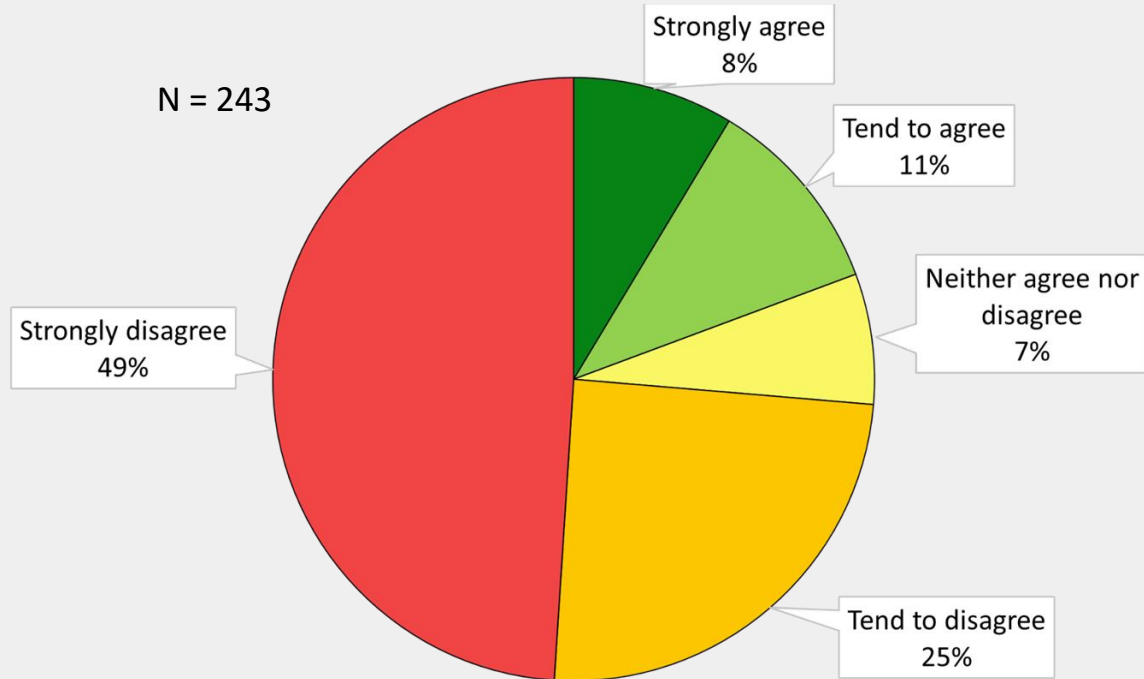
There is the potential for the Ealing Parks Foundation to be a central body for facilitating communication between parks-related groups.

Establishing Strong Relationships

Agreement with Statement: "I know about the Ealing Parks Foundation."

N = 243

Strongly agree
8%

Tend to agree
11%

Neither agree nor disagree
7%

Tend to disagree
25%

Strongly disagree
49%

Limitations

Location	Number of Surveys Administered	Number of Pedestrians Approached	Overall Response Rate (%)
Northala Fields	9	43	20.9
North Acton Playing Fields	6	55	10.9
Southall Park	10	49	20.4
Maytrees Rest Garden	6	34	17.6
Northolt community	5	50	10
Acton community	11	53	20.8
Ealing community	1	40	2.5

Recommendations

Enhancing Fundraising Efforts

- Grants from national organizations
- Fundraising for specific projects
- General & personal community donation opportunities

Effective Communication

- Establish a clear relationship with Ealing Council
- Increase awareness of the Ealing Parks Foundation
- Build relationships with community groups

Recommendations

Addressing Safety Concerns

- Certain features can increase the perception of park safety
- Reducing antisocial behavior

Meeting Community Needs

- Continued improvements of park facilities is necessary
- Identify specific parks and sites for future projects

Considerations for Future Research

Reaching Park Non-Users

- Identifying regions of low park usage
- Developing strong knowledge base on communities across the borough

Survey Distribution Methods

- Finding specific leaders to reach out to
- Addressing language barriers
- Greater consideration of digital exclusion

Observational Data Collection

- Develop a standardized tool

Acknowledgements

Thank you!

Questions?