



Restoration and Regeneration of Beckenham Place Park

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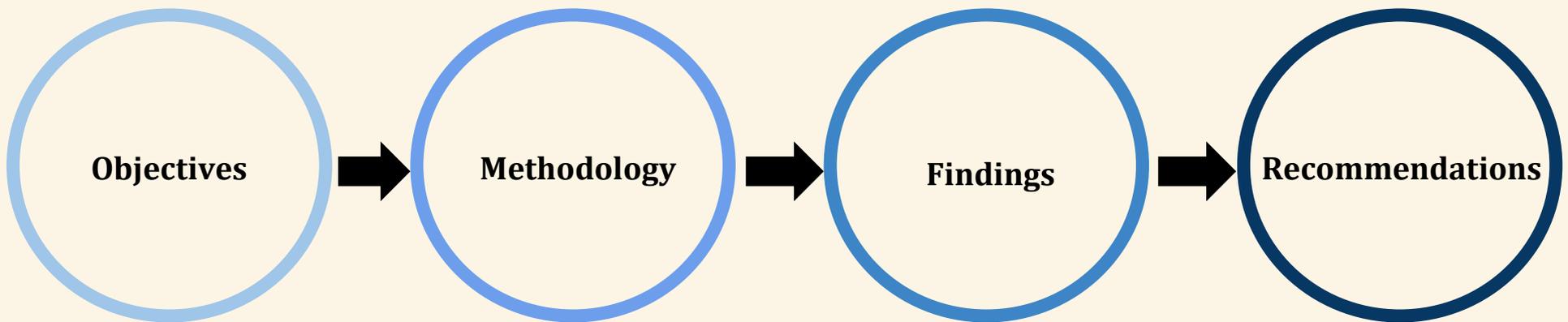
WPI

Reasons for restoration of Beckenham Place Park



Before Restoration	During/After Restoration
Golf course	Open fields
Underutilized	More visitors
Not family friendly	New play area
Limited access	Easily accessible to public

Our goal was to identify how the Lewisham Council can encourage greater public use of Beckenham Place Park in the future.



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**

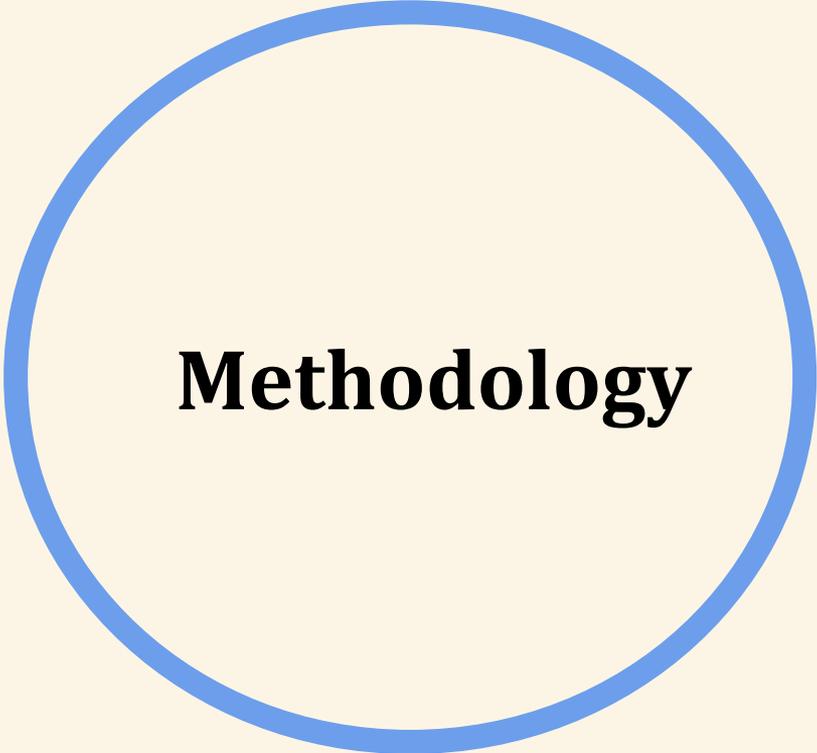


Objectives

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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



Objectives

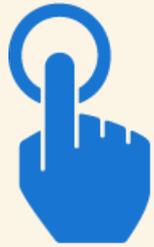
Methodology

Findings

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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



QuickTapSurvey



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Findings

Volunteer database


Lewisham

Search * Search records by volunteer forename or volunteer surname

<u>Personal information</u>	<u>Volunteer Information</u>	<u>Volunteer Interests</u>
Volunteer ID <input type="text" value="1001"/>	Total hours worked <input type="text" value="4"/>	Art <input type="text" value="Yes"/>
Volunteer Forename <input type="text" value="Jack"/>	Active volunteer? <input type="text" value="Unknown"/>	History <input type="text" value="Yes"/>
Volunteer Surname <input type="text" value="Riley"/>	Under 16 years old? <input type="text" value="No"/>	Nature <input type="text" value="Yes"/>
Volunteer Gender <input type="text"/>	Disability? <input type="text" value="Yes"/>	Gardening <input type="text" value="No"/>
Volunteer Ethnicity <input type="text" value="White (Other)"/>	Contacted? <input type="text" value="No"/>	Running <input type="text" value="No"/>
Volunteer Age <input type="text" value="0-15"/>	Forum member? <input type="text" value="No"/>	Cycling <input type="text" value="No"/>
Volunteer Phone <input type="text" value="11111 111111"/>	Weekly volunteer? <input type="text" value="No"/>	Orienteering <input type="text" value="Yes"/>
Volunteer Email <input type="text" value="jack@jackmail.com"/>	Monthly volunteer? <input type="text" value="No"/>	Swimming <input type="text" value="No"/>
Volunteer Post Code <input type="text" value="232 134"/>	Card holder? <input type="text" value="No"/>	Forest school <input type="text" value="No"/>
Notes <input type="text" value="Potential volunteer."/>	If card holder:	Young people <input type="text" value="No"/>
	Card Number <input type="text" value="11111"/>	Music <input type="text" value="Yes"/>
	Card Registered <input type="text" value="Yes"/>	Photography/ film <input type="text" value="Yes"/>
		Social media/ communications <input type="text" value="Yes"/>
		Information technology (IT) <input type="text" value="No"/>

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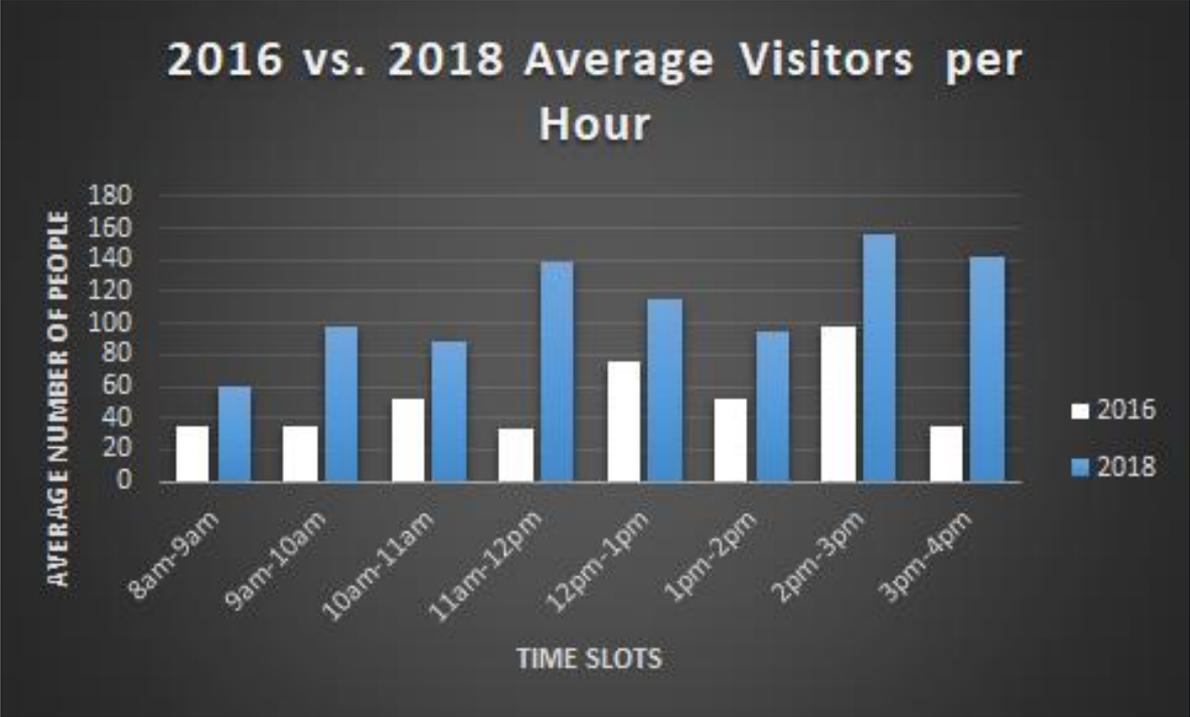
Objectives

Methodology

Findings

Recommendations

Comparisons



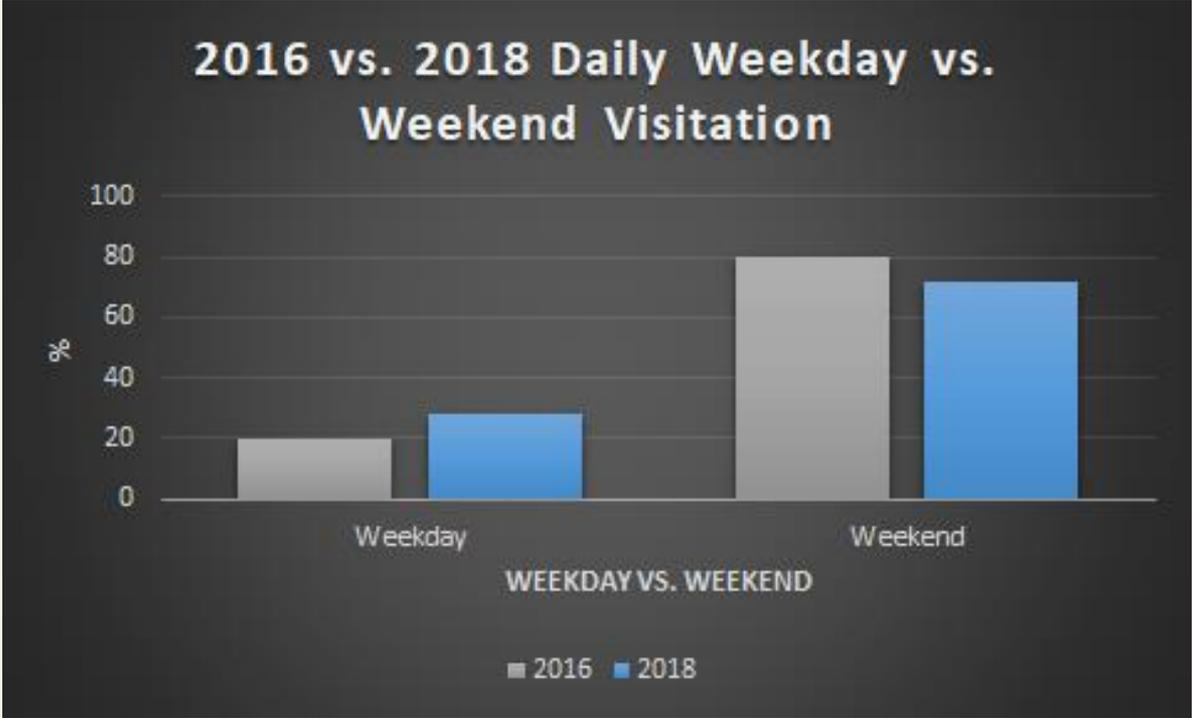
Objectives

Methodology

Findings

Recommendations

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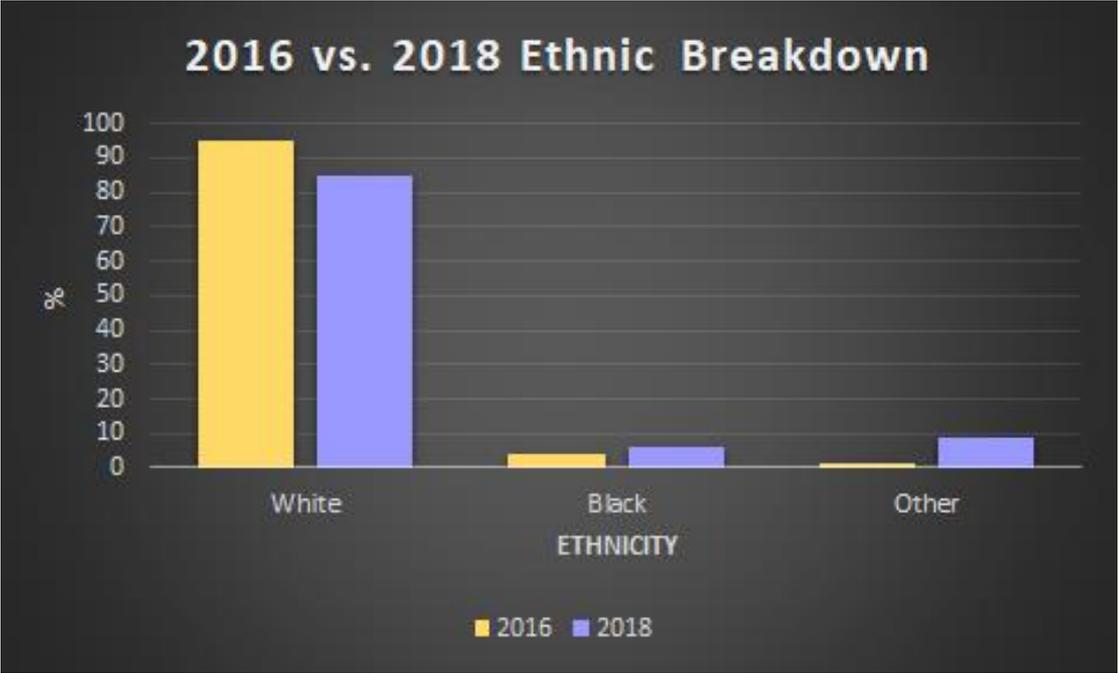
Objectives

Methodology

Findings

Recommendations

Comparisons



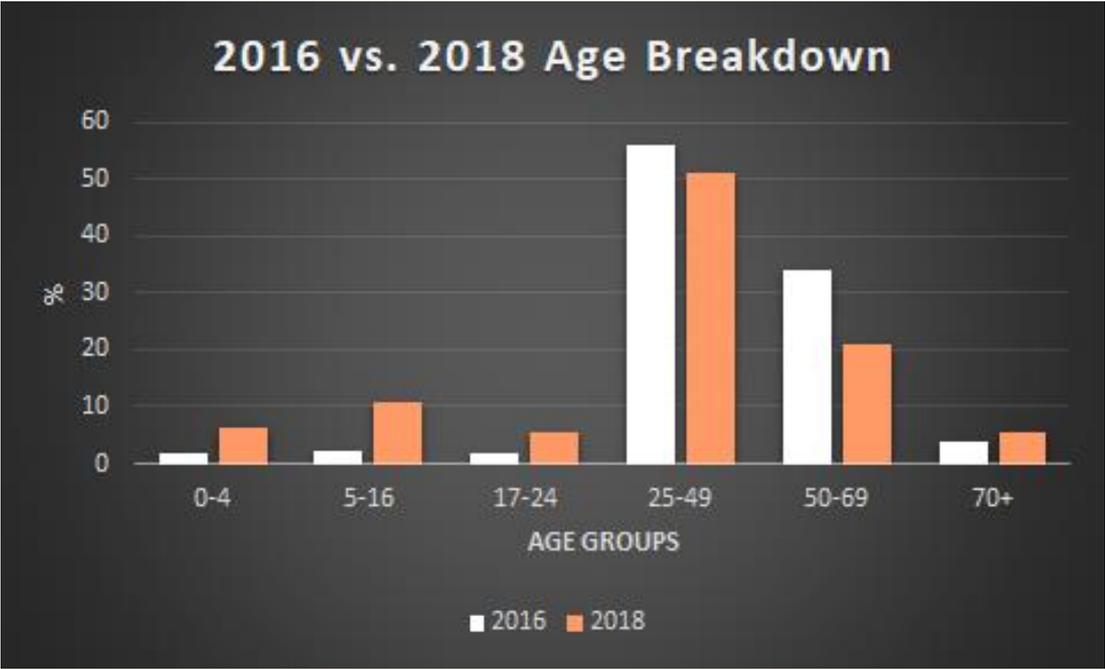
Objectives

Methodology

Findings

Recommendations

Comparisons



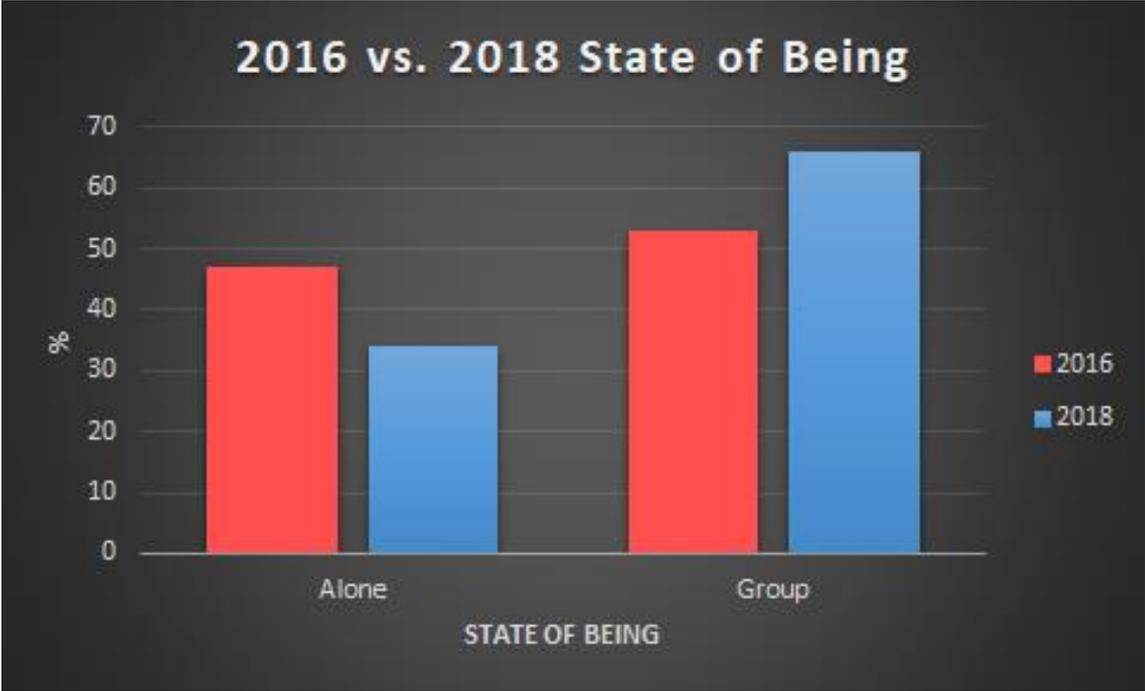
Objectives

Methodology

Findings

Recommendations

Comparisons



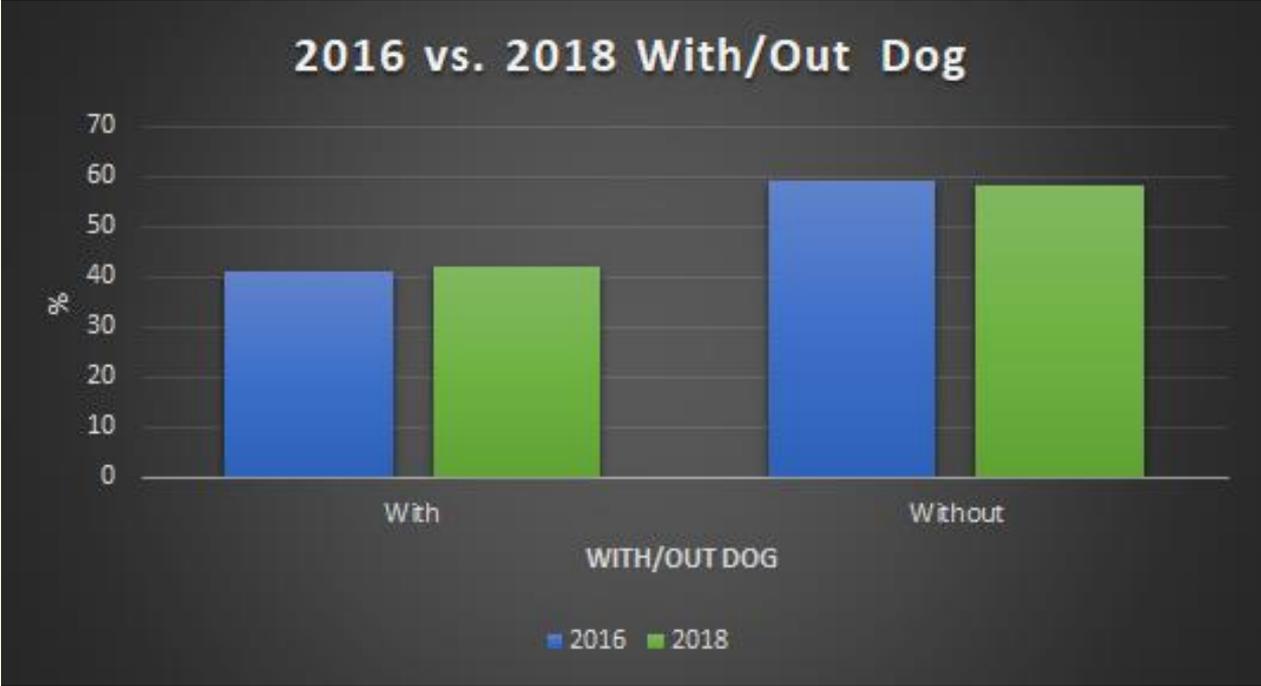
Objectives

Methodology

Findings

Recommendations

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Methodology

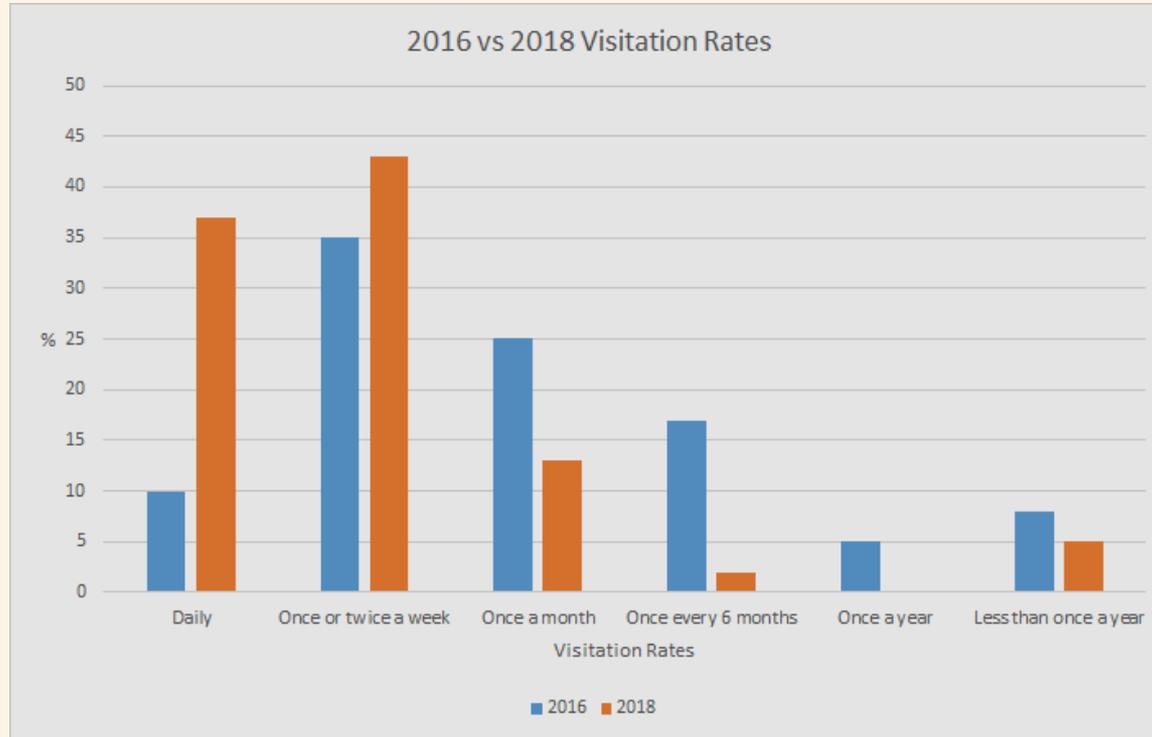
Findings

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Primary use

Activities	Percent of People
Walking	43.3%
Dog walking	29.1%
Running	5.0%
Buggy/pram	4.3%
Sitting	3.6%

Improved statistics



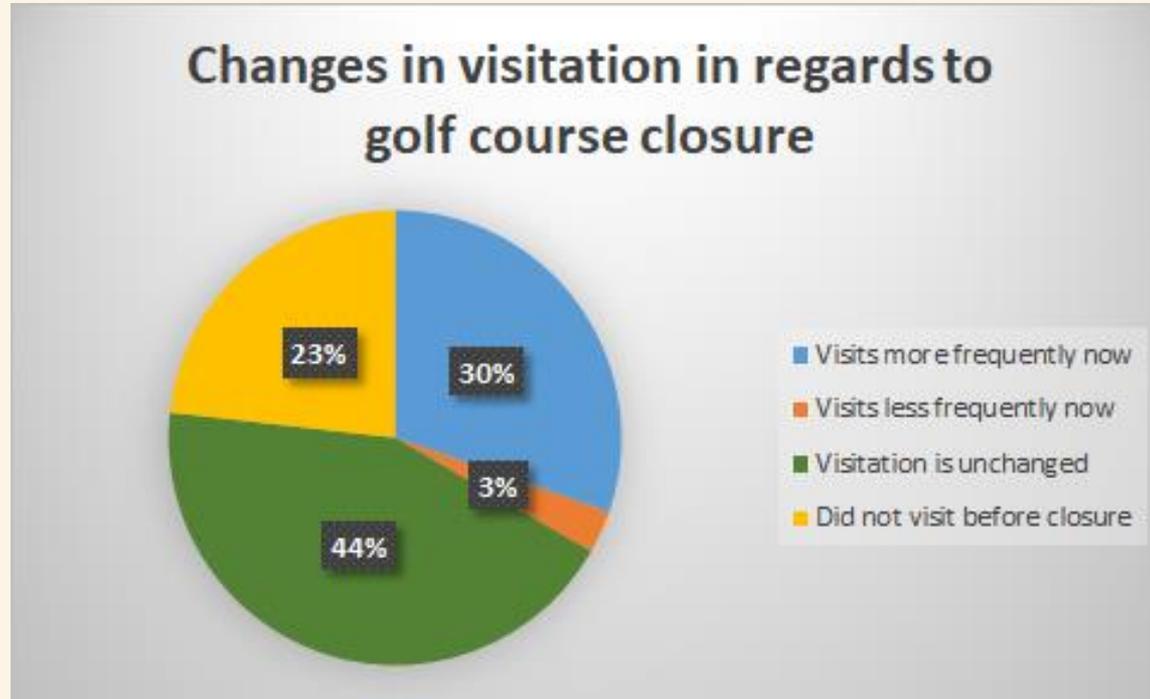
Objectives

Methodology

Findings

Recommendations

Improved use



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Findings

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Improved use per year

	Aug-13	Nov-15	16-Apr	Mar-18
Weekday Visitors	72,253	123,714	114,840	260,478
Weekend Visitors	90,376	64,584	72,501	145,860
Total Visitors	162,629	188,298	187,341	406,338



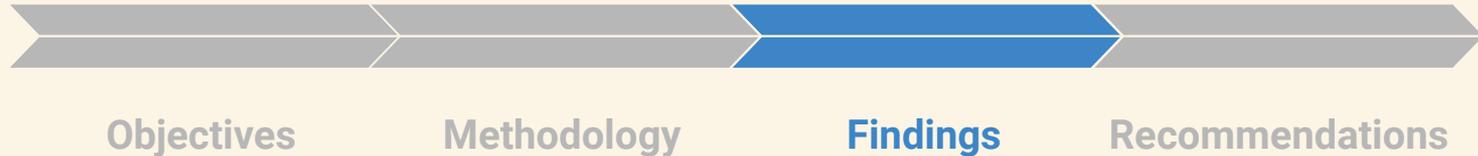
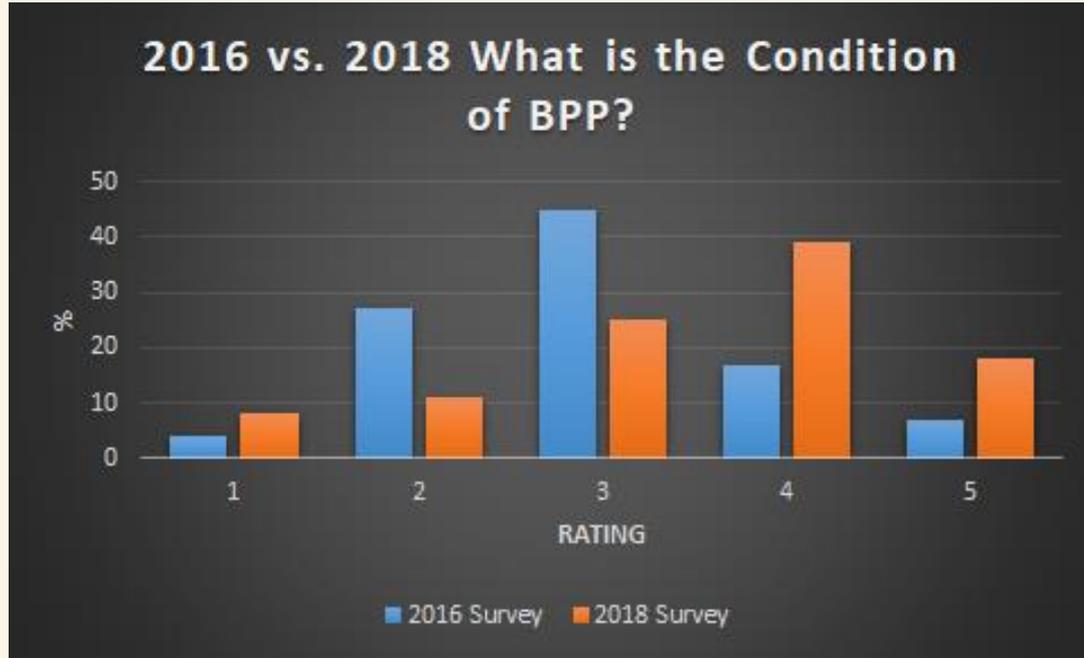
Objectives

Methodology

Findings

Recommendations

Improved opinions





Recommendations

- 1. Incorporate visual aids around Beckenham Place Park**
- 2. Supplement visitor experience**
- 3. Improve communication with the surrounding community**



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Methodology

Findings

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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



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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



Objectives

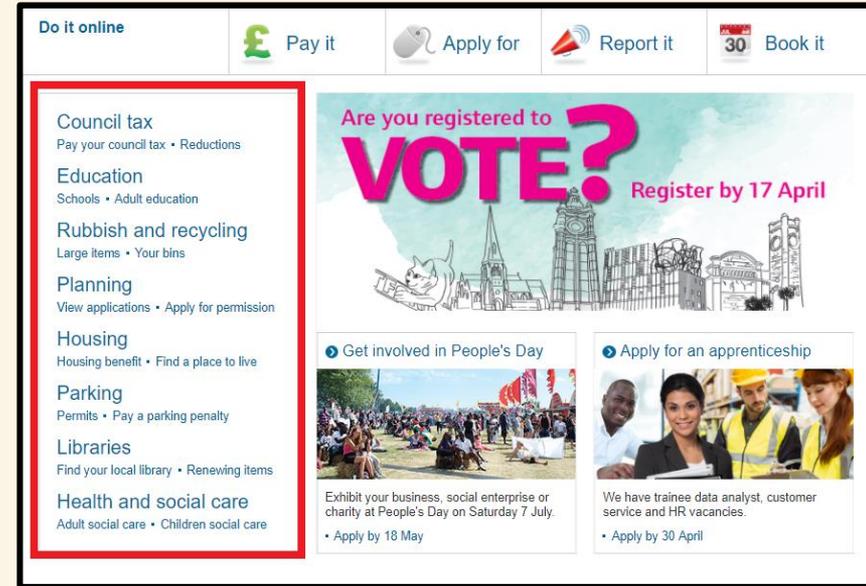
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Improve communication with the surrounding community

1. Increase awareness of renovation plans
 - a. Community talks
 - b. Website navigation adjustments



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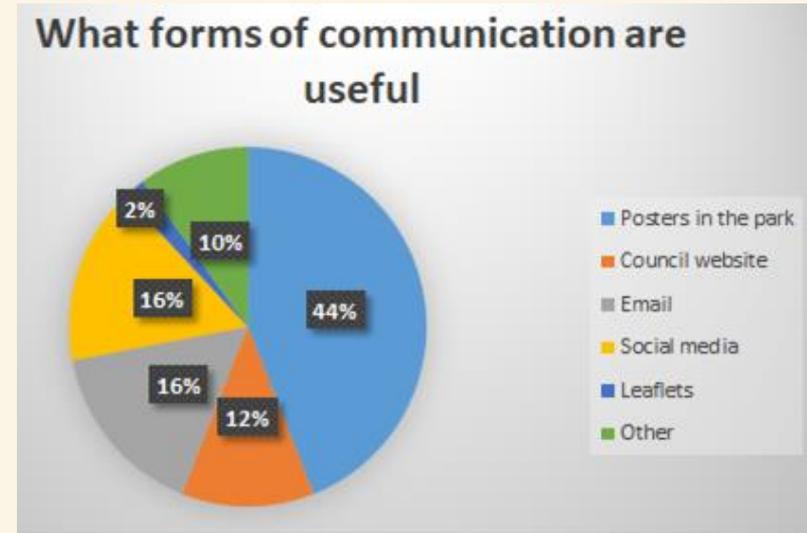
Findings

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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



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Acknowledgements

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