



# **MILLFIELDS VISION**

## **Report on Public Consultation Survey 2018**

## Contents

	Page
1. Background	3
2. Objective	4
3. Overall Perspective	5
4. Demographics	6
5. Current usage of Millfields	8
6. Views on proposed initiatives	11
7. Alternative ideas for Millfields	21
8. Summary of Key Observations	23



## Section 1. Background

In 2016, Easingwold Town Council embarked on a vision for how Millfields could be developed to the benefit of the local community. In consultation with local interest groups, a number of ideas were discussed, which in due course resulted in 8 initiatives being put forward for further consideration.

In order to gain an objective view of the feelings and wishes of residents and visitors to Easingwold, it was decided to hold a **public consultation** process.



A **questionnaire** was therefore produced (attached) together with a supporting document and plan, providing all the necessary background information, and made available to members of the public, both online and in paper format at various local outlets in the town. Both primary school and secondary school pupils were also encouraged to participate following briefing sessions from ETC. In addition, a number of open forums were held in the town during the month to provide further information to local people.

The survey commenced on 1 September and ran through till the end of the month.

## Section 2. Objective

The **objective** of the consultation was to lay out all the initiatives that had been discussed, **providing local people with the opportunity to state their opinions.**

Whilst the emphasis in the questionnaire was placed on a specific set of initiatives, respondents were also given the opportunity to put forward their own ideas about the future of Millfields.

In particular, the council was keen to understand how people use Millfields currently – both in terms their frequency and their purpose of visiting.

Respondents were asked to rate their views (positive, neutral or negative) about the 8 previously identified initiatives, which included a mix of both physical and environmental topics. Some of the questions were set out in multiple choice format, and others in 'open-ended', free flow format. An important part of the exercise was to understand the views of individual age groups, and how they differed across the various initiatives.

The final part of the questionnaire allowed respondents to put forward fresh ideas, not included in the previous sections.

As is standard industry practice when carrying out market research, the survey forms were purposely designed to exclude names and contact details in order not to discourage people from taking part.



### Section 3. Overall perspective

Local residents showed a very strong interest in the consultation process. **931 survey forms were completed**, which equates to a response rate approaching 20% of the total population of Easingwold. The majority of respondents also contributed to the 3 open ended questions at the end of the survey, which provides some useful information and guidance for future decision making.

Out of the total number of responses submitted, around 70% came in online, with the remaining 30% completed in paper format.

A detailed review and analysis has been carried out of all 931 responses received to produce the tables and charts contained in the report. During this process, sense checks were made to help ensure that results were not affected by multiple entries of survey forms.

Analysis of the responses received confirmed that the **Millfields site is currently well and regularly used** by a broad cross section of people, who use it for a range of different purposes.

Whilst for many people the preference is to leave the whole area pretty much as it is, others are keen to see a number of new initiatives introduced – both environmentally focused ones and more physical/functional ones.

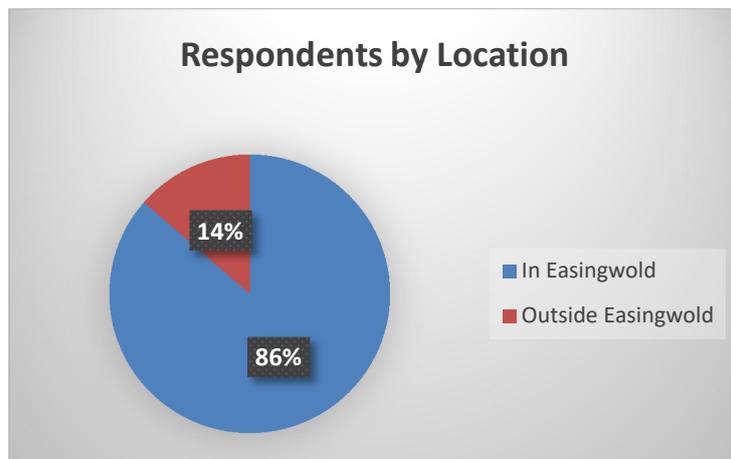
Full details are set out in the following sections of this report. In most instances, the responses to each question have been collated and then converted into a chart or diagram to illustrate the results. When calculating percentages, those who did not reply to a question have been excluded.



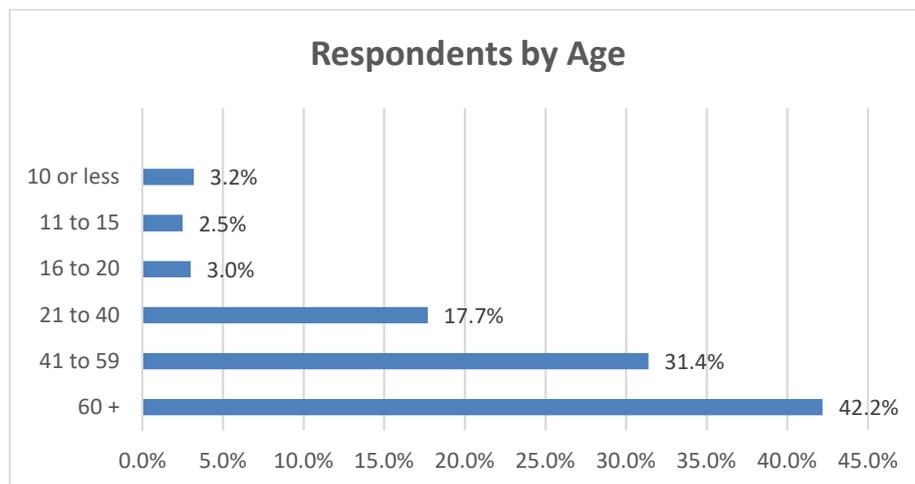
## Section 4. Demographics

In the first part of the survey, respondents were asked some standard demographic questions, including: **location of residence** (whether they lived inside or outside the Easingwold parish), their **age group**, and whether or not they had a **disability**.

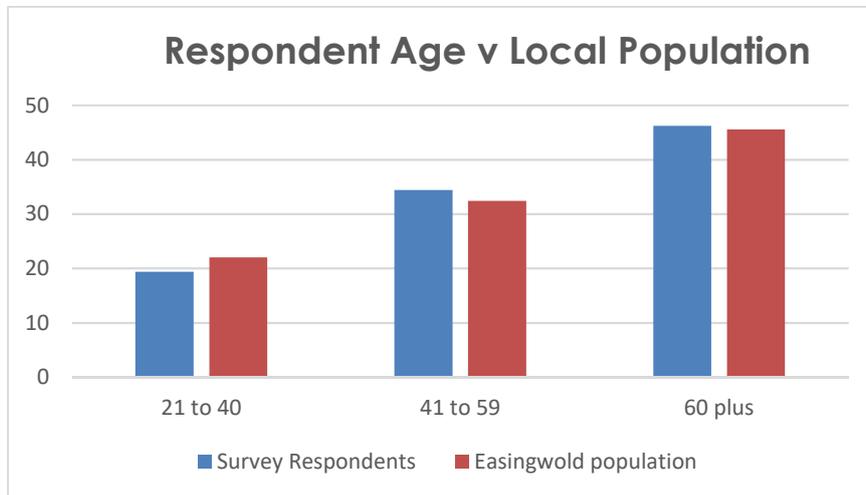
The chart below shows where people responding to the questionnaire live. As might be expected, the vast majority (86%) reside within the Easingwold parish. But a sizeable proportion (14%) live outside the area, typically visiting the town to work or visit friends/relatives or for leisure purposes.



The **age profile** of respondents shows that nearly half were 60 or over. The next biggest contributors were aged 41 to 59, accounting for just over 30%. Meanwhile, around 9% of responders were aged up to 20.

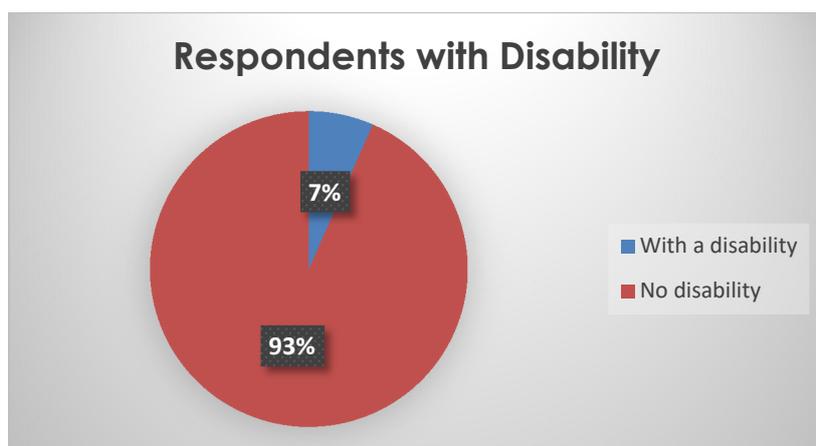


Interestingly, despite the apparent prevalence of older respondents to the survey, it transpires that the age profile of adult responders almost exactly reflects that of the population of Easingwold as a whole. This can be seen in the chart below.



The fact that, other than for the under 20 age group, the age mix is so representative is helpful when using the results of the survey to draw balanced conclusions.

Finally, people with a **disability** accounted for 7% of total responses, meaning that the views of this group will have been taken into account within the analysis and interpretation of results.



## Section 5. Current usage of Millfields

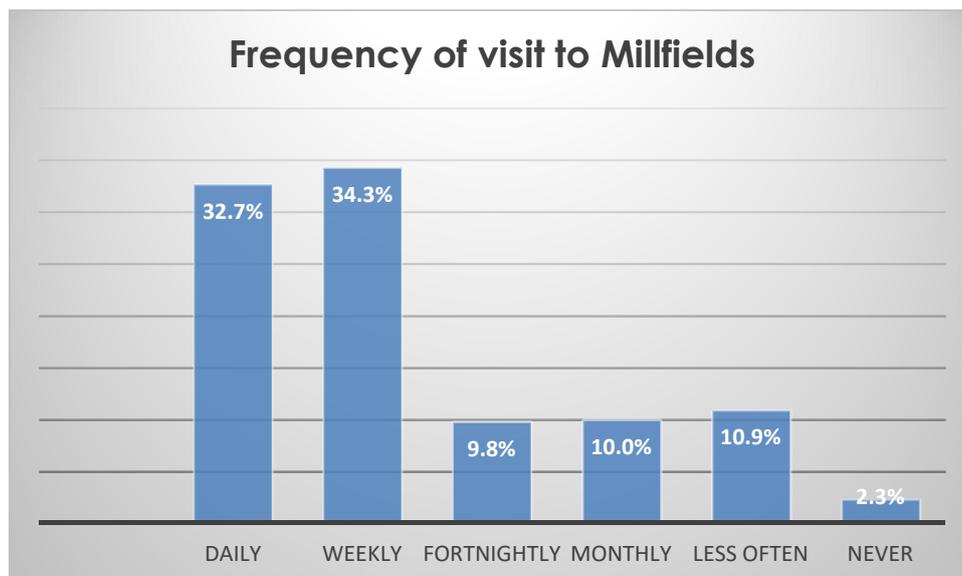
### Part 1. Frequency of use

67% of respondents **visit Millfields** either **daily or weekly**, so clearly the future of the area is of primary interest and concern to them. By the very nature of open surveys, people who do not use a facility are less likely to respond than those who do. So it is quite likely, though not definite, that among the 80% of non-responders many will be 'non' or 'low level' users of Millfields.

However, it is clearly beneficial to the application of the findings of the survey that so many people are heavy users – the very people for whom the future of the area is so important.

Looking at the breakdown of usage data by **age group** revealed that, while on average, 33 % of all respondents visited the area on a daily basis, this figure drops to just 20% among the 21 to 40 age group. Presumably this is because of time constraints due to work or young family or both.

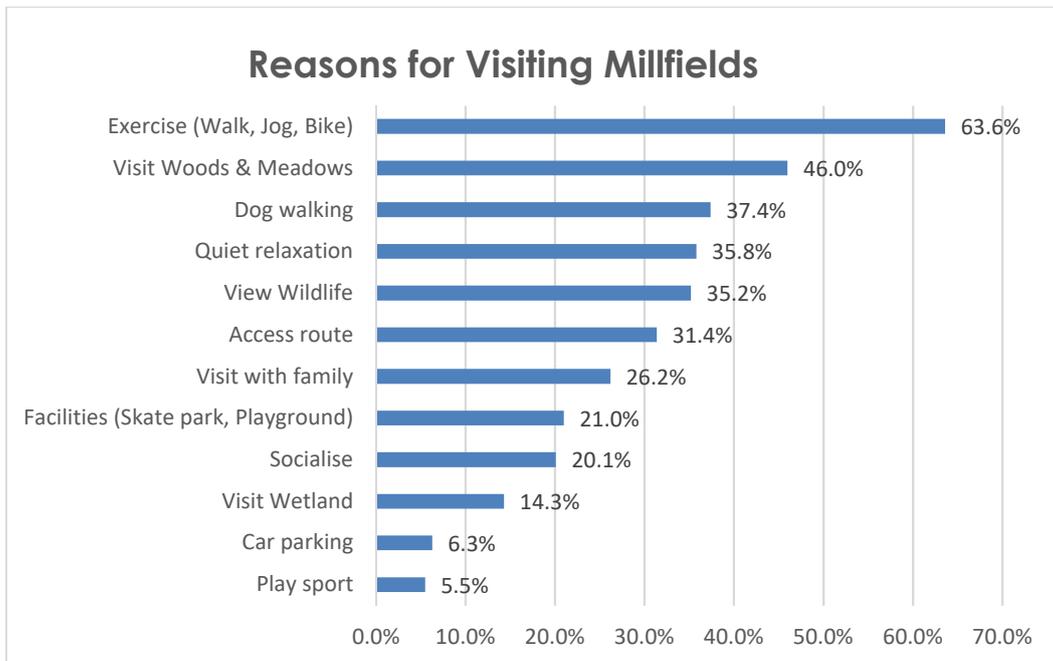
There also turned out to be a difference in the amount of usage between those **living in and out of Easingwold**. For example, 37% of Easingwold residents visited daily, compared to only 10% of non-Easingwold residents – again not surprising, but useful to know.



**Part 2. Reasons for visiting**

In addition to frequency of use, it is helpful to know **why people visit Millfields** – ie what they use it for.

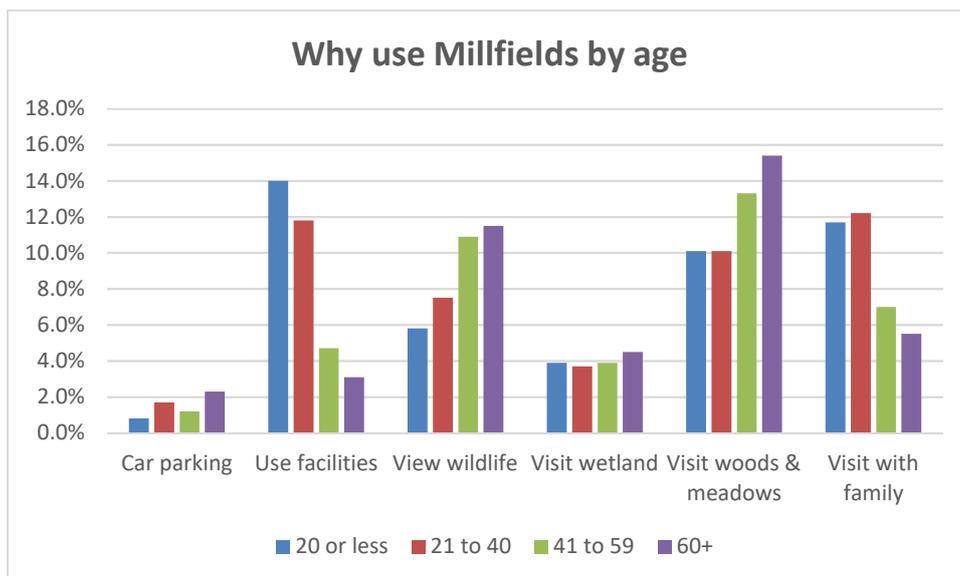
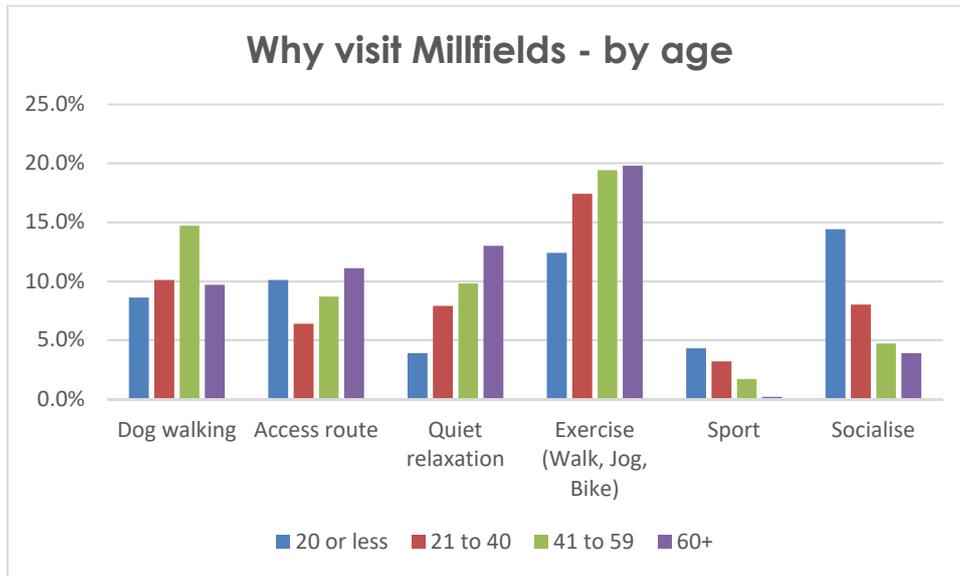
In the questionnaire, people were provided with 12 reasons as to why they might typically go there. Many people visit the site for several different reasons - on average, individual respondents itemised between 3 and 4 separate uses.



By far the most popular reason for visiting Millfields was **Personal Exercise**: 64% of respondents indicated that they did this, typically by walking, jogging or biking. Other popular activities included **Visiting the woods and meadows**, **Dog walking**, **Quiet relaxation** and **Viewing wildlife**, within which there is a strong interest in environmental aspects. Interestingly, over 30% use it for an **Access** route.



Further analysis of **reasons to visit Millfields** reveals some significant **differences by age group**, as shown in the following 2 charts.



The main conclusions to be drawn are:

- Dog walking is particularly popular in the 41 to 59 age group.
- Quiet relaxation, predictably, is a pastime that increases significantly with age.
- Interestingly, and somewhat surprisingly, a similar trend is observed with Personal exercise (which includes walking, jogging and cycling), with the 60+ age group recording the highest incidence of usage.
- Playing sport, Socialising, Using facilities and Visiting with family, on the other hand, all decline in incidence with age
- Conversely, Viewing wildlife and Visiting woods & meadows both become more popular with age.

## Section 6. Views on proposed initiatives

In this part of the questionnaire, comprising 3 separate questions, people were asked to give their views on the **8 proposed initiatives** which were mentioned at the beginning of this report. They were as follows:

PHYSICAL ACTIVITY	ENVIRONMENTAL	OTHER
<b>1. Bike jumps &amp; Skills track</b>	<b>5. Wildflowers &amp; Rough grassland</b>	<b>7. Friendship garden</b>
<b>2. Lit jogging track</b>	<b>6. Boardwalk to wetland + Dipping platform</b>	<b>8. Wheelchair path (grassland/woodland)</b>
<b>3. Fitness trail</b>		
<b>4. Dog fun/ Exercise area</b>		

The first question was a tick box exercise, while the second and third allowed respondents to express in their own words the pros and cons from their own perspective:

- **Q6. Opinions on the 8 initiatives** – Tick boxes: Positive/Neutral/Negative
- **Q7. Initiatives that excite people most and why** – Free flow comments
- **Q8. Initiatives that worry people most and why** – Free flow comments



**6Part 1. Q6 Opinions on the 8 initiatives. Tick boxes: Positive/Neutral/Negative**

In **Question 6** of the survey, respondents were presented with the **8 'initiatives' for possible implementation at Millfields**, and asked to give one of the following 3 ratings against each:

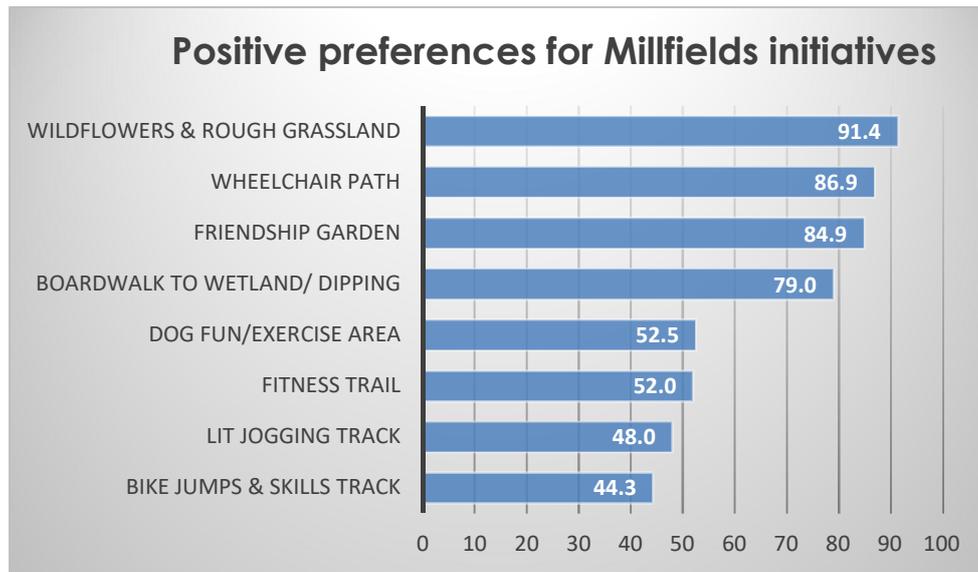
- **Positive**
- **Neutral**
- **Negative**

Within the survey form, the first question (**Fitness trail**) was followed by supplementary ones about **preferred location**, and the second question (**Bike jumps & Skills track**) was followed by ones about **preferred design of track and also location**. The remaining 6 questions just had the single question for each of the initiatives.

For each initiative, a **'Positive Preference' percentage score** has been calculated by discarding the 'neutral' and 'no reply' answers to leave just the 'Yes' (ie positive) and the 'No' (ie negative) ratings. The 'Positive Preference' score is simply the 'Yes' total expressed as a percentage of the 'Yes+No' total. So, a positive preference score above 50, for example, means that more people gave a positive rating than a negative one. Whereas, a positive preference score of less than 50, means that more people gave a negative rating than a positive one.



The chart below shows the **Positive Preference scores** for each of the 8 Initiatives.

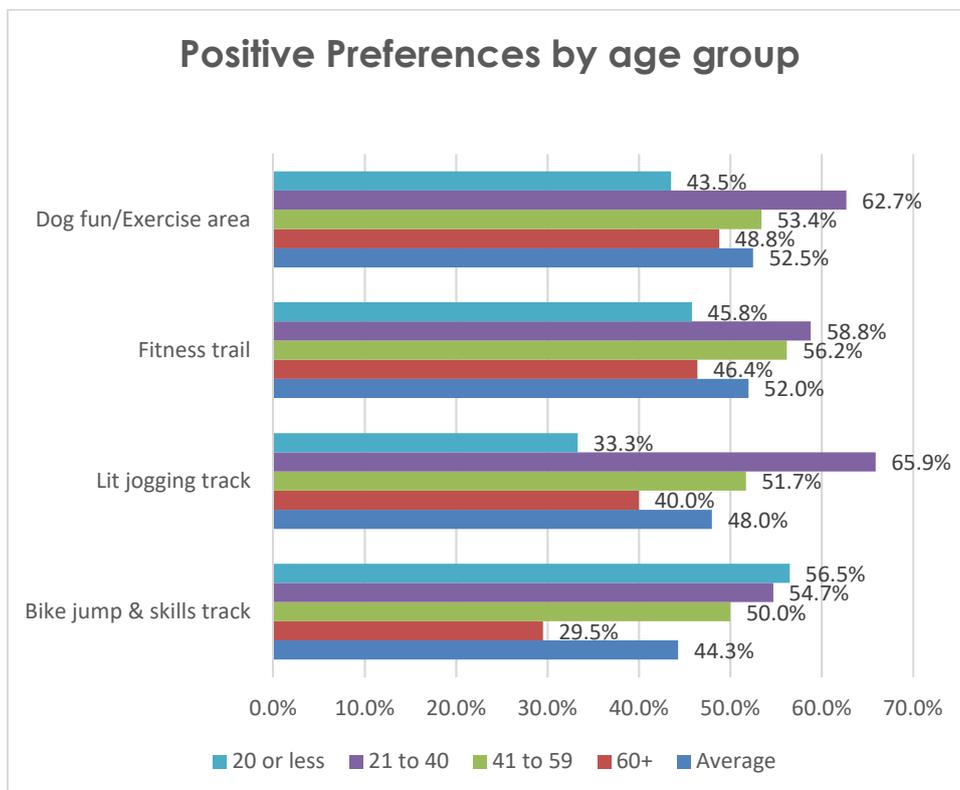
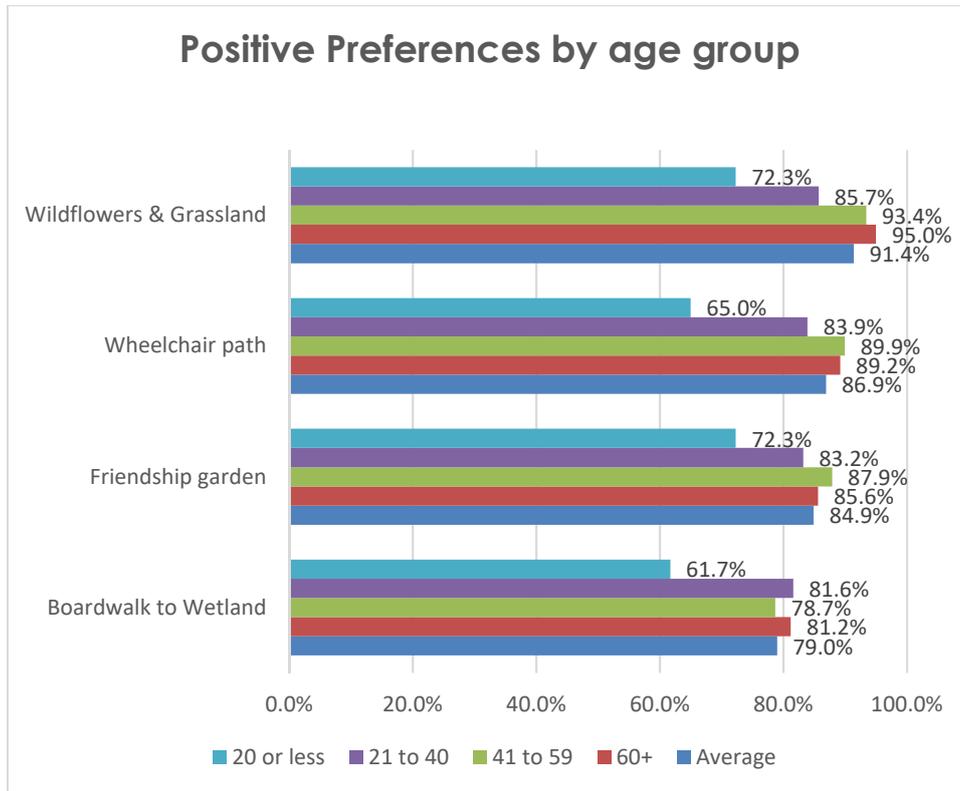


Reaction to the 8 initiatives divides into 2 main groups. 4 of them (under Environment and Other) score very well, with significantly higher positive scores than negative (ranging from 79% to 91%).

The 4 'Physical Activities', on the other hand, are all significantly less well rated. They each achieved a preference rating of around 50, meaning that there were as many negative scores as positive ones. **However, the true figures for Bike jumps/skills track and Fitness trail, are likely to be underestimated.** This is because when looking in detail at these results, it should be noted that the number of people who did not give a reply at all to the 3 tick box options to the initial Fitness trail and Bike track questions was proportionately much higher than for the other questions. There were **326 'no replies' to the initial Fitness trail question** and **425 to the initial Bike track question**, compared to an **average of 75 'no replies' to the other 6 questions.**

It is therefore apparent that a significant proportion of respondents to these 2 questions, who may well have supported the idea of a Bike track and a Fitness trail, did not complete the initial question, and instead moved directly to the supplementary questions. This is borne out by the number of people who responded 'yes' to the supplementary location questions for the Fitness Trail (588) and Bike track (553). Therefore, when looking at the chart above, **it is quite likely that the Positive Preference scores for both Bike jumps/skills track and Fitness trail have been under-recorded.**

Having assessed above the 'Positive Preferences' **across the full base of respondents**, we will now compare results across the **different age groups**: 20 or less; 21 to 40; 41 to 59; and 60+. This is especially important as one of the key objectives of the public consultation process is to ensure that views from all age groups of the local community are taken into account. Results by age group are set out in the following 2 charts.



The **'20 or below'** age group is made up of 3 sub-groups (10 or below, 11 to 15, and 16 to 20) due to the relatively low numbers of responses. For the great majority of the Initiatives on offer, the degree of interest here was lower than among the other 3

age groups. The exception was the **Bike jumps & skills track**, where 56.5% of those responding voted positively, compared to the average across all age groups of 44.3%.

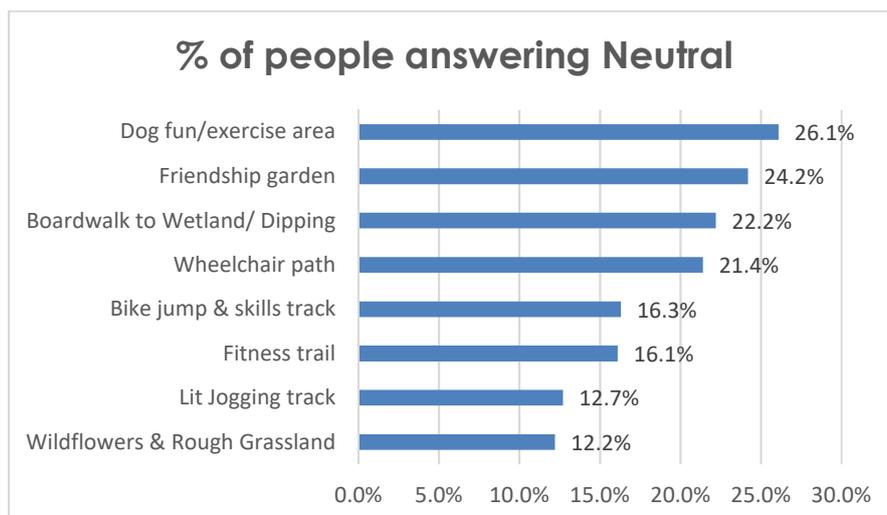
For the **21 to 40 age group**, the 3 areas of most interest in comparison to the average of all ages were:

1. **Lit jogging track** (65.9% vs 48.0%)
2. **Bike jumps & skills track** (54.7% vs 44.3%)
3. **Dog fun/ Exercise area** (62.7% vs 52.5%)

Of all the age groups, the **41 to 59s** were closest to the average across all respondents, with high degrees of preference expressed for the **environmental initiatives**.

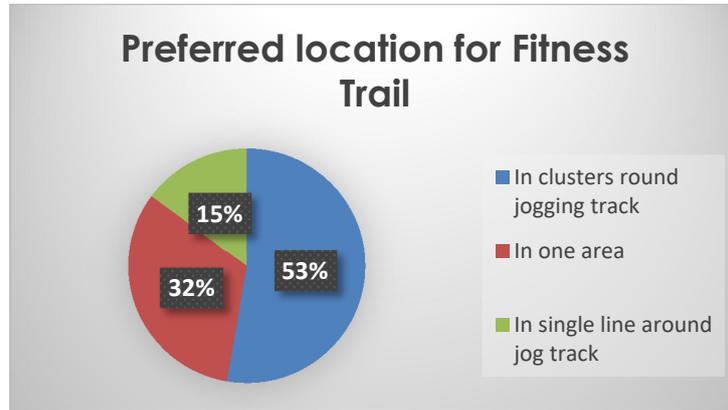
Likewise, the **60+ age group**, where the **environmental initiatives** scored well, although for this group there were particularly low degrees of interest for Bike jumps/skills track and Lit jogging track.

While the great majority of respondents to this question either voted Yes or No, the next chart looks at the proportion of respondents who voted 'Neutral' (ie no strong feeling one way or the other). The highest degrees of neutrality, or indifference, were expressed for Dog fun/exercise area and Friendship garden (around 25%). Whereas for Wildflowers/Rough grassland and Lit jogging track it was around 12 or 13% – where more people expressed a specific opinion, whether positive or negative.

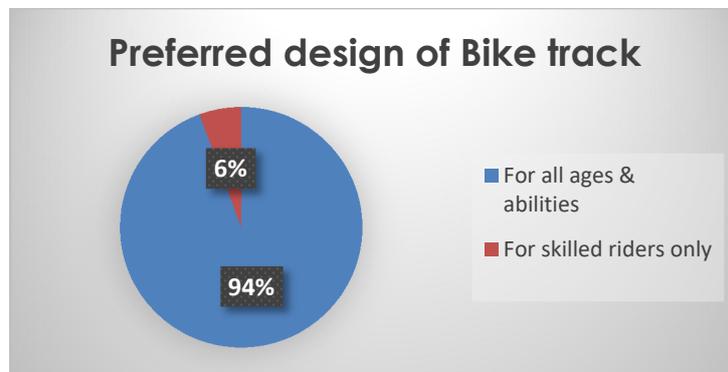


Finally, in this section, we look at the **supplementary questions** asked about **Fitness trail** and **Bike jumps & skills track**.

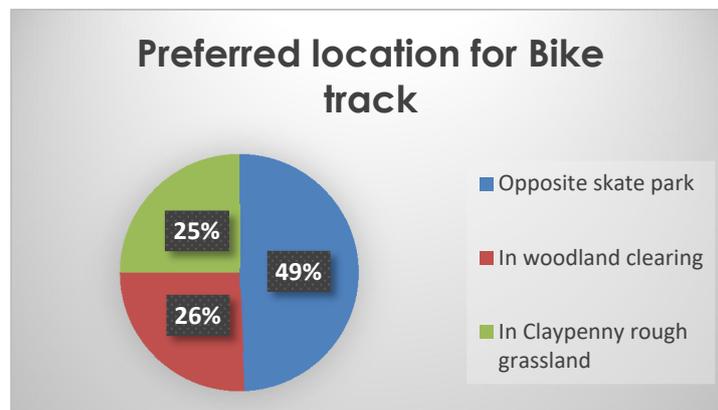
Respondents who were positive about the introduction of a Fitness trail were given 3 options as to layout. The chart below shows a clear preference for it being located in small clusters of equipment around the proposed jogging track.



2 sets of supplementary questions were asked of those who expressed a positive interest in a Bike jumps & Skills track. The **vast majority** (over 90%) preferred a design suitable for **all ages and skills** rather than one for skilled riders only.



And in terms of location, the strong preference was for it to be positioned in the **main park rough grassland area** opposite the skate park.

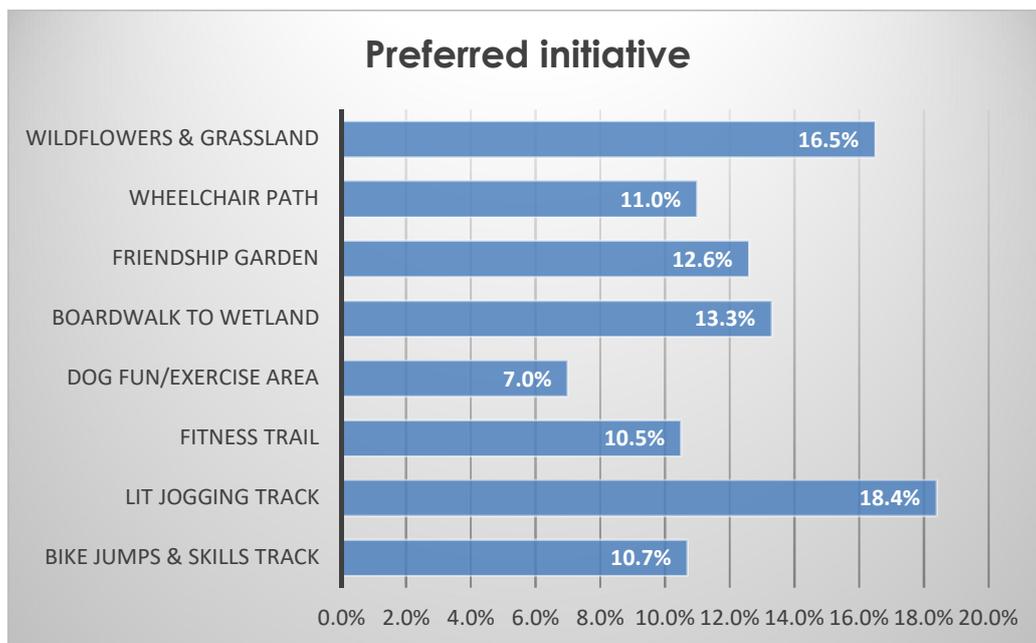


**6Part 2. Q7. Initiatives that excite people most and why – Free flow comments**

In this question, people were given the opportunity to talk about the aspects of the potential 8 initiatives that they particularly liked – specifically: **‘Which of the proposed features excites you most and why?’**

Out of the total number of 931 survey forms submitted, just over 700 people provided answers. In some cases respondents indicated more than one initiative – in which case, each initiative endorsed was counted. Conversely, answers to this question which brought up ideas other than those on the list, or which said ‘All of them’ or ‘None’, were discarded for analysis purposes.

In the chart below the endorsements received for each initiative are shown as a percentage of the total. EG 16.5% of all the valid answers were for Wildflowers & Rough grassland.



The item receiving the most number of **positive mentions** was **Lit Jogging track** – initially surprising in view of its relatively poor showing in the previous ‘multiple choice’ section. But we will review this further when we look at answers to the next question, where people were asked to say which initiatives worried them most.

Performing well here once again were the **2 environmental initiatives**, which came second (**Wildflowers and Rough Grassland**) and third (**Boardwalk to Wetland**).

Respondents to this question were also given the opportunity to indicate why they were keen on a particular initiative. A summary of the most commonly selected reasons is set out below:

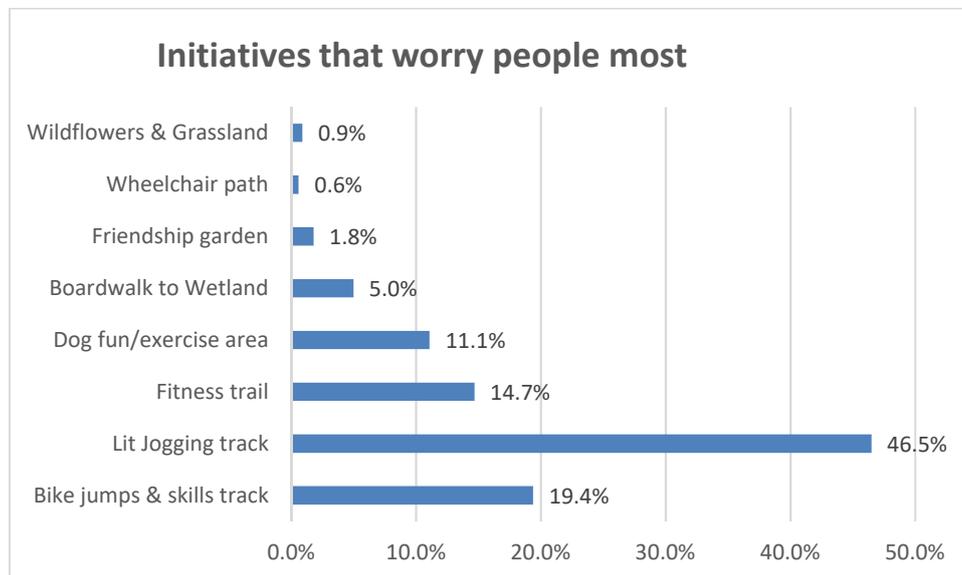
**Main Reasons why Initiatives were selected**

Initiative	Reason	Number
Lit jogging track	Health	21
	Safety	11
	All year round use	7
Bike jumps & Skills track	Good for children	16
Boardwalk to Wetland	Good for children	17
	Good for nature	14
Wildflowers & Rough grassland	Good for wildlife	18
	Beauty and Colour	7
Friendship garden	Meeting and Talking	7



**Part 3. Q8. Initiatives that worry people most and why – Free flow comments**

This next question (Q8) explores the converse of the previous one, ie 'Which of the proposed features worries you most and why?', and it reveals some contrasting opinions, as indicated in the chart below.



The top 3 items shown above had little or no concern expressed about them. Meanwhile, the reason that the **Boardwalk to Wetland/ Dipping platform** recorded as many concerns as it did (5% of the total), was almost entirely due to worries about **safety**.

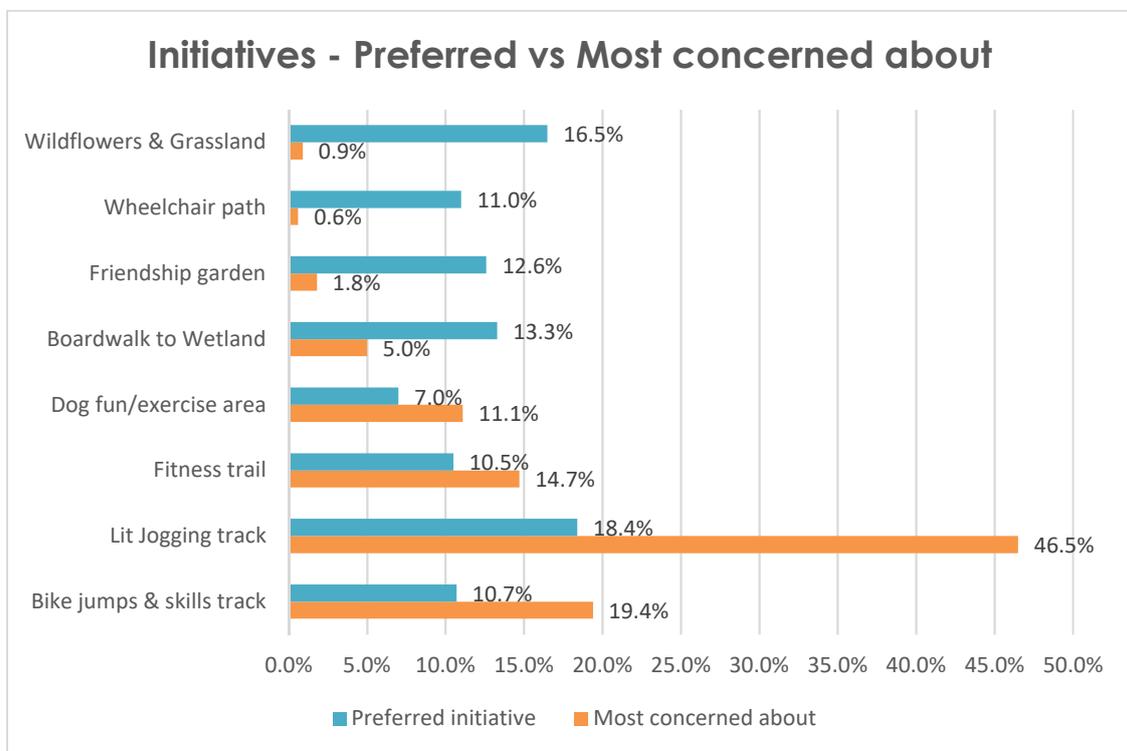
The next 2 initiatives which respondents were most worried about were **Dog fun/exercise area** (11% of total concerns) and **Fitness trail** (15% of total concerns). The most frequently given reason in both cases was that people were simply worried that **neither facility would be used enough** to merit implementation.

Quite a large number of people voiced their concerns about a **Bike jumps and skills track**. However, further analysis of the written responses revealed that almost exactly half of the concerns related to its **potential location**, particularly if within the **woodland** – rather than necessarily being opposed to the facility per se. It is therefore wholly appropriate here only to include the generic concerns and to exclude the ones specifically relating to location. On this basis, 19% of all the worries noted by respondents related to the installing of a Bike jumps/ skills track at Millfields.

By far the **biggest number of worries** related to the **Lit jogging track** – accounting for almost half of total concerns expressed across the 8 initiatives. Further analysis of the responses made to this question reveals that approximately three quarters of people's concerns here were related to the fact that the track would be **lit up**.

What is clearly happening in regard to the Lit jogging track is that there is a **big polarisation of views** across respondents. While there was considerable support and enthusiasm for it (ref Q7, where, of all recorded positive responses to the 8 initiatives, 18% of them were for the Lit jogging track), Q8 revealed an extremely high level of worries (46% of total concerns). In fact, unusually it scored highest on both Q7 (positive comments) and on Q8 (negative comments).

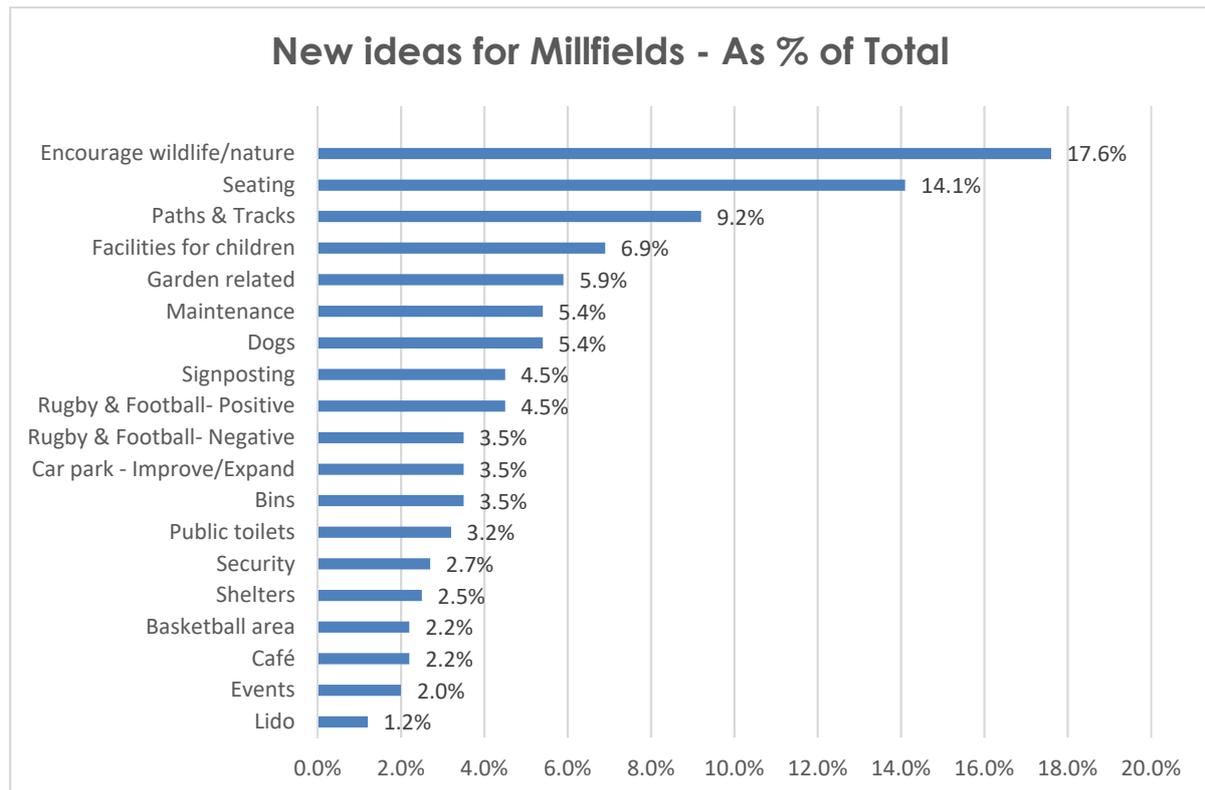
This can be seen more easily in the chart below, where '**Preferred initiatives**' (Q7) are directly compared with '**Initiatives people were most concerned about**' (Q8). The preferred initiatives are much less varied in terms of popularity (ranging from Dog fun/exercise area, at 7% of total preferences, to Lit jogging track, at 18.4%). Whereas the initiatives which most worried people ranged from less than 1% to over 46% (for Lit jogging track).



## Section 7. Alternative ideas for Millfields

The final question in the survey invited people to come up with their own ideas for Millfields, not restricted to the 8 initiatives laid out in Question 6.

A total of 474 ideas were captured from the 543 people who provided answers to this question. Those responses indicating a preference to 'leave it as it is' were not included in the chart below. Any idea that received 5 or more positive mentions is included in the chart.



In total, 19 'broad ideas' were put forward (ie where 5 or more positive mentions were recorded). The most popular were categorised under **Encouraging wildlife/Nature**, followed by **Seating** and **Paths/Tracks**.

Whilst the items shown on the chart are self-explanatory, set out below are a series of more specific ideas, where people highlighted them in their free flow answers.

Broad idea	Specific ideas mentioned
Encourage wildlife/nature	<ul style="list-style-type: none"> <li>- Bird watching hides</li> <li>- Bird boxes</li> <li>- Wildlife hides</li> <li>- Nature trail for children</li> </ul>
Seating	<ul style="list-style-type: none"> <li>- More seating across the site</li> <li>- Picnic tables/chairs</li> </ul>
Paths and tracks	<ul style="list-style-type: none"> <li>- Wider/improved pathways</li> <li>- Horse track across park</li> </ul>
Facilities for children	Primarily play area

Garden related	Primarily more wildflowers
Dogs	<ul style="list-style-type: none"> <li>- Fence around the dog area</li> <li>- Keep dogs on leads</li> </ul>
Signposting	Primarily for information and education
Rugby & Football - Positive	Fit nets onto football posts
Rugby & Football - Negative	Remove rugby posts
Bins	<ul style="list-style-type: none"> <li>- More litter bins</li> <li>- More dog waste bins</li> </ul>
Car park	Primarily improve the surfacing

The full list of all the ideas put forward is shown in the Appendix.



## Section 8. Summary of Key Observations

### Overall:

- **Environmental initiatives** were the most strongly **supported**.
- There was particular **concern** voiced about the idea of **lights** being used at the **jogging track**.
- **Also there was much opposition to a bike track being located in the woodland.**
- A number of **new ideas** were also put forward for consideration by people completing the survey.

### In more detail:

#### USAGE

- The 3 main reasons given for **using Millfields** were: **1.Exercising; 2.Visiting woods & meadows; and 3.Dog walking.**

#### THE 8 INITIATIVES

##### 1.Positive/Negative: Multiple choice format (Q6)

- The initiatives receiving the **most favourable** reception were: **1.Wildflowers & Rough grassland; 2.Wheelchair path; 3.Friendship garden.**
- The **lowest ratings** were for **Bike jumps & Skills track** and **Lit jogging track.**

##### 2.Positive only: Open-ended format(Q7)

- **Lit jogging track scored highest** of all initiatives for positive mentions.
- The next most popular were: **1.Wildflowers/Rough grassland; 2.Boardwalk to wetland/dipping platform.**

### 3. Most worried about: Open-ended format (Q8)

- Initiatives giving people the **most concern** were: **1. Lit jogging track (46% of total); 2. Bike jumps & Skills track (19%); 3. Fitness trail (15%).**
- Most of the concerns relating to **Lit jogging track** were about the **lights.**
- Most of the concerns relating to **Fitness trail** and **Dog fun/exercise area** were that they would **not be used.**

### NEW IDEAS

- The most popular was to **Encourage Wildlife and Nature.**
- Followed by: **Seating; Paths & tracks; Facilities for children; Garden related.**



## **Appendix**

### **Ideas for enhancing Millfields – Survey answers**

**Appendix. Survey answers to Q9 - Ideas to enhance Millfields**

<b>Idea</b>	<b>Number</b>
<b>Leave alone</b>	
Leave it as it is	104
<i>sub total</i>	<i>104</i>
<b>Encouraging Wildlife/ Nature</b>	
Nurturing wildlife	23
Viewing hide for wildlife	4
Wildlife houses/boxes	2
Develop environment	1
Enhance woodland	2
More trees	4
Thin out woodland	2
Conservation	3
Insect area	3
More plants	1
Bird watching areas/hides	8
Bird feeding areas	2
Bird boxes	6
Nature trail for children	7
Butterfly park	1
Woodland classroom	1
Dredge the pond	1
<i>sub total</i>	<i>71</i>
<b>Garden related</b>	
Community garden	2
Meditation garden	2
Vegetable garden	2
Increase size of Friendship Garden	1
Allotment garden	2
Extend wild flower area	1
Flower garden	1
Plant more bulbs	1
More wildflowers	10
Sensory garden	1
Memory garden	1
<i>sub total</i>	<i>24</i>

<b>Facilities for children</b>	
Children play area	10
Adventure playground	3
Improve playground	2
Climbing wall	2
Equipment	3
Game for children	1
Playground for older children	1
Activities for children	3
Aerial zip wire	1
Playpark for wheelchair users	1
Tech equipment	1
<i>sub total</i>	<i>28</i>
<b>Litter</b>	
Litter bins	5
Daily rubbish collection	1
Tidy up	1
More Dog waste bins	7
<i>sub total</i>	<i>14</i>
<b>Maintenance</b>	
Cut the grass more often	3
Maintain the new areas	2
Cut back overhanging trees	3
Maintain wild flower area	2
Maintain paths	4
Improve drainage	3
Remove weeds	1
Keep it maintained	3
Maintain wetlands	1
<i>sub total</i>	<i>22</i>
<b>Public toilets</b>	
Install public toilets	13
<i>sub total</i>	<i>13</i>
<b>Seating</b>	
More seating	22
Benches	15
Picnic benches	11
Tables	2

Picnic areas	5
Picnic tables	1
Covered seating area for children	1
<i>sub total</i>	<i>57</i>
<b>Security</b>	
CCTV	3
Policing/Watchman	3
More/better lighting	5
<i>sub total</i>	<i>11</i>
<b>Paths &amp; Tracks</b>	
Wider/Improved paths	20
Cycle track	2
Horse track across park	7
Motocross track	1
Wider jogging path	1
Easier access for pushchairs	2
Path round whole perimeter	1
Improve paths in woodland	2
One main path for cyclists and walkers	1
<i>sub total</i>	<i>37</i>
<b>Dogs</b>	
Fence round dog area	9
Dog warden	1
Enforce no dog fouling	1
Allow dog walkers everywhere	1
Keep dogs away from other areas	4
Dogs only on leads	5
Maintain accessibility for dog walkers	1
<i>sub total</i>	<i>22</i>
<b>Café</b>	
Café/Kiosk	9
<i>sub total</i>	<i>9</i>
<b>Shelters</b>	
Rain shelters	9
Shelter in Friendship Garden	1
<i>sub total</i>	<i>10</i>

<b>Events</b>	
Hold events in the park	8
<i>sub total</i>	<i>8</i>
<b>Signposting</b>	
For information/education	12
Signage in town to promote Millfields	5
For places of interest in region	1
<i>sub total</i>	<i>18</i>
<b>Football/Rugby</b>	
Nets onto football posts	12
Improve football area	1
5 a side football pitch	2
Fenced in kick about area	1
New rugby and football pitches	2
Remove rugby posts	8
Remove rugby and football posts	6
<i>sub total</i>	<i>32</i>
<b>Car park</b>	
Improve car park	10
Expand car park	3
Wheel chair friendly car park	1
<i>sub total</i>	<i>14</i>
<b>Other facilities</b>	
Sculptures	4
Bandstand	3
Cold water point	3
Maze	2
Table tennis	3
More bike space	1
Sports arena	1
Sports hall	1
Basketball area	9
BBQ area	3
Crazy golf	2
Golf	1
Lido	5
Paddling pool	3
Changing rooms	2
Orienteering area	1
Boules	4

Reading area	1
Tennis courts	2
Develop skate park	1
Fence round skate park	3
Remove skate park	2
Scandinavian fitness track	1
More recreational activities	1
Bowling green	1
Fence round bike area	1
Open air cinema	2
Water feature	2
Pond	2
Safety measures for bikes	1
Woodland trail with fitness equipment	1
Switch funding to roads	1
Professionally manage green space	1
Do it quickly	2
Hold public meeting	1
Minimise expensive maintenance	1
Launch 'Friends of Millfield'	1
Move areas within the park	4
Relocate activities out of park	4
<i>sub total</i>	<i>84</i>
Total number of ideas provided	578
Responses NOT included above:	
Answer provided = same as one on Q6	10
No/None/NA	45
Left blank - no response indicated	388