Restoration and Regeneration of Beckenham Place Park

24 April 2018

Christine Flores, Alicia Howell-Munson, Jack Riley, Bailey Schmidt
# Reasons for restoration of Beckenham Place Park

<table>
<thead>
<tr>
<th>Before Restoration</th>
<th>During/After Restoration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golf course</td>
<td>Open fields</td>
</tr>
<tr>
<td>Underutilized</td>
<td>More visitors</td>
</tr>
<tr>
<td>Not family friendly</td>
<td>New play area</td>
</tr>
<tr>
<td>Limited access</td>
<td>Easily accessible to public</td>
</tr>
</tbody>
</table>
Our goal was to identify how the Lewisham Council can encourage greater public use of Beckenham Place Park in the future.
Recommendations

Objectives

Methodology

Findings

Recommendations
Objectives
1. Optimize management of volunteers in events and activities at BPP

2. Assess current public use of BPP

3. Identify park visitors’ opinions and attitudes towards BPP
Methodology
Created a volunteer database

- Easily input volunteer data
- Securely store volunteer records
- Efficiently track volunteer hours
Conducted observational surveys

- Performed 20 surveys, each 1 hour long
  - Performed 12 on weekdays
  - Performed 8 on weekends
- Observed:
  - Demographics
  - Activities
Interviewed 100 park visitors

- Focused on opinions and preferred usage
  - Observed positive and negative viewpoints
  - Noted future events and activities wanted
  - Evaluated visitor knowledge about the park
Findings
Comparisons

2016 vs. 2018 Average Visitors per Hour

Objectives
Methodology
Findings
Recommendations
Comparisons

2016 vs. 2018 Daily Weekday vs. Weekend Visitation

%

Weekday  Weekend

WEEKDAY VS. WEEKEND

2016  2018
Comparisons

![2016 vs. 2018 Ethnic Breakdown](image)

<table>
<thead>
<tr>
<th>ETHNICITY</th>
<th>2016</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>100</td>
<td>80</td>
</tr>
<tr>
<td>Black</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

Objectives  Methodology  Findings  Recommendations
Comparisons

2016 vs. 2018 Age Breakdown

Objectives  Methodology  Findings  Recommendations
Comparisons
Comparisons

2016 vs. 2018 With/Out Dog

WITH/OUT DOG

With

Without

% 0 10 20 30 40 50 60 70

2016 2018

Objectives  Methodology  Findings  Recommendations
### Primary use

<table>
<thead>
<tr>
<th>Activities</th>
<th>Percent of People</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>43.3%</td>
</tr>
<tr>
<td>Dog walking</td>
<td>29.1%</td>
</tr>
<tr>
<td>Running</td>
<td>5.0%</td>
</tr>
<tr>
<td>Buggy/pram</td>
<td>4.3%</td>
</tr>
<tr>
<td>Sitting</td>
<td>3.6%</td>
</tr>
</tbody>
</table>
Improved statistics

**2016 vs 2018 Visitation Rates**

- **Daily**: 30% (2016), 35% (2018)
- **Once or twice a week**: 40% (2016), 45% (2018)
- **Once a month**: 20% (2016), 25% (2018)
- **Once every 6 months**: 10% (2016), 7% (2018)
- **Once a year**: 5% (2016), 5% (2018)
- **Less than once a year**: 5% (2016), 4% (2018)

**Objectives**

**Methodology**

**Findings**

**Recommendations**
Improved use

Changes in visitation in regards to golf course closure

- 23% Visits more frequently now
- 30% Visits less frequently now
- 44% Visitation is unchanged
- 3% Did not visit before closure
# Improved use per year

<table>
<thead>
<tr>
<th></th>
<th>Aug-13</th>
<th>Nov-15</th>
<th>16-Apr</th>
<th>Mar-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday Visitors</td>
<td>72,253</td>
<td>123,714</td>
<td>114,840</td>
<td>260,478</td>
</tr>
<tr>
<td>Weekend Visitors</td>
<td>90,376</td>
<td>64,584</td>
<td>72,501</td>
<td>145,860</td>
</tr>
<tr>
<td>Total Visitors</td>
<td>162,629</td>
<td>188,298</td>
<td>187,341</td>
<td>406,338</td>
</tr>
</tbody>
</table>
Improved opinions

2016 vs. 2018: What is the Condition of BPP?

Objectives
Methodology
Findings
Recommendations
Recommendations
1. Incorporate visual aids around Beckenham Place Park

2. Supplement visitor experience

3. Improve communication with the surrounding community
Incorporate visual aids around Beckenham Place Park

1. Implement more maps and directionals
   a. Place directionals in the woods
   b. Place maps in more places besides entrances

2. Incorporate more posters at renovation sites
   a. Describe information at site
   b. Describe where there is more information
Supplement visitor experience

1. Provide more events and activities
2. Increase awareness of the mansion
3. Improve park maintenance
4. Incorporate dog amenities and restrictions
5. Improve safety measures
Improve communication with the surrounding community

1. Increase awareness of renovation plans
   a. Community talks
   b. Website navigation adjustments
**Improve communication with the surrounding community**

2. Expand advertisement for events and activities
   
   a. Social media (i.e. Twitter, Facebook)
   
   b. Posters in London Borough of Lewisham
   
   c. Newspaper advertisements
Acknowledgements

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