



# **MILLFIELDS PARK**

## **Report on Second Public Consultation 2021 Survey**

8 November 2021

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## Section 1. Background

In 2018, Easingwold Town Council carried out a major public consultation survey, looking at how Millfields Park might be developed to the benefit of the local community. 8 initiatives were selected and put forward for consideration by local residents, who were offered the opportunity to express opinions, positive or negative, on each of them.

The most popular initiatives arising from that survey were: Wildflowers and Rough Grassland; Friendship Garden; Boardwalk into Wetland; Wheelchair Path.

Over the subsequent 3 years, each of the above ideas has been implemented within Millfields Park, as well as a number of other improvements. All of which has allowed the park to become a better recreational resource and experience for local people.

For this next phase of consultation, local residents have been given the opportunity (by completing a questionnaire) to indicate their enthusiasm or otherwise on the remaining **4 initiatives** from the 2018 survey:

- **Fitness Trail**
- **Dog Exercise Area**
- **Bike Jumps and Skills Track**
- **Lighting around Walking/ Jogging Path and Skatepark**



## Section 2. The Consultation Process

The primary objective of this latest survey was to find out what people felt about the **4 key initiatives** – specifically whether they supported them or opposed them. The second objective was to provide people with the **opportunity to put forward other, new ideas for enhancing the facilities at Millfields Park**. This was done by way of an open-ended question at the end of the survey.

The survey form was made available for people to complete from 20 September until 1 October - subsequently extended to 8 October. It was available either online at the Town Council website or by hard copy at the Library or the Galtres Centre.

A total of 553 questionnaires were completed, of which 65% were submitted online and 35% in paper format. Out of the total responses received, around 40% completed the open-ended question at the end, offering other ideas for Millfields.

A detailed review and analysis has been carried out of the responses received to produce the tables and charts contained in this report.



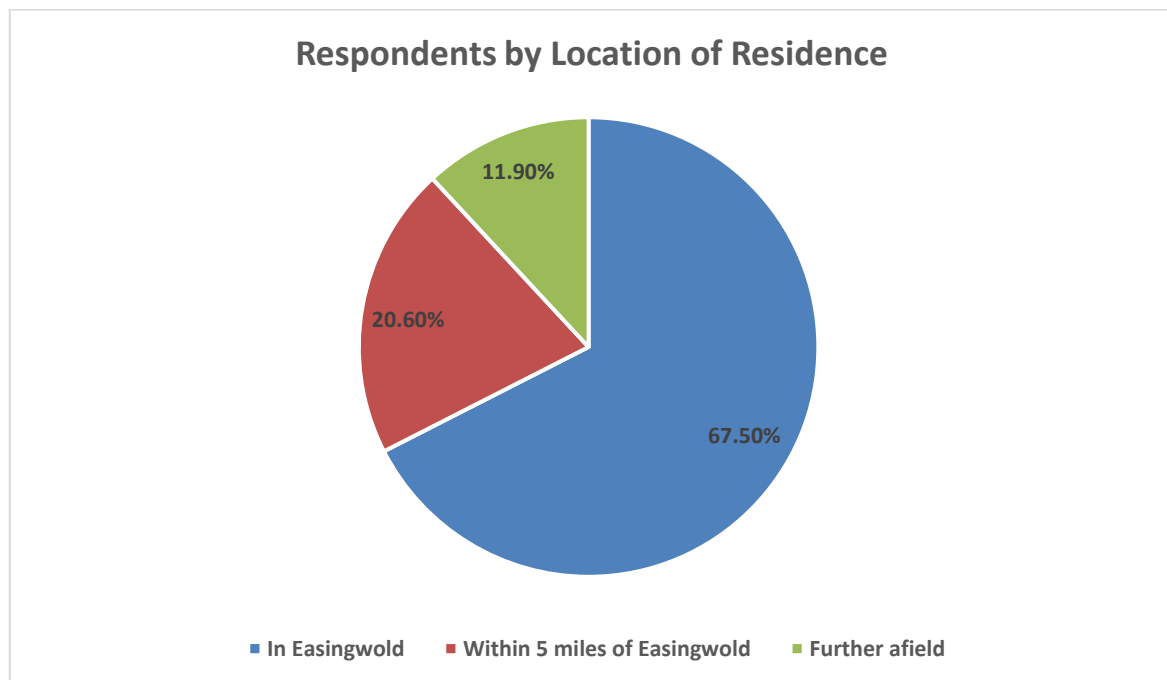
## Section 3. Demographics

In the first part of the survey, respondents were asked some standard demographic questions, including: **location of residence** (whether they lived inside or outside Easingwold), and their **age group**.

### 3.1 Location of Residence

The chart below shows where the respondents to the survey live. As might be expected, the great majority (67%) live in Easingwold, with 21% living within 5 miles, and 12% further afield.

Interestingly, the proportion of respondents living in Easingwold fell from 86% in 2018 down to 67.5% this year. This may have been due to increased interest from outside of town, or perhaps because of a slight change in the wording of the question itself. In 2018, the answer options were: 1) In Easingwold parish; 2) Outside Easingwold parish. In 2021, there were 3 options provided: 1) In Easingwold; 2) In another village within 5 mile radius; 3) Further afield.



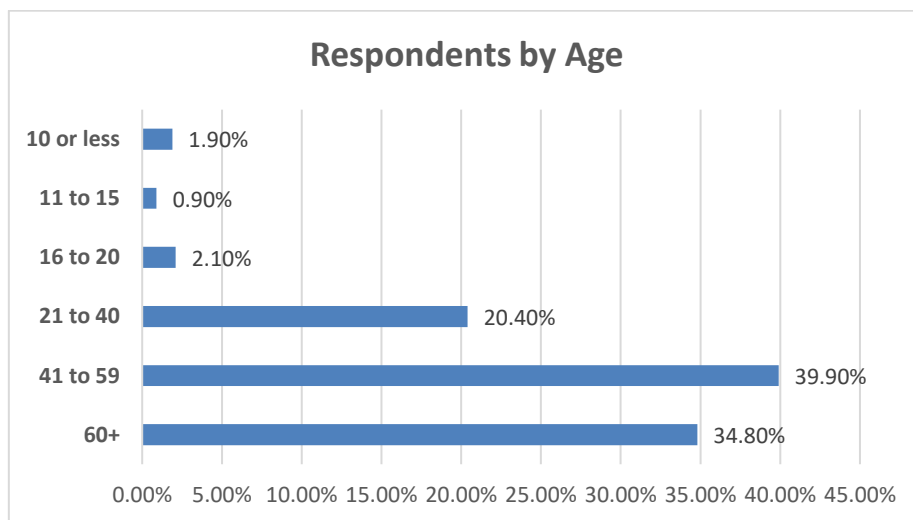


### 3.2 Age profile

The age profile was heavily weighted to the older age groups, with 75% being over the age of 40.

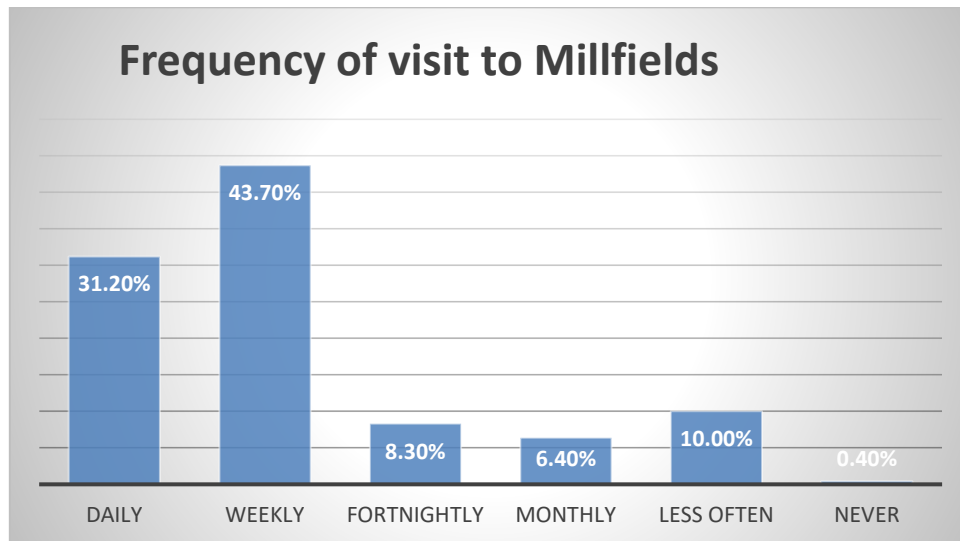
However, there was a noticeably different mix compared to the 2018 survey, with the oldest age group (60+) less responsive in 2021:

- The 60+ age group fell from 42% in 2018 to 35% this year.
- Meanwhile, the 41 to 59 age group increased from 31% to 40% of total respondents.



## Section 4. Current usage of Millfields

The proportion of respondents visiting Millfields, either daily (31%) or weekly (44%), accounted for a combined 75% of total response. Clearly, it was the most regular users of Millfields who were keenest to take part in the survey.



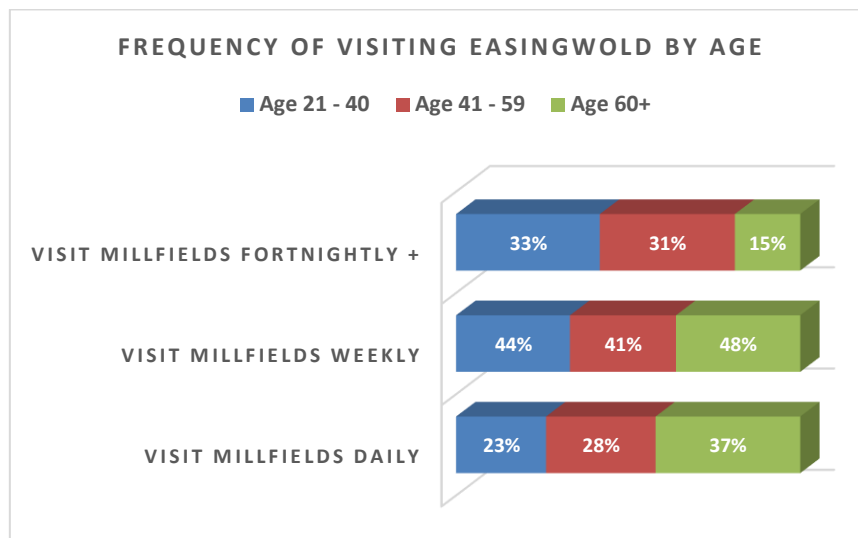
Compared to the situation in 2018, daily visitors have declined marginally, down from 32.7%, while weekly users have increased sharply (from 34.3% to 43.7%), at the expense of less frequent users.

Overleaf we look at visitors to Millfields in more depth, including by **age group** and by **location**.

#### 4.1 Visitors to Millfields by age group

The chart below looks at the breakdown of visitors to Millfields by age group.

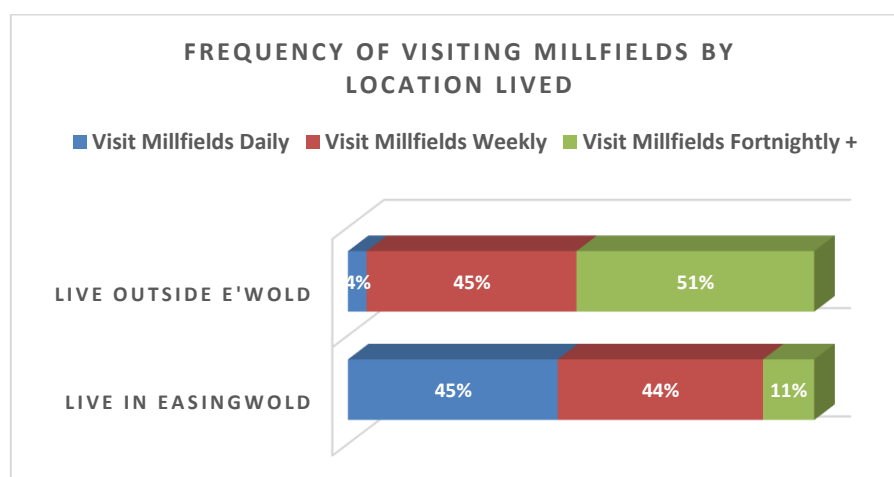
Older residents (age 60+) were more likely to visit daily than other age groups. While 31% of all respondents visited Millfields daily, 37% were made by people aged over 60. Conversely, the 21 to 40 age group were more likely to be visiting infrequently (fortnightly or less often).



#### 4.2 Visitors to Millfields by location

The next chart reviews the breakdown of Millfields visitors by location.

Not surprisingly, people living in Easingwold were much more likely to visit the park daily – 45%, compared to 31% across all respondents. Whereas, most people living outside Easingwold tended to visit infrequently.





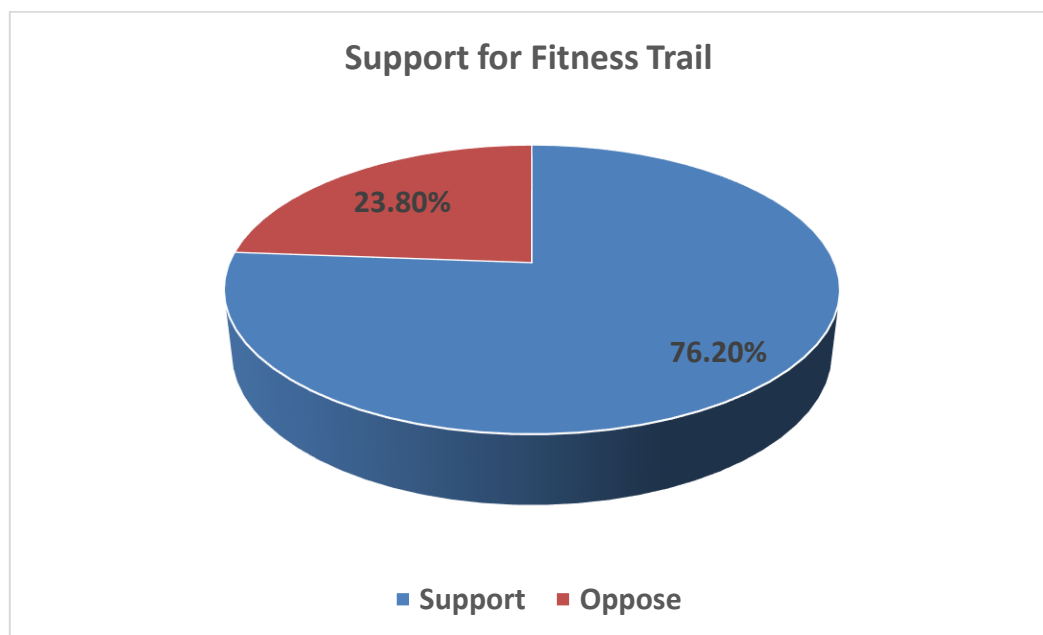
## Section 5. Views on the proposed 4 initiatives

### 5.1 Fitness Trail

*Installation of a Fitness Trail consisting of 3 small clusters of 3 to 4 pieces of exercise equipment around the existing circular walking/ jogging path in the recreational area.*

Respondents were given the option of supporting or opposing the initiative.

**76% of respondents supported** the introduction of a Fitness Trail, compared to 24% who opposed it.

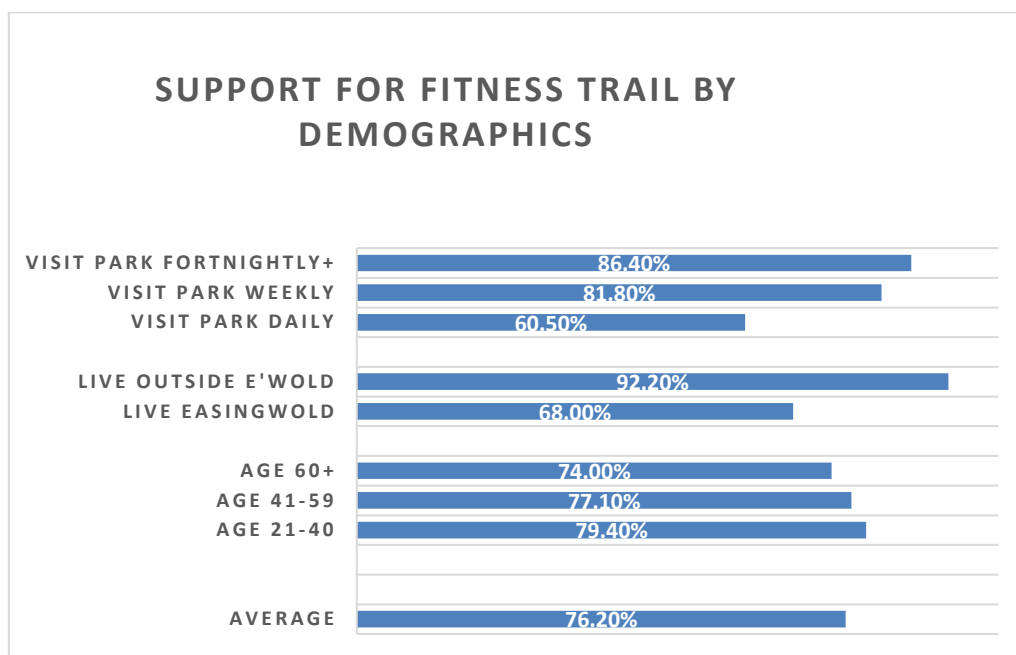


The chart overleaf analyses the support for the Fitness Trail (76.2% across all respondents) in more detail – by age, location and frequency of visiting Millfields.

The youngest adult age group (21 to 40) were slightly more supportive of the idea than the middle and older age groups.

The biggest differentials were recorded for location of residence. While 68% of those living in Easingwold were supportive, non-Easingwold residents registered a 92% support rate.

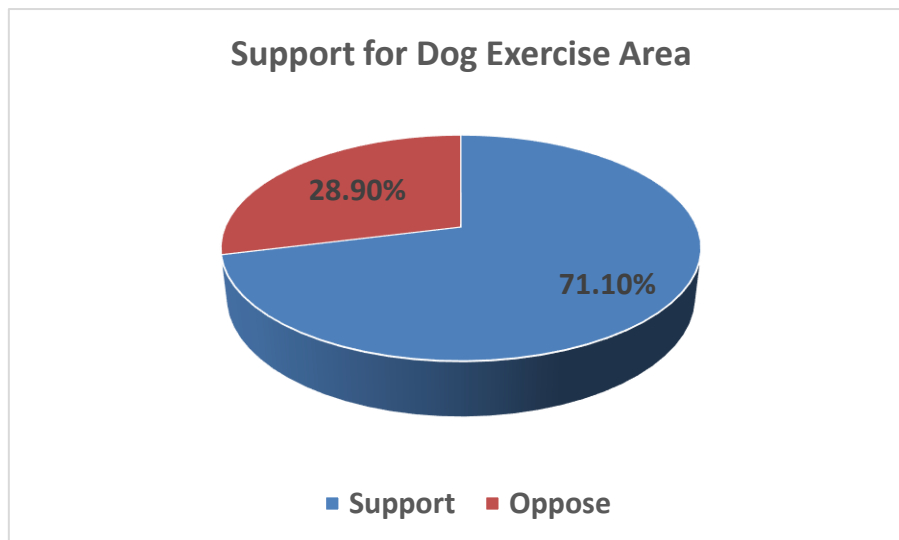
There were also significant differences in levels of support between the very regular (daily) users of Millfields (60%) and the infrequent users (86%).



## 5.2 Dog Exercise Area

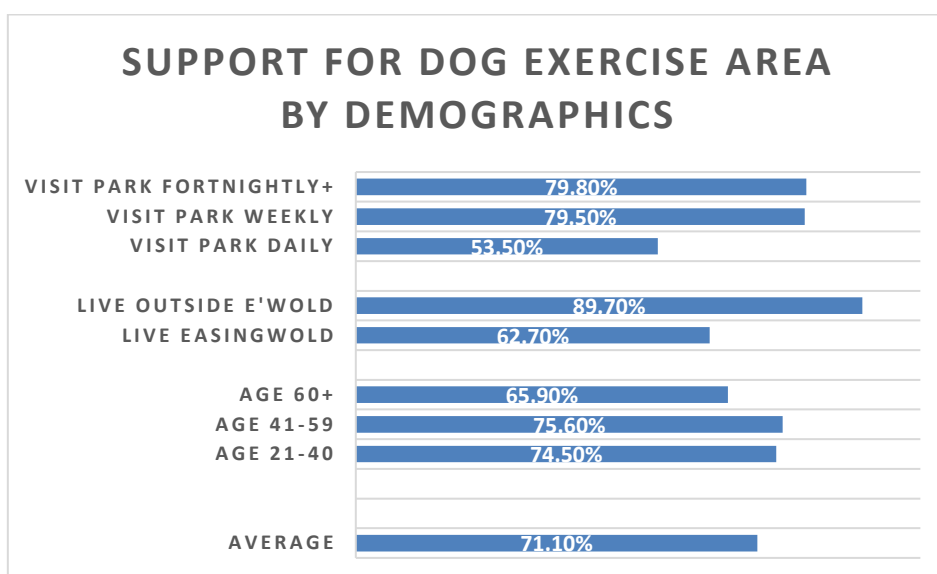
*Installation of small (18 by 40 metres) enclosed area, with seating, plus simple jumps for dogs to play, exercise and be trained within. Located in the current low-lying land further down from the Friendship Garden, near the start of Jacko's Way.*

**71% of respondents supported** the introduction of a Dog Exercise Area.



Once again (see demographic comparison chart below), there were only marginal differences in levels of support for the Dog Exercise Area across the age groups.

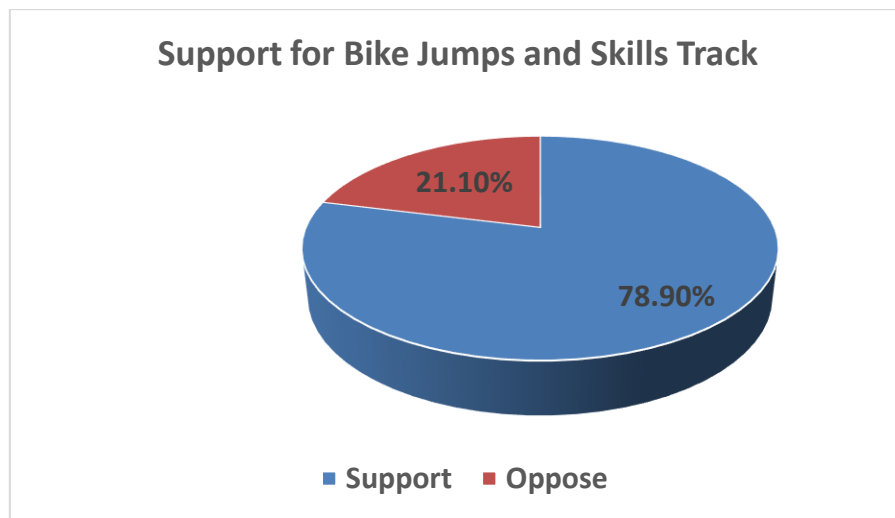
However, there were big differences between Easingwold residents (63% supportive) and non-Easingwold residents (90%), And likewise daily visitors (53% support) and infrequent users (80%).



### 5.3 Bike Jump and Skills Track

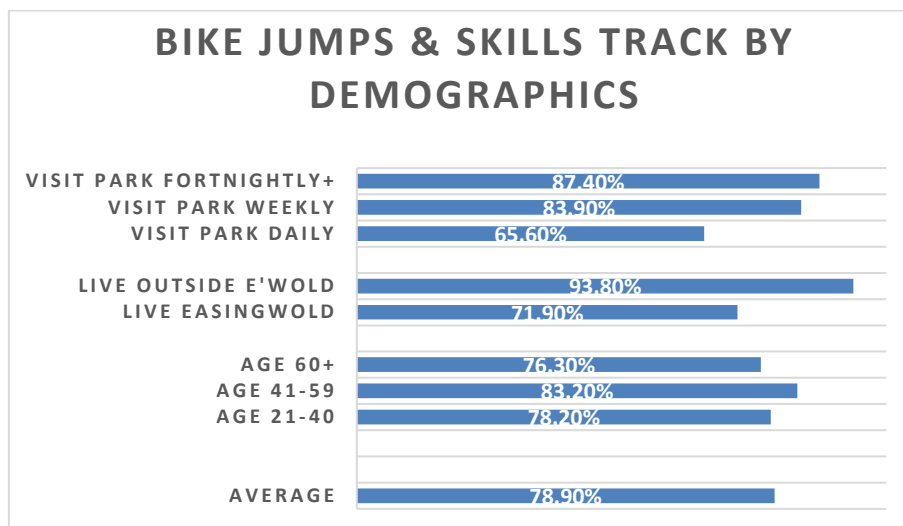
*Installation of 2 bike tracks located in the South Meadow opposite the skatepark – one for disabled, young and learner riders; the other a more challenging track for advanced riders.*

**79% of respondents were favourable** to the bike track and skills track – the highest level of support for any the 4 initiatives being researched.



For this initiative, it was the 41 to 59 year olds who were the most positive of the three age groups.

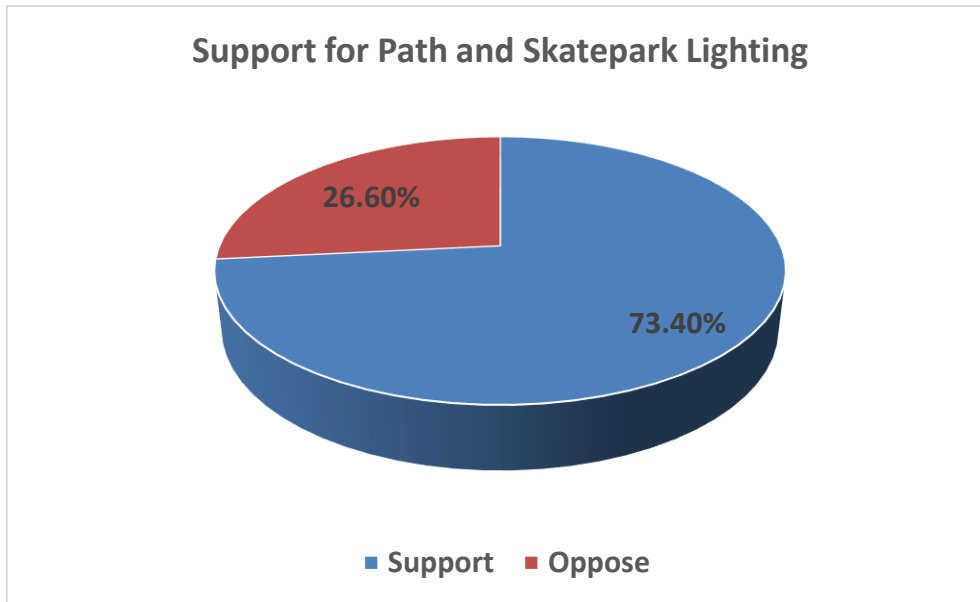
As with the other initiatives, those living in Easingwold were significantly less positive than non-Easingwold residents. Likewise, the more infrequent users of the park were more favourably inclined to the idea than daily users.



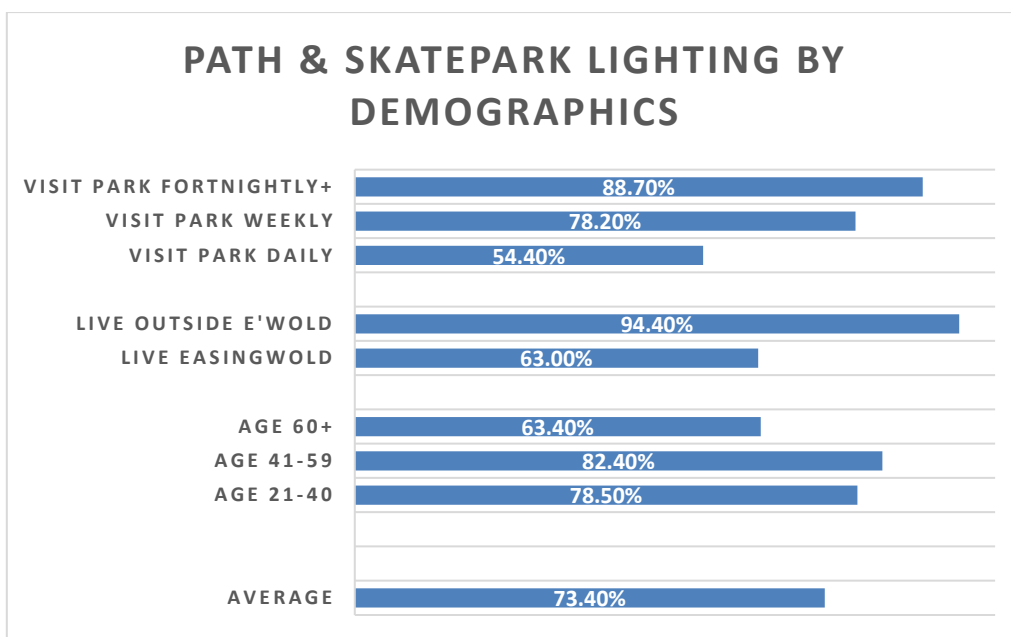
#### 5.4 Lighting around Walking/ Jogging Path and Skatepark

*Installation of lighting around the existing, circular walking/ jogging path and skatepark in the recreation area to facilitate use in winter months.*

**73% of respondents were in favour** of the lighting initiative.



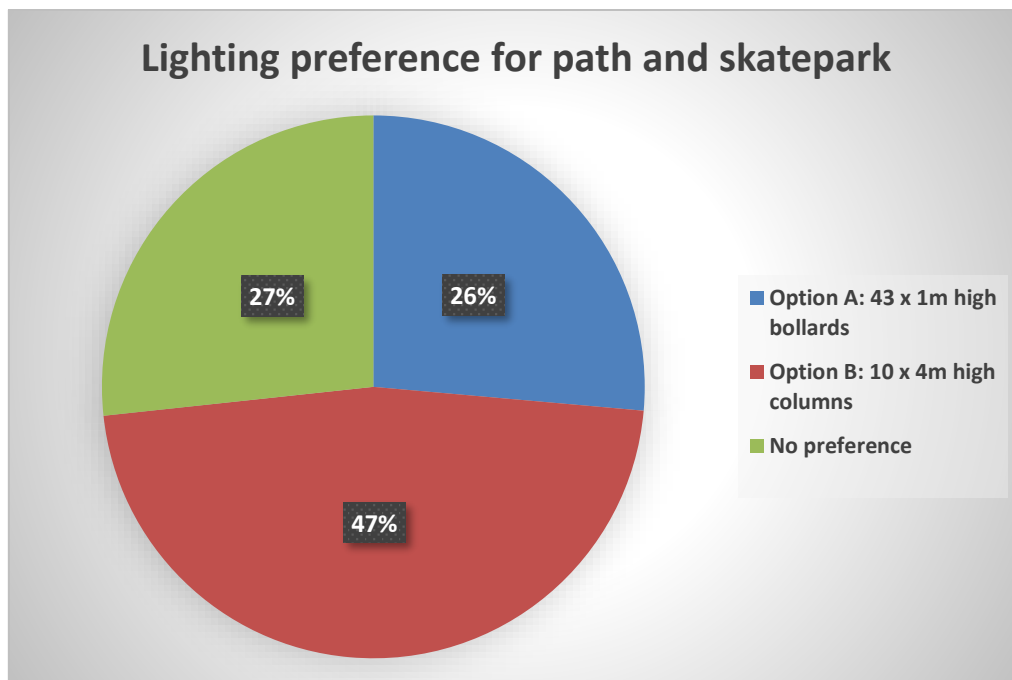
Once again, the demographic trends here have been very similar to the previous three groups – in particular, with high levels of support from the irregular visitors and those living outside Easingwold.



In the event that a decision was made to install lighting around the park, respondents were also given the opportunity to choose a favoured option:

- **Option A:** Path to be lit by 43 x 1 metre high lighting bollards, plus 2 x 4 metre high floodlights to illuminate both path and skatepark
- **Option B:** Path and skatepark to be lit by 10 x 4 metre high lighting columns

Option B was almost twice as popular as Option A, while a substantial proportion of respondents (27%) expressed no preference for either option.



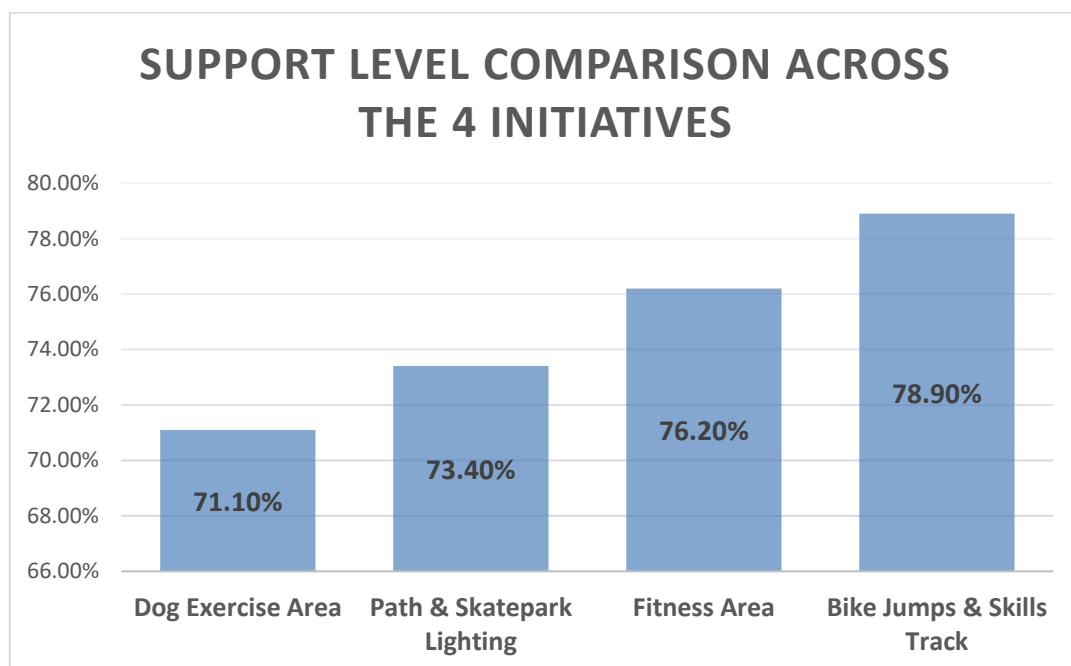


## Section 6. Summary Comparison of the 4 initiatives

Each of the four researched initiatives achieved between 70% and 80% support among respondents to the survey.

The Bike Jumps & Skills Track initiative recorded the highest rating (79%), compared to 71% for the Dog Exercise Area (the least supported idea).

Interestingly, all four initiatives achieved significantly higher levels of approval than in 2018, when support ranged from 44% for Bike Jumps & Skills Track to 52% for Dog Exercise Area.



In the following section we look in detail at the support levels broken down by demographics (Age and Location of Residence), and by Frequency of Visitors to Millfields.

## Section 7. The 4 Initiatives compared: by Demographics and Frequency of Visit

While Section 5 included some reference to the support for the 4 proposed initiatives across the various demographics, this section analyses the support for each of the 4 proposed initiatives in much more detail, specifically by:

- Age Groups
- Location of Residence
- Frequency of Visit to Millfields

### 7.1 Support for Initiatives by Age Groups

The charts which follow (on page 18) show comparative support levels for the 4 initiatives by age groups – preceded below by summary figures and key observations:

#### Age 60+

- Average support among 60+ Age Group across all initiatives: 69.9%
- Lowest level of support was for Lighting (for Path & Skatepark) 63.4%
- Highest level of support was for Bike Jumps & Skills Track 76.3%

#### Age 41 to 59

- Average level of support across all initiatives: 79.6%
- Lowest level of support was for Dog Exercise Area 75.6%
- Highest level of support was for Bike Jumps & Skills Track 83.2%

#### Age 21 to 40

- Average level of support across all initiatives: 77.7%
- Lowest level of support was for Dog Exercise Area 74.5%
- Highest level of support was for Fitness Area 79.4%

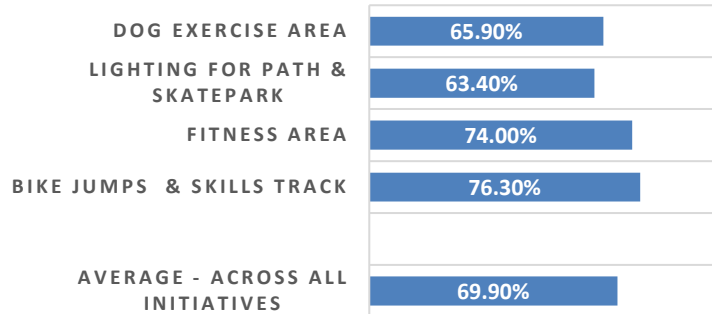
**Age up to 20** (Much lower number of respondents here, so findings should be treated with caution)

- Average level of support across all initiatives: 82.6%
- Lowest level of support was for Dog Exercise Area 79.2%
- Highest level of support was for Fitness Area 88.0%

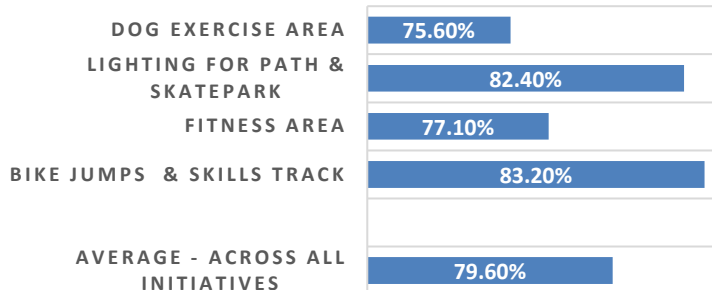
**Key observations:**

- Generally speaking, the younger the age group, the higher the level of support the initiatives: although there was a slight exception among the 21 to 40 age group.
- There was also a relatively high level of support amongst the 41 to 59 age group for the Lighting initiative.
- Finally, the Fitness initiative proved particularly popular among the 2 younger age groups,

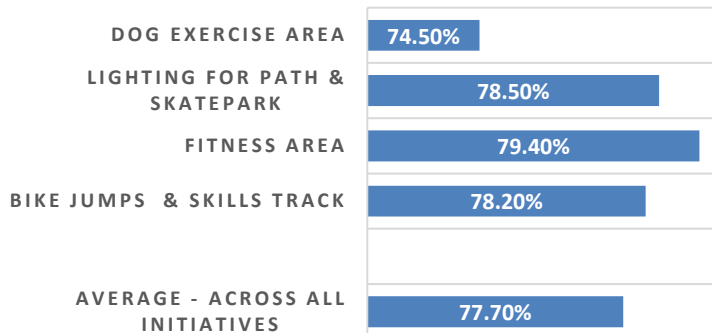
### SUPPORT LEVELS - AGE GROUP 60+



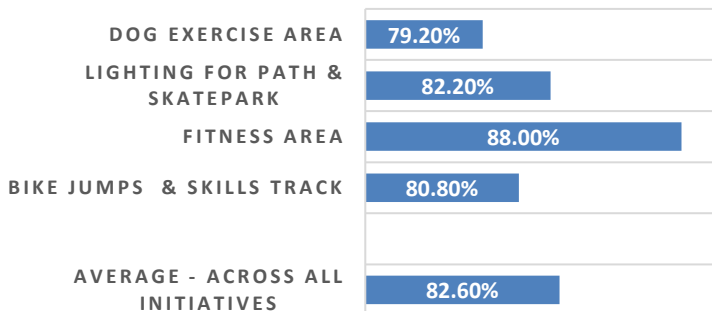
### SUPPORT LEVELS: 41-59 AGE GROUP



### SUPPORT LEVELS: 21-40 AGE GROUP



### SUPPORT LEVELS: UP TO AGE 20



## 7.2 Support for Initiatives by Location of Residence

People living in Easingwold accounted for two thirds of total respondents to the survey, and it was perhaps therefore unsurprising that they held significantly different views to the 2 groups living outside the town. See summary figures and key observations below, and comparative charts overleaf.

### Easingwold Residents

- Average level of support across all initiatives: 66.4%
- Lowest level of support was for Dog Exercise Area 62.7%
- Highest level of support was for Bike Jumps & Skills Track 71.9%

### Up to 5 miles outside Easingwold

- Average level of support across all initiatives: 90.9%
- Lowest level of support was for Dog Exercise Area 88.7%
- Highest level of support was for Bike Jumps & Skills Track 93.2%

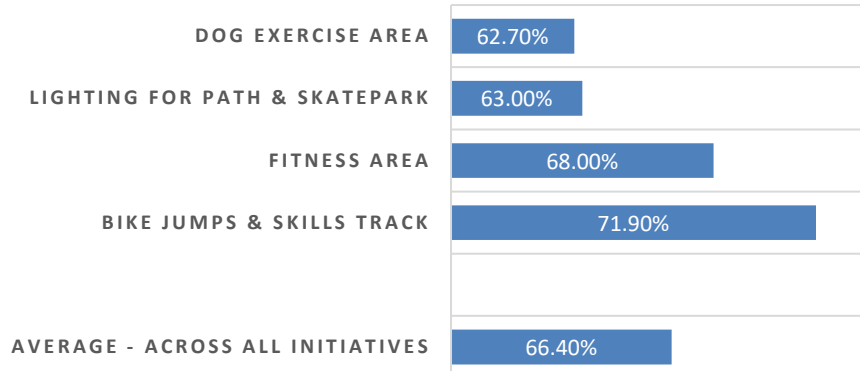
### Further afield

- Average level of support across all initiatives: 95.4%
- Lowest level of support was for Dog Exercise Area 91.5%
- Highest level of support was for Lighting (Path & Skatepark) 98.3%

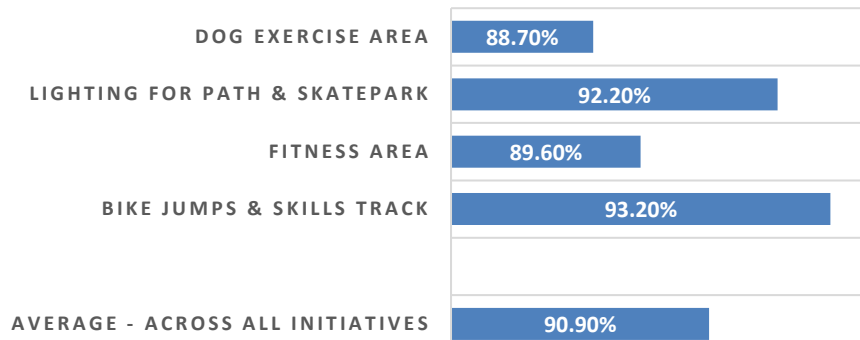
### Key Observations:

- Interestingly, there was a very clear trend here: the further the distance people lived from Easingwold, the more supportive they were for all the initiatives.
- By comparison with the 2 further distant groups, those living in Easingwold were noticeably less supportive of the Dog Exercise Area and Lighting for Path & Skatepark.

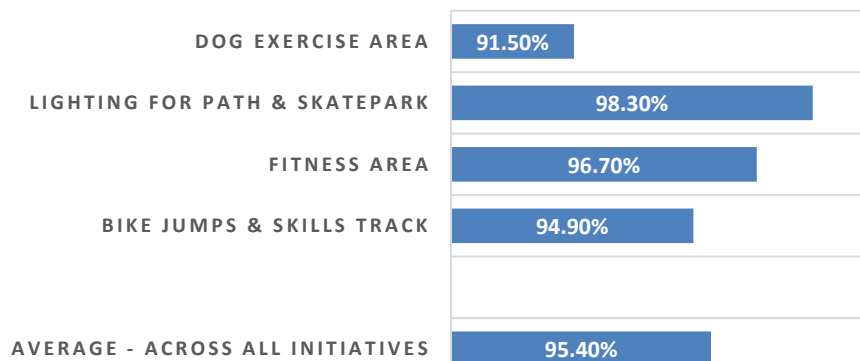
### SUPPORT LEVELS - EASINGWOLD RESIDENTS



### SUPPORT LEVELS - UP TO 5 MILES OUTSIDE EASINGWOLD



### SUPPORT LEVELS - FURTHER AFIELD





### 7.3 Support for Initiatives by Frequency of Visit to Millfields

See summary figures and key observation below, and comparative charts overleaf.

#### Daily Visitors

- Average level of support across all initiatives: 58.5%
- Lowest level of support was for Dog Exercise Area 53.5%
- Highest level of support was for Bike Jumps & Skills Track 65.6%

#### Weekly Visitors

- Average level of support across all initiatives: 80.9%
- Lowest level of support was for Lighting (Path & Skatepark) 78.2%
- Highest level of support was for Bike Jumps & Skills Track 83.9%

#### Fortnightly Visitors

- Average level of support across all initiatives: 80.3%
- Lowest level of support was for Dog Exercise Area 67.4%
- Highest level of support was for Bike Jumps & Skills Track 86.4%

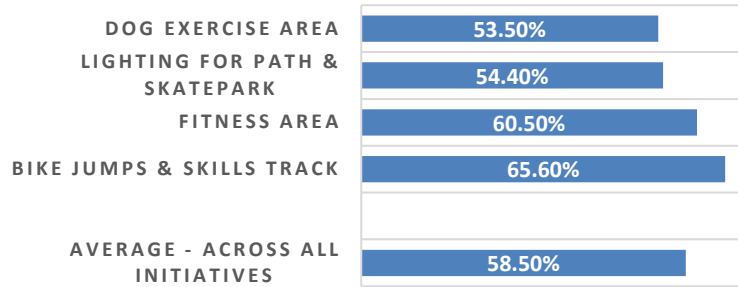
#### Infrequent Visitors (Monthly or Less)

- Average level of support across all initiatives: 88.5%
- Lowest level of support was for Dog Exercise Area 86.8%
- Highest level of support was for Lighting (Path & Skatepark) 91.1%

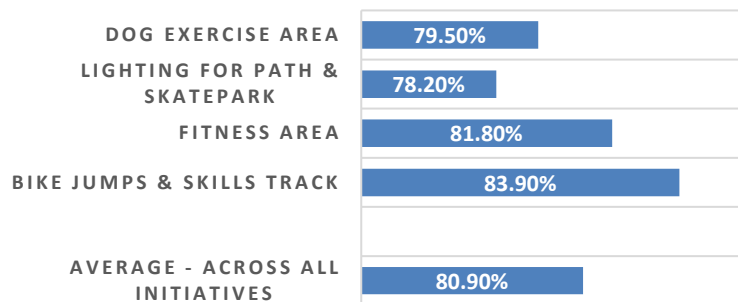
#### Key Observation:

- Generally speaking the less frequent the visitor to Easingwold, the more supportive they were to the initiatives: ie reflecting the trend observed for Location of Residence.

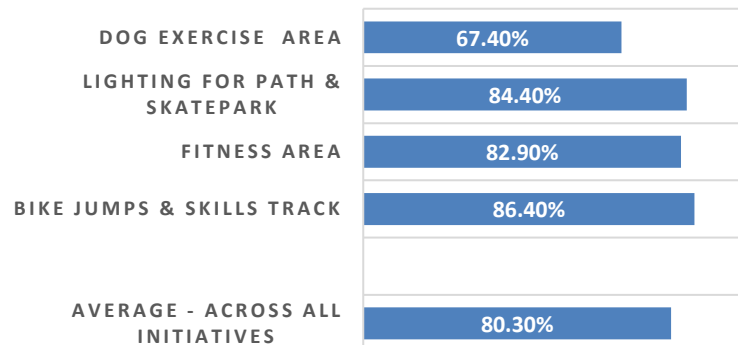
### SUPPORT LEVEL: DAILY VISITORS



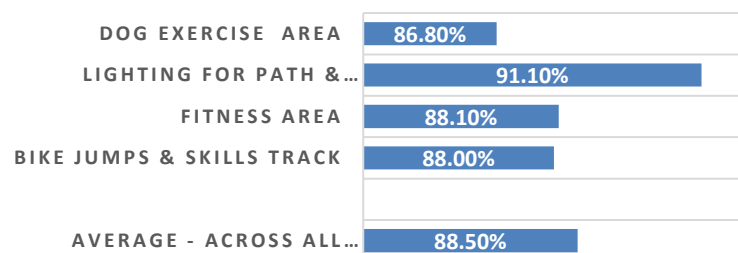
### SUPPORT LEVELS: WEEKLY VISITORS



### SUPPORT LEVELS: FORTNIGHTLY VISITORS



### SUPPORT LEVELS: MONTHLY OR LESS VISITORS



## Section 8. New ideas for Millfields

The final question in the survey invited people to put forward their own fresh ideas for Millfields.

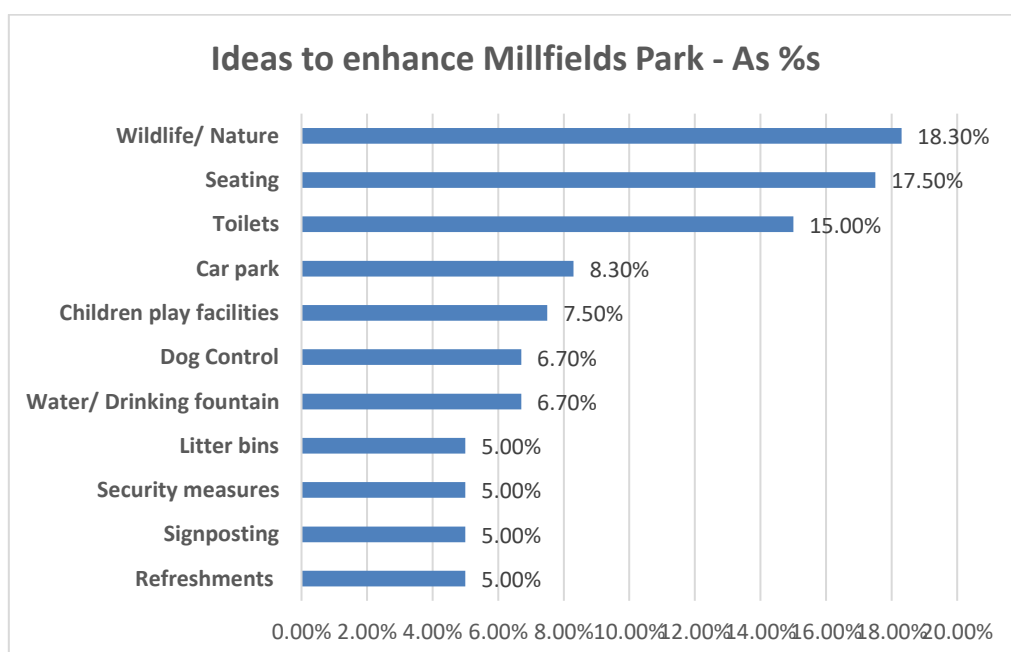
Out of the 553 returns, 228 people provided an answer to this question. However, only 123 of these responses actually mentioned a specific new idea or initiative. Including all the multiple idea responses here (some people mentioned more than one idea), there were 172 separate ideas provided, and it was these 172 which have been collated in Appendix 2 and analysed below.

*(Where answers were to ‘do no more’ or positive or negative comments on previous or proposed initiatives, they have been excluded from the analysis below.)*

Of the 172 ideas put forward, 120 were within the 11 broad categories shown below. The remaining 50 are listed in the Appendix for information.

The two most frequently mentioned ideas covered **Wildlife/Nature** and **Seating**, which were also the most popular answers provided in 2018.

Meanwhile, the next two most frequently requested categories, **Toilets** and **Car parking**, were both more highly ranked than 3 years ago. In part this is likely to be due to the fact that two of the previously high ranked categories (Paths/Tracks and Garden related) have been implemented since 2018.



A more detailed description of the 11 categories shown in the above chart is shown in the table below.

Broad idea	Most frequently mentioned
Encourage wildlife/nature	More trees. More wildflowers. More bird boxes
Seating	Benches. Seats. Picnic tables
Toilets	Toilets
Car park	Improve and extend
Children play facilities	Playground and equipment
Dog control	Dogs on leads. Restrict areas. Dog fouling measures
Water/ Drinking fountain	Water/ Drinking fountain
Litter bins	More litter bins and dog waste bins
Security measures	CCTV cameras and general security
Signposting	Signage directing to park. Signage within park
Refreshments	Café. Mobile refreshments

The full list of all the ideas put forward is shown in Appendix 2.



## Section 9. Summary of Key Observations

- A total of 553 questionnaires were completed (65% online/ 35% paper).
- Around two thirds of respondents lived in Easingwold.
- 75% of respondents were aged over 40.
- 75% of respondents visited Millfields frequently – either daily or weekly.
- Older residents (60+) and those living in Easingwold were significantly more frequent visitors to the park than other categories.
- All four of the initiatives received good levels of support:

Initiative	Level of support
Fitness Trail	76.2%
Dog Exercise Area	71.1%
Bike Jumps & Skills Track	78.9%
Lighting to Path & Skatepark	73.4%

NB. All of the above levels of support were significantly higher than in the 2018 survey.

- Generally speaking, the younger the age group, the higher the level of support for the initiatives.
- The further away people lived from Easingwold, the more supportive they were for the initiatives.
- Those living in Easingwold were relatively less supportive of the Dog Exercise Area and Lighting for the Path/Skatepark, compared to the other 2 initiatives.
- The least frequent visitors to Millfields were more supportive of initiatives than the most frequent ones.
- Option B (10 x 4m high columns) was the preferred option for lighting at the park.
- The most frequently mentioned ideas for further enhancing Millfields were:

Wildlife/Nature - Trees. Wildflowers. Bird boxes	18.3%
Seating - Benches. Seats. Picnic tables	17.5%
Toilets	15.0%
Car park - Improve and extend	8.3%
Children play facilities - Playground & Equipment	7.5%

## **Appendices**

- 1. Summary of Responses to Survey - Questions 1 to 5**
- 2. Responses to Question 6 - New ideas for Millfields**



## Appendix 1. Summary of Responses to Survey - Questions 1 to 5

### Summary of responses

Monday 20th September to Friday 8th October 2021

196 paper and 357 online responses received = 553 total

<b>Q1</b>	<b>Your name:</b>	487 responses received
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### Q2 Where do you live?

364 (65.8%)	in Easingwold
111 (20.1%)	in another village within 5 mile radius
64 (11.6%)	further afield
8 (1.4%)	prefer not to say
6 (1.1%)	no reply

### Q3 Which age group do you belong to?

10 (1.8%)	10yrs or less
5 (0.9%)	11-15yrs
11 (2.0%)	16-20yrs
109 (19.7%)	21-40yrs
213 (38.5%)	41-59yrs
186 (33.6%)	60yrs+
13 (2.4%)	prefer not to say
6 (1.1%)	no reply

### Q4 How often do you visit Millfields Park?

169 (30.6%)	Daily
237 (42.9%)	Weekly
45 (8.1%)	Fortnightly
35 (6.3%)	Monthly
54 (9.8%)	Less often
2 (0.4%)	Never
11 (2.0%)	No reply

Q5 After considering the proposals presented in the supporting documentation please indicate your opinions of the following: <b><u>FITNESS TRAIL</u></b>				
		Support	Oppose	No reply
	Installation of a Fitness Trail consisting of three small clusters of 3-4 pieces of exercise equipment around the existing circular walking/jogging path in the Recreational Area.	396 (71.6%)	124 (22.4%)	33 (6.0%)
<b><u>DOG EXERCISE AREA</u></b>				
	Installation of a small (approx 18 by 40 metres) enclosed area with seating, plus simple jumps for dogs to play, exercise and be trained within; located in the current low-lying land (when raised) further down from the Friendship Garden and near the start of Jacko's Way.	362 (65.5%)	147 (26.6%)	44 (8.0%)
<b><u>BIKE JUMPS AND SKILLS TRACK</u></b>				
	Installation of two bike tracks located in the South Meadow opposite the skatepark. One for disabled, young and learner riders; the other a more challenging track for advanced riders.	411 (74.3%)	110 (19.9%)	32 (5.8%)
<b><u>WALKING/JOGGING PATH AND SKATEPARK LIGHTING</u></b>				
	Installation of lighting around the existing, circular walking/jogging path and skatepark in the recreation area; so that it can be used on winter mornings (from 7am to sunrise) and afternoons and evenings (from dusk until 9pm).	383 (69.3%)	139 (25.1%)	31 (5.6%)
If the Council do decide to provide lighting of the path and skatepark, please indicate if you would prefer either option A or B (as shown in the associated maps/illustrations)				
	125 (22.6%)	<b>Option A:</b> the path lit by 43 x 1 metre high lighting bollards with a spacing of approximately 7 metres apart and directional floodlights added to three of the existing street lights. Plus 2 x 4 metre high directional floodlight columns providing light to both the skatepark and the path		
	222 (40.1%)	<b>Option B:</b> the path and skatepark lit by 10 x 4 metre high directional lighting columns with a spacing of 45-46 metres apart and directional floodlights added to three of the existing street lights. This option would also give the opportunity to provide light to any exercise equipment (should they be approved).		
	126 (22.8%)	No preference		
	80 (14.5%)	No reply		

Q6 Do you have any other ideas that you think would enhance Millfields Park?	
	228 responses received

## Appendix 2. Responses to Question 6 - New ideas for Millfields

IDEA	NUMBER
<b>Encouraging Wildlife/ Nature</b>	
More trees	7
More wildflowers	5
Bird boxes	4
Protection for wildlife	1
Enhance grassland area	1
Nature trail for children	1
Extend woodland path in wetland	1
Enlarge the pond	1
Extend wetlands	1
<i>Sub total</i>	<i>22</i>
<b>Seating</b>	
More benches/ picnic benches & seating	12
Picnic tables	2
More seating in woods	2
Sheltered seating	3
Picnic areas	2
<i>Sub total</i>	<i>21</i>
<b>Toilets</b>	
Install public toilets	18
<i>Sub total</i>	<i>18</i>
<b>Car park</b>	
Improve car park	7
Extend car park	2
Parking for motor homes	1
<i>Sub total</i>	<i>10</i>
<b>Facilities for children</b>	
Improve playground/ equipment	5
Adventure playground	1
Splash zone	1
Small skatepark for under 10s	1
Youth activities	1
<i>Sub total</i>	<i>9</i>

<b>Dog Control</b>	
Dog fouling measures	3
Restrict areas available to dogs	2
Dogs on leads/ under control	3
<i>Sub total</i>	8
<b>Water/ Drinking fountain</b>	
Water/ Drinking fountain	8
<i>Subtotal</i>	8
<b>Litter</b>	
More litter bins	3
Dog waste bins	2
Recycling bins	1
<i>Sub total</i>	6
<b>Security measures</b>	
CCTV/ Security measures/ policing	6
<i>Sub total</i>	6
<b>Signposting</b>	
Improve signage to park	3
More signage within park	3
<i>Sub total</i>	6
<b>Refreshments</b>	
Café or Mobile refreshments	6
<i>Sub total</i>	6
<b>Other facilities</b>	
Hold events in the park	4
Table tennis	4
Basketball hoop	2
Badminton net	1
Volleyball court	1
Netball posts	1
Rugby posts	1
5 a side football nets	1
Small football goals	1
Extend skate park/ More jumps	3
Frisbee golf course	1

BBQ	2
Pedestrian crossing near entrance	2
Early morning at night lighting	2
More skate park jumps	2
Drinking area for dogs	2
Allow dogs anywhere on Millfields	1
Evergreen shrubs round skate park	1
Bandstand	1
Orientation trail	1
Sundial	1
Chess table	1
Suggestions for exercise	1
Disability equipment for children	1
Gate into Friendship Garden	1
Widen running track	1
Improve sandy path	1
Improve sandy path	1
Make the fitness trail just for children	1
Locate all exercise equipment in 1 area	1
Outdoor bootcamp area	1
More facilities for those with special needs	1
Pedestrian gate from car park into Millfields	1
Swings in woods	1
Solar lighting	1
Swimming pool	1
Model of solar system	1
100m markers on running track	1
<i>Sub total</i>	<i>52</i>
<b>TOTAL NUMBER OF IDEAS</b>	<b>172</b>