

Beckenham Place Park | Lewisham Council | 2018

# The Lewisham Council

## Restoration and Regeneration of Beckenham Place Park



**An Interactive Qualifying Project Report**

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## Abstract

To identify how Beckenham Place Park, in the London Borough of Lewisham, can encourage greater public use in the future, we created a volunteer database, conducted observational surveys, and interviewed park visitors. The database we developed provides an efficient way to organise volunteers and delegate responsibilities. Surveys and interviews revealed a positive shift in public opinion and use of the park since 2016. Despite this shift in public opinion, there are still concerns about the park's regeneration progress. To address these concerns, we developed three primary recommendations for the Lewisham Council to take into consideration: incorporate more visual aids around BPP, supplement the visitors' experience, and improve communications with the community surrounding BPP

## Acknowledgements

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## Executive Summary

Our project concerns the regeneration progress of Beckenham Place Park (BPP), and how the Lewisham Council can promote better utilization of the park in the future. To complete our project, we outlined three objectives:

1. Optimizing management of volunteers in events and activities at BPP.
2. Assessing current public use of BPP.
3. Identifying park visitors' opinions and attitudes towards BPP.

The implementation of a volunteer database allows the Council to store volunteer data more easily and securely. The Council can effectively delegate responsibilities based on volunteer interests, as well as identify how many hours volunteers have committed to each activity. Having this new method of storing and tracking volunteer information will enable the Council to expand their volunteer efforts in BPP. Additionally, the Council can generate reports for their funders via the report feature we implemented, which will save them time and effort in years to come.

Through analysis of our observational surveys, we discovered an increase in overall use of BPP. While conducting our observational surveys, we took note of the age, ethnicity, state of being, and activity each visitor participated in when we observed them. From our observations, we concluded that visitors typically fell in the 25-49 age bracket and were often white. However, we also noticed there was an increase in minority visitors since 2016. We also discovered that families and groups utilize the park more since the previous survey. Additionally, we noted that the top two activities (dog walking and walking) and the busiest time of day (mid-afternoons) remained consistent with the 2016 data. Overall, we found that twice the number of people use the park now compared to 2016 when the golf course closed.

We conducted 100 interviews with various park visitors to gain a better understanding of where visitors lived in proximity to BPP, what they thought of the park and the regeneration, and how they wanted to see the park improved. We attempted to remain as unbiased as possible and collect a representative sample of the population surrounding BPP. Each interview averaged between ten to twenty minutes depending on how much the interviewee had to say regarding the regeneration process. After conducting the interviews, we were able to report accurately on the

public opinion of BPP, how visitors felt about the park regeneration, and the prevalent frustrations of the Lewisham community regarding the park and the Council.

Based on our data analysis, we generated a list of recommendations that will assist the Lewisham Council during the regeneration and the years to follow. Our three main recommendations are to:

- Incorporate visual aids around BPP.
- Supplement visitor experiences.
- Improve communication with the surrounding BPP community.

To incorporate visual aids around BPP, we recommend:

- Implementing more maps and directions.
- Incorporating more posters at renovation sites.

To supplement visitor experiences, we recommend:

- Providing more events and activities.
- Increasing awareness of the mansion.
- Improving park maintenance.
- Incorporating dog amenities and regulations.
- Improving safety measures.

To improve communication, we recommend:

- Increasing awareness of renovation plans.
- Expanding advertisement for events and activities.

Our project provides the Lewisham Council with the necessary information to improve upon the ongoing regeneration process at BPP. The Beckenham Place Mansion is a Grade II\* historic building; the Council would need approximately £5,000,000 to properly restore the mansion. The data we collected yields a strong foundation for the Council to develop a funding bid for the regeneration of the mansion. We hope that the data and analysis we have supplied, along with the database we created, will help expand the volunteering efforts within BPP and encourage greater public use of the park in the future.

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## Chapter 1: Introduction

Parks and green spaces are of great value to any urban community. These spaces provide a wide variety of advantages like economic and health benefits. London has made considerable efforts towards the creation and effective use of green spaces throughout the city. The London Borough of Lewisham is contributing as well; the Lewisham Council maintains and enhances the borough's forty-five parks and thirteen nature reserves as part of their overall mission: to promote health and the quality of life (London Borough of Lewisham, 2018). One of the forty-five parks is Beckenham Place Park (BPP), the largest green space in southeast London. Since BPP is Lewisham's largest green space, the Council began a five-year plan in 2016 to renovate the park to make it more appealing to the public. In 2016, preceding the start of the renovations, a group of students from Worcester Polytechnic Institute (WPI) conducted a baseline survey of public use of BPP and opinions about the park and the planned renovations (Czamara et. al, 2016).

Our goal was to identify how the Lewisham Council can encourage greater public use of BPP in the future. To achieve this goal, we determined three objectives. We identified how to enhance the participation and management of volunteers in events and activities at BPP, assess current public use of BPP, and evaluate public knowledge, opinions, and attitudes about current and future uses of BPP. We developed a methodology using the aforementioned objectives to help us accomplish our overarching project goal.

To manage the volunteers and event participation within the park more efficiently, we constructed a database which stores personal information, activities, and hours worked. This allows the park administrators to manage their volunteer staff effectively, as well as easily store and access their information. To identify how to encourage the use of BPP, we conducted observational surveys along with interviewing park visitors using a questionnaire that we adapted from the 2016 study. Once we analyzed the observational data and interviews, we made recommendations for how the Lewisham Council should proceed with the park renovations. Our recommendations included incorporating visual aids around BPP, supplementing visitor experiences, and improving communication with the surrounding BPP community.

## Chapter 2: Background

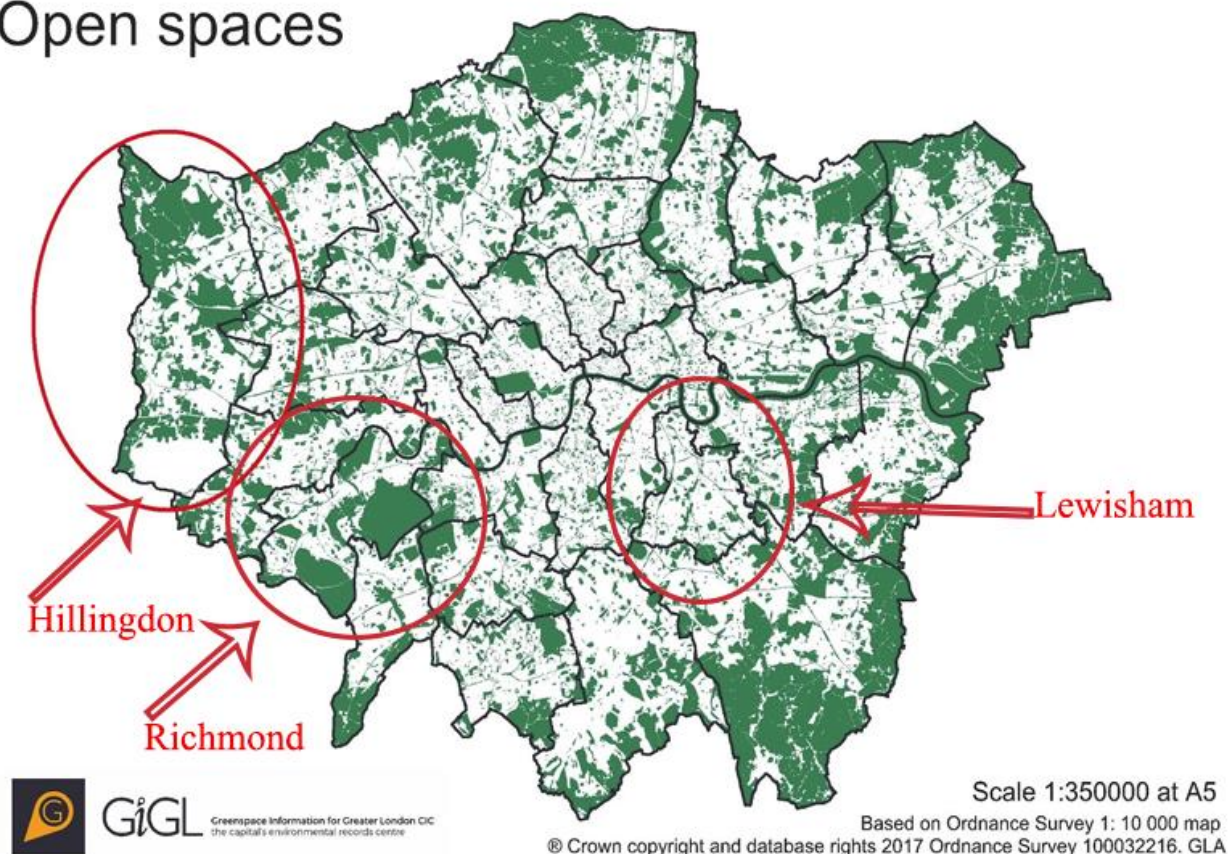
The Lewisham Council wishes to improve and rejuvenate BPP. We investigated how green spaces are beneficial to communities and how BPP can benefit the London Borough of Lewisham. This chapter focuses on policies for green spaces, volunteerism, past and present usage of BPP, and the previous findings on which we built.

### 2.1 Green Boroughs and London Policies

Approximately 20-33% of London is publicly accessible green space, placing the city within the top ten greenest in the world (Vivid Economics, 2017; GiGL, 2015; World Cities Culture Forum, 2017). However, the Mayor of London is striving for more. He plans that by 2050, approximately half of London will consist of green space, making it the second greenest city worldwide (Mayor of London, 2018; World Cities Culture Forum, 2017). Beyond the direct asset value of £91 billion, the parks in London offer many other benefits (Vivid Economics 2017). Annually, parks save the economy £950 million in avoided health care costs by providing places for people to exercise, socialize, and relax. The London parks provide opportunities to engage in sports and other recreational activities valued at £926 million/year. Parks also provide other benefits, such as moderating summer temperatures and cleaning the air. In sum, every £1 spent by local authorities to manage and maintain the parks returns £27 in value (Vivid Economics 2017).

The Borough of Richmond, circled in Figure 1, contains the largest amount of green space in Greater London with about 41% of the borough's area being green spaces (Vivid Economics 2017). In comparison, the Borough of Hillingdon, circled in Figure 1, is another one of London's greenest boroughs and has approximately 16% green space. Hillingdon also has forty-seven Green Flags, a prestigious award given to parks that are well managed internationally and nationally, as of July 2017 (London Borough of Hillingdon, 2017). The Borough of Lewisham, also shown in Figure 1, has similar statistics to Hillingdon in terms of designated green space, standing at 14%, but Lewisham has only twelve Green Flags compared to Hillingdon's forty-seven (Vivid Economics 2017).

## Open spaces



**Figure 1:** A map of open space distribution in London. Modified from Greenspace Information for Greater London, 2017.

A committee of judges determines who receives a Green Flag under the UK Government Ministry of Housing, Communities, and Local Governments (Green Flag Award, 2018). Keep Britain Tidy leases this organization and sub-licenses Green Flag Awards to other countries. While there are no set guidelines of how a publicly accessible green space can receive a Green Flag Award, some traits that the committee looks for are quality and cleanliness of the land, recognition of volunteer work within the green space, and whether it meets the needs of the surrounding communities (Green Flag Award, 2018). Green spaces of historical importance may also apply for another award called the Green Heritage Award. The Green Flag Award specifically notes that parks with funding from the Heritage Lottery Fund, such as Beckenham Place Park, have special consideration for this award (Green Flag Award, 2018). While BPP does not have any Green Flags nor Green Heritage Flags, the Lewisham Council has expressed

interest in applying to the program after the regeneration process. By applying for a Green Flag award, and potentially receiving one, the Council hopes that the Heritage Lottery Fund will see the value of BPP and, in turn, provide the necessary funding to restore the mansion.

## 2.2 Community Value of Parks and Public Spaces

London puts an emphasis on improving existing parks, as well as creating new ones. This is because parks are beneficial to the communities within London. They provide a relaxing, yet social environment for people to interact with each other or escape the realities of the working world (Vivid Economics, 2017). Many studies have found that easy access to public spaces can have a beneficial impact on mental and physical health for individuals as well as a positive effect on the community (Barton & Pretty, 2010).

Many communities want to improve their parks because they offer valuable benefits, including fortifying the health of their citizens, enhancing the quality of living within the community, and improving the perception of the community as a whole (Heritage Lottery Fund, 2016). Citizens often have fond memories of the parks and other green spaces that contribute to their overall mental and physical well-being (Heritage Lottery Fund, 2016). In addition to the mental and physical assistance that visiting parks provides, working in the parks can also bring a sense of peace and comfort.

The “Natural Capital Account for Public Green Space in London,” a report prepared in 2017 by Vivid Economics for the Greater London Authority (GLA), summarizes the economic value of benefits provided parks and green spaces in London. An example figure from the report is the monetary value of living near a green space is over £900 per year for the average household in London (Vivid Economics, 2017). The value of recreational activities provided by green spaces is approximately £926 million per year; green spaces save Londoners £950 million per year in health costs (Vivid Economics, 2017). The Mayor, in partnership with the National Trust and Heritage Lottery Fund, commissioned this GLA report to analyze the value of assets that are not traditionally summarized economically and to highlight the extent of the benefits they provide (London Government, 2017).

Parks and green spaces are not the only public places that provide benefits for the community; historic buildings help to reinvigorate the economy by promoting community pride, encouraging new shops and restaurants, and attracting high value jobs (IHBC, n.d.). Historic



buildings are easily converted into modern uses, such as community facilities, and provide foundational proof of the culture in the surrounding area (IHBC, n.d.). The conversion of historic buildings into modern uses provides meaning in visiting them and upkeeping them. In addition, historic buildings attract a wide variety of visitors due to their more accessible locations for non-car owners and lower rent prices in comparison to other buildings (IHBC, n.d.). Maintaining historic buildings is in the best interest of both the residents of the local community and the local authority that manages these properties.

### 2.3 Lewisham Council Goals for Green Spaces

The Lewisham Council's mission is to "make Lewisham the best place in London to live, work, and learn" (London Borough of Lewisham, 2018). The Council established seven goals in service of this mission: "to promote and support urban renaissance, to promote social inclusion and community cohesion, to promote healthy lifestyles and well-being, to promote a sustainable environment, to protect and enhance open space, to promote a safe and secure environment, to empower and support the local community" (London Borough of Lewisham, 2012). Each theme contains its own set of objectives, and each objective has an action plan for how to accomplish them. The action plans consider how the objective contributes to the following: the themes, the possible outcomes, the responsibilities, and the resources needed to accomplish their goal.

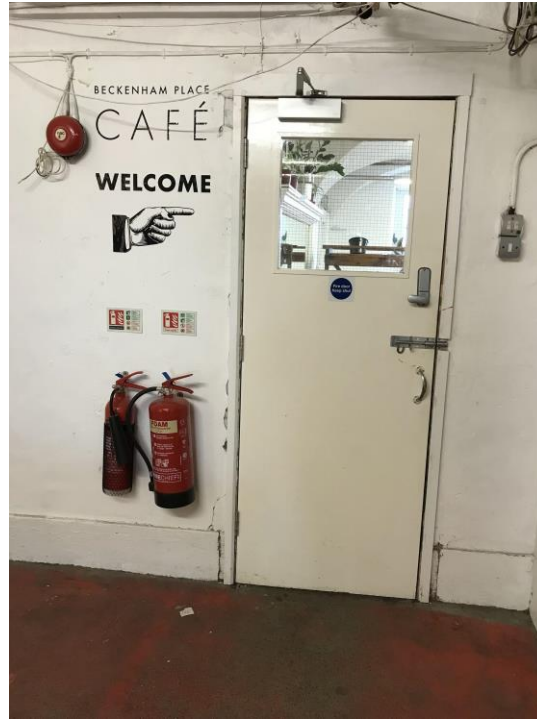
Lewisham is currently the twenty-fourth greenest borough out of the thirty-two boroughs in the City of London (Vivid Economics, 2017). These green spaces contribute to the quality of life in Lewisham; the Council commits to maintaining and improving the green spaces as part of its larger mission. To improve the parks, the Council encourages clearing litter days, reporting any damages within the parks, and improving public promotion of the parks (London Borough of Lewisham, 2011). The Council hopes that by proactively improving their parks, residents will also participate.

The Council has a specific department dedicated to restoring parks within the borough, Regeneration and Asset Management. The restoration of BPP aligns perfectly with Council goals and priorities concerning environmental awareness and community engagement (Shaping Our Future, 2018). With the ongoing restoration, the Council hopes to increase the number of visitors coming to BPP, the number of events hosted at BPP, and the level of community engagement through volunteerism in the park. The Council leased the mansion for twenty-three months to

RJK Properties Limited (Ltd), a company that repurposes underused buildings, to aid the Council in achieving their current goals. As part of their lease, RJK Properties Ltd has employees living in the mansion to maintain it. RJK Properties Ltd has rented out parts of the mansion to a record shop, the Friends of Beckenham Place Park, and a sewing school (as shown in Figure 2). By renting out unused areas in the mansion, the Council provides a space that is conducive to community involvement and higher visitation rates. In addition to renting out spaces, the Council has incorporated a cafe (Figure 3) in which visitors can purchase a snack, coffee, or tea while they enjoy the park. With stronger endorsement of BPP via hosting and promoting more community events, both residents and guests will have more reasons to visit the park. Encouraging better utilization of BPP is one way for the Council to serve the community and make Lewisham a more desirable place to live.



**Figure 2:** Three of the businesses currently renting part of Beckenham Place Mansion. From left to right: Know How You Sewing School, Friends of Beckenham Place Park, and Cigarette Record Shop.



*Figure 3:* Cafe in the basement of BPP Mansion.

## 2.4 Volunteerism in Green Spaces and BPP

Volunteerism is an effective way to encourage community engagement, as it promotes self-sufficiency and responsibility amongst community members. Within London, volunteers contribute much towards the upkeep of green spaces through organizations such as the London Wildlife trust. Volunteers can perform various tasks such as restoring habitats, managing grasslands, caring for trees, building fences, leading environmental education programs, restoring rivers, creating rain gardens, and looking after protected reserves (London Wildlife Trust, 2018). Organizations such as the London Parks and Gardens Trust provide opportunities for volunteers to educate the public about London's parks and run park-based events (London's Parks and Gardens Trust, 2018).

Regarding BPP, volunteerism is an integral part of the Council's plans to regenerate not only the park, but also engage the wider community in Lewisham. According to our sponsor liaison, Lucy Mitchell (Community Engagement Officer of BPP), there currently is a small but dedicated collection of volunteers who regularly help at BPP. Ms. Mitchell expressed her desire to grow this force of community members. She believes that the regeneration is a perfect opportunity for all members of the community to participate and help make the park into a space

that every resident can enjoy. However, the resources allocated to the volunteer effort are insufficient to support further growth. Currently, the Council uses an Excel spreadsheet to organize and track the number of volunteers, but due to the high number of volunteer entries (around ninety), the Excel spreadsheet is becoming inefficient. As more volunteers sign up it becomes increasingly tedious to go through all of the entries just to update or create a single entry. The Lewisham Council has flyers, like Figure 4, posted in the mansion that detail what volunteers do and why volunteering is beneficial. The Council hopes to increase the community's involvement in making BPP a more utilized space, by promoting volunteer opportunities in BPP.



**Figure 4:** Information on how to become a volunteer and when and where there are volunteer meetings.

There are a variety of different volunteer opportunities available to members of the community within BPP. These include Weekly Wednesdays, Monthly Saturdays, Event Organising and Stewarding, Fundraising, Promotion/ Social Media, and more. The more frequent events, i.e. Weekly Wednesdays and Monthly Saturdays, often involve cleanup around the park and other nature conservation efforts to make both the park and the borough a cleaner, greener place. The Nature's Gym has its initiative featured on the Council's website and has been implemented at many parks in the borough. This program allows community members of all

ages to get together at various green spaces around Lewisham and perform a variety of clean-up and conservation tasks set forth by the Council (London Borough of Lewisham, 2018).

## 2.5 History of Beckenham Place Park

The history of BPP stretches back to the mid-18th century, and the main goal of the restoration effort is to return the park to its former splendor. The original owner of the land surrounding the Manor of Beckenham (the mansion that currently resides on the west end of BPP) was Walter St. John, who sold the land to John Cator around 1757. However, this did not include all of Beckenham Place Park or the buildings currently located there. In 1773, Cator acquired the Manor of Beckenham (Figure 5) from Lord Bolingbroke (Friends of Beckenham Place Park, 2017). Ownership of the park switched hands several times after the death of John Cator in 1806, as his heirs began to sell building leases. The estate functioned as a boy's school and sanatorium under their supervision (Friends of Beckenham Place Park, 2017). However, in 1927 the London County Council (LCC) acquired the Cator Estate, which eventually became known as Beckenham Place Park.

Unlike the previous owner of the manor, John Cator was not part of the noble class; he was a lumber merchant who managed his money well, and as a result, advanced his financial and social status. Cator raised his family in the manor and hosted many parties on the first floor, where there are three conjoining rooms that guests could move between (Figures 6 and 7).



**Figure 5:** A late 18th-century depiction of what the Beckenham Place Mansion looked like, and what the restoration hopes to recreate with historical accuracy (Friends of Beckenham Place Park, 2017).



*Figure 6:* Beckenham Place Mansion party room.



*Figure 7:* Beckenham Place Mansion drawing room.

From 1939 to 1945, the mansion served as a prisoner of war encampment during World War II (Friends of Beckenham Place Park, 2017). Between 1965 and 1972, the Greater London Council came into possession of the park and sold it to the Lewisham Council (Friends of Beckenham Place Park, 2017). Shortly afterwards in 1976, the park fell under the category of Metropolitan Open Land, meaning that it is completely open access to the public. To this day the park remains accessible to the public.

In 1905, the Foxgrove Golf Club instituted a golf course which became the longest continuous use of the park (Friends of Beckenham Place Park, 2017). In 1933, the golf course became open to the public; before this time only members of the Foxgrove Golf Club could use the facility (Friends of Beckenham Place Park, 2017). Despite only a small number of park visitors using the course, it remained open until October of 2016. The closing was in part due to the plans of making the park more accessible to the surrounding communities. The decision to close the golf course resulted in local controversy and even some protests. However, this was not a quick decision; the mayor received two reports regarding the closure before confirming it (Mayor and Cabinet, 2017). The first report was from the Sustainable Development Committee, which is the primary committee in charge of restorations, and then a later report directed to the Mayor and Cabinet.

In 2011, a fire unfortunately destroyed parts of the stable block and the entirety of the clock house at BPP. Figure 8 shows the stable block a few months before the fire. The fire started in the early afternoon on 2 July, and it took approximately 60 firefighters to extinguish the flames (Purton, 2011). By the afternoon of 3 July, the fire was still burning strong with five crews working to extinguish it. Arson is the likely cause; however, the police have not officially confirmed this (Purton, 2011). Unfortunately, the stables were completely lost due to their already decrepit condition, which enabled the fire to burn faster. Figure 9 shows the current state of the stables since the 2011 fire.



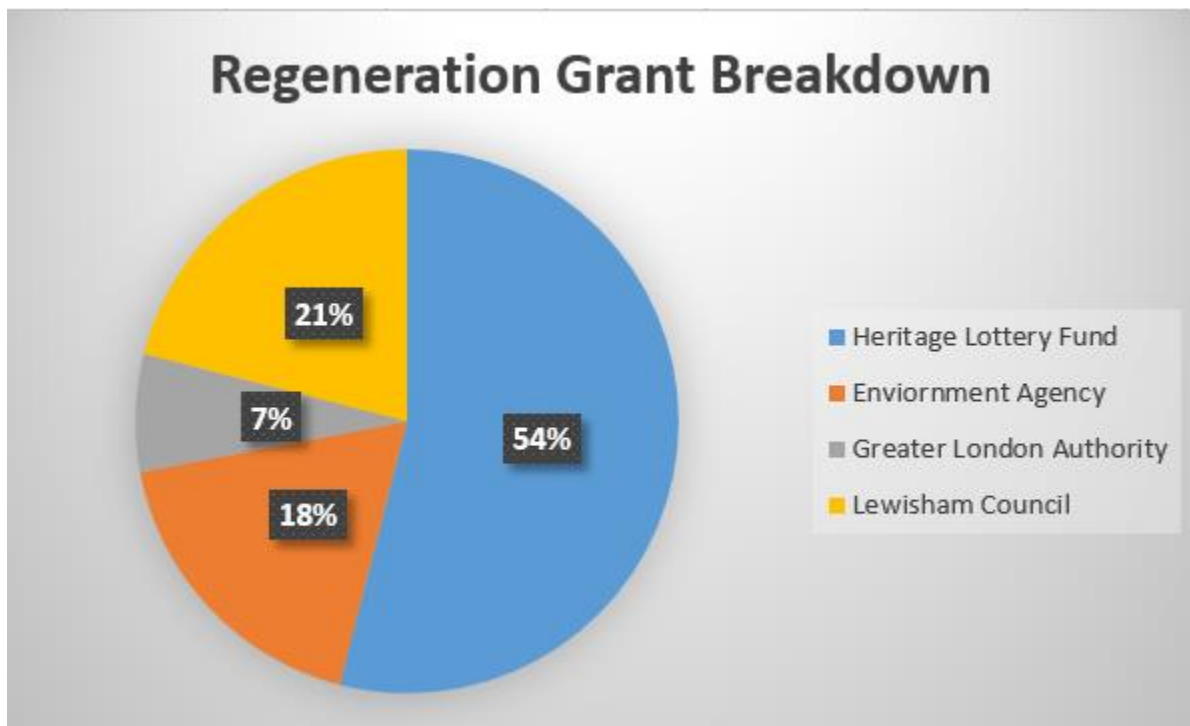
*Figure 8:* The stables before the 2011 fire (Friends of Beckenham Place Park, 2011).



*Figure 9:* The stables after the 2011 fire.



In 2014, the Lewisham Council started the process of gaining bids for funding to restore the park (Friends of Beckenham Place Park, 2017). The Council feels that improving BPP will increase community involvement and help make the community a better place to live. By the end of 2016, the following four organizations had committed to fund the restoration: Heritage Lottery Fund, Environmental Agency, Greater London Authority, and Lewisham Council (Mayor and Cabinet, 2017). Figure 10 shows the percentages that each funder granted to the restoration project. The Lewisham Council waited to secure funding before starting restoration consultations and volunteer activities. The council approved the restoration plans in 2017 (Friends of Beckenham Place Park, 2017).



**Figure 10:** The amount of funds for the Beckenham Place Park regeneration. This is modified information from the mayor and Council meeting (Mayor and Cabinet, 2017).

## 2.6 Restoration Progress of Beckenham Place Park

The restoration of Beckenham Place Park began in 2016 when the Lewisham Council received an initial grant of £200,000 for developmental purposes (London Borough of Lewisham, 2016). With the grant money, the Lewisham Council hopes to increase BPP's

visitation rates. In 2016, a master plan displayed and described the eight main restoration points: the mansion house (Figure 11), the homesteads, the pleasure ground, the lake and wet woodland habitat, the entrance, the site wide footpath, the common play areas, and the Old Bromley Road entrance. All of these plans can be found in Appendix A.



*Figure 11:* Beckenham Place Mansion present day.

The Lewisham Council announced its plans to renovate BPP in 2016 after it secured funding. The renovation work began in late 2016, and different parts of the project are currently at varying levels of completion, ranging from already completed to not started. Restoring the Georgian Lake inside the park, establishing a new cafe inside the stables, and restoring the historic landscape of the park through woodland adjustments are some examples of the renovation plans (Sustainable Development Select Committee, 2018). Reinstating the lake would create new wetlands for animals in the park and new recreation areas (kayaking, swimming, etc.) for visitors. Additionally, the tree rejuvenation project includes restoring the ancient woodlands.

This project will help remove traces of the former golf course by thinning tree lines that separated lanes of the course and by planting additional saplings. With the physical restorations underway, the Council strives to incorporate more community involvement.

On the eastern side, the restoration efforts cover a wide range of completion. For example, the Council has already built the proposed BMX track (shown in Figure 12). Although children used the playscape on the east side (shown in Figure 13), it still requires renovation.



***Figure 12:*** The new BMX track in eastern BPP.



*Figure 13:* The children's playground in eastern BPP.

The Lewisham Council plans to coordinate more events throughout the park; these events would help increase both visitation rates and community involvement. In September 2017, the Council hired Ms. Mitchell as the community engagement officer to coordinate more events throughout the park. Ms. Mitchell has since organised several special events in the park, including the Park Feast, a children's film festival, and Open House London (Sustainable Development Select Committee, 2018). Building on the successes of these events, Ms. Mitchell has introduced several other activities to the park, including tai chi, walking groups, and forest school sessions (Sustainable Development Select Committee, 2018).

As the regeneration process continues, the Lewisham Council strives towards implementing more events and moving forward and finishing the physical restorations to the park. Events such as the Flower Festival and the Festival of Sport, both of which will take place in the summer of 2018, are just two of the future events the Council wishes to implement (Sustainable Development Select Committee, 2018). Both events strive to elicit more community involvement and attract more visitors to the park. The Lewisham Council plans to restore most of the buildings by the end of the five-year renovation plan, although there is no projected completion date.

After restoring the park, the Council will strive to acquire further funding to restore the mansion. The current restoration plan does not include funding for the mansion due to the extent of the necessary repairs. The mansion needs many expensive aesthetic changes and structural repairs to preserve the historical value of the building. The total estimated cost of these repairs is about £5,000,000 according to the mansion manager Tim Wilson. To secure this funding, the Lewisham Council will require a separate funding bid. The Council hopes that by restoring the surrounding parkland and buildings, the heritage funders will see the value of restoring the mansion and therefore provide the desired funding. The Lewisham Council hopes that by the end of the five-year restoration plan, the visitation rate will increase by 325.5% in annual visitors from 215,000 visitors in the base year (2017) to 700,000 in the end year (2022).

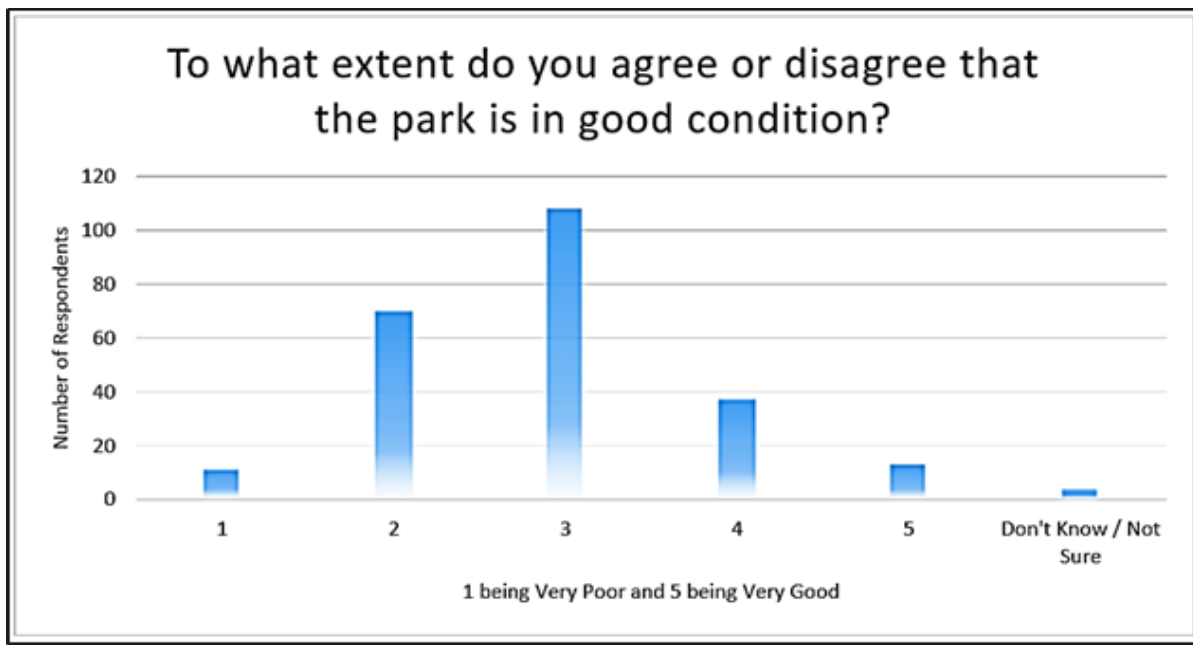
## 2.7 2016 Evaluation of Park Behaviors and Public Opinion

In 2016, a team of Worcester Polytechnic Institute students worked with the London Borough of Lewisham during the preliminary phase of the BPP regeneration. The team passed out questionnaires, conducted observational surveys, and worked on improving volunteerism in the park. In the questionnaires, the 2016 team assessed the opinions of the community regarding BPP (Czamara et al., 2016). At the time, the Lewisham Council had received £8.8 million in funding to renovate BPP, but work on the park itself had not yet begun. In this context, the Lewisham Council requested help from the team in determining the social value of BPP and the best way to renovate it, as well as ways to promote volunteerism. The 2016 Lewisham group observed residents who visited BPP and distributed paper surveys at regeneration consultation meetings to determine the public's opinions on BPP and volunteerism at the park.

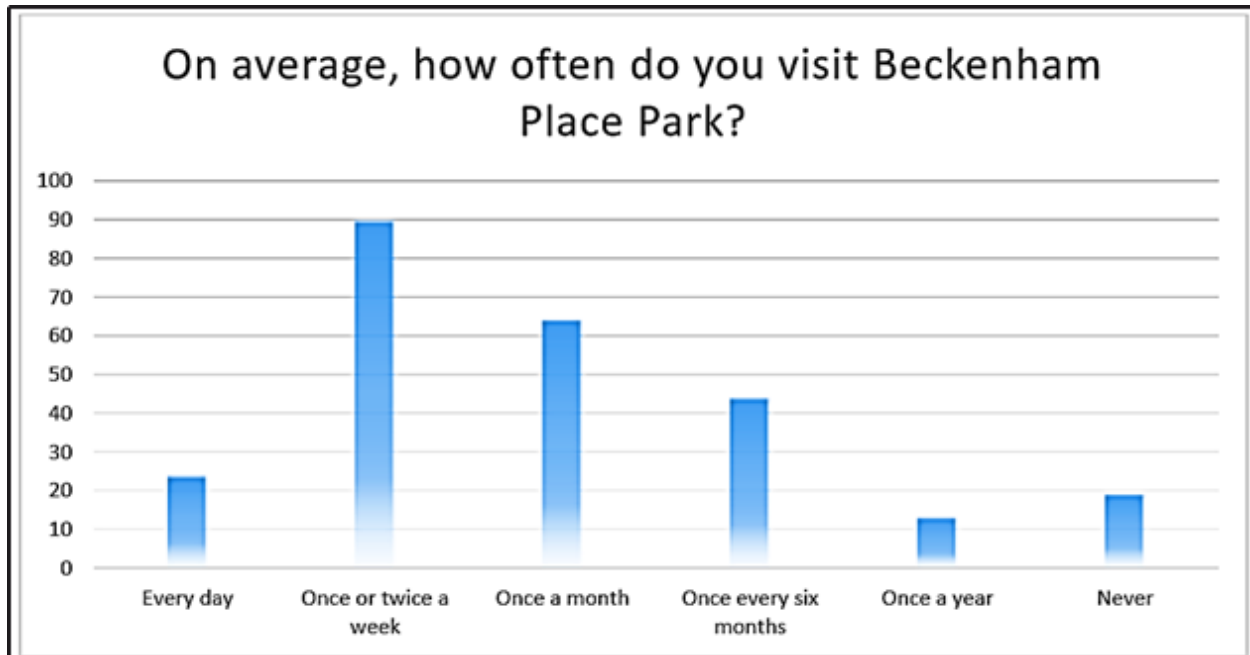
From these surveys, the team discovered that 71% of the participants supported the renovation of BPP, that most believed the park was in average condition (Figure 14), and that most visited the park once or twice a week (Figure 15). Since the student team conducted the surveys during consultations about the park's regeneration plans, the sample is likely biased towards people who had a strong interest in the park and the renovation project. However, by coupling the results shown in Figure 15 with the observational data they collected, we can assess the number and frequency of new people visiting the park. The surveys also revealed that many participants worried about the distribution of funding for BPP's renovation. The lack of funds allocated to the park's mansion, which was in a state of disrepair, concerned the participants.

Many participants also indicated that further funding towards BPP's renovation would increase the likelihood that they would visit the park in the future.

In addition to the questionnaire survey on public opinion, Czamara et al. also gathered observational data on park users. The team found that BPP users were primarily white residents in the age range of 60-74. Visitors primarily used the park for golfing and walking, although the opinion survey indicated residents were most interested in using the park in the future for walking and observing wildlife. Concerning volunteerism, the group found that most participants seemed uninterested in volunteering at BPP, and that those who seemed interested favored habitat and wildlife preservation volunteer activities.



*Figure 14:* Survey results of 2016 study on BPP assessing the condition of the park.



*Figure 15:* Survey results from 2016 study on BPP assessing the public visitation rates of the park.

Given these findings, Czamara et al. made several recommendations. Regarding how to best renovate BPP, the group suggested improving signage around the park for walkers and bikers, incorporating small-scale events and activities, adding a driving range, and hosting conferences for businesses and other organizations to allow more involvement in the park. Regarding how to improve volunteerism, the group advised maintaining organization with volunteer workers and fostering a sense of leadership among the volunteer community (Czamara et al., 2016).

## Chapter 3: Methodology

Our goal is to identify how the Lewisham Council can encourage greater public use of Beckenham Place Park (BPP) in the future. We accomplished this by:

1. Optimizing management of volunteers in events and activities at BPP;
2. Assessing current public use of BPP; and,
3. Identifying park visitors' opinions and attitudes towards BPP.

This chapter describes how we used observational studies, surveys, and interviews to obtain information from Lewisham residents regarding the current use of the park. We answered a variety of research questions, such as “How is the park currently used?” and “What do users think about the current and potential uses of the park?” We also explored new opportunities to improve volunteer management for events and activities within BPP. We laid out and followed a timeline, as shown in Table 1, of how we accomplished our objectives. Based on our findings, we have recommended ways to increase usage of the park during and after the restoration process. By providing a better environment for all visitors in BPP, the Council hopes to increase the overall use and value of the park to the community.

**Table 1**

The proposed timeline for our project.

Task Name	Start	End
<b><i>Orientation</i></b>	3/12/2018	3/14/2018
<b><i>Objective 1</i></b>	3/15/2018	4/3/2018
Create Database	3/15/2018	3/18/2018
Implement Organization	3/19/2018	3/21/2018
Query Testing	3/22/2018	3/29/2018
Implement Official Data	3/30/2018	4/15/2018
<b><i>Objective 2</i></b>	3/22/2018	4/20/2018
Observation Surveys	3/22/2018	4/16/2018
Data Analysis of Surveys	3/30/2018	4/17/2018
Comparison of Surveys	4/18/2018	4/20/2018
<b><i>Objective 3</i></b>	3/22/2018	4/20/2018
Interviews	3/22/2018	4/16/2018
Data Analysis of Interviews	3/30/2018	4/17/2018
Comparison of Interviews	4/18/2018	4/20/2018



### 3.1 Objective 1: Optimize management of volunteers in events and activities in BPP

The Lewisham Council previously used an Excel spreadsheet to track volunteer work, but the spreadsheet lacked functionality. Since using a spreadsheet was inefficient for storing and managing data, we used Microsoft Access to create a volunteer database for the Council. Administrators can utilize the new database to assist with tracking and organising information about park volunteers. First, we conducted an interview with the administrators to identify their preferred organization of the database. This step was important as it gave us the desired information and format to develop a successful structure that was both logical and efficient. The interviews resulted in a completed entity relationship diagram (ERD) which we used as a reference to create our database.

The final step in accomplishing our first objective was to construct the database using Microsoft Access, implement the desired formatting, and populate it with existing data. Appendix B contains the database manual, including items like inputs, definitions and the ERD. We made sure to include all required data fields and relationships to achieve the functionality the Council desired. Next, we generated temporary data for the tables within the database to allow for proper testing and error-checking. After we populated our data tables, we tested and created any previously defined queries and additional queries that the Council found useful. Query testing helped us double check the organization of the database and relationships to make sure everything functioned properly. The goal of our queries was to provide an easy means to organise, navigate, and/or modify the database for the end user.

We implemented the database onto the Council's server upon its completion, allowing the Council to access the database on their computers, as well as add their own data. The volunteer database enables the Lewisham Council to both analyze volunteer data easily and efficiently utilize the personnel they have.

### 3.2 Objective 2: Assess current public use of BPP

We assessed the current use of BPP through careful observation of park visitors while following the protocols developed in a previous study (Czamara et al. 2016) to ensure that our results were comparable. We modified our protocols to accommodate changes to the park since 2016, including the closure of the golf course and the addition of a BMX course, and removed

questions that the Council no longer required, such as observing disabilities. We conducted these observations by noting the frequency and types of usage various amenities in BPP receive. Types of usage we noted were age and gender of the user, what actions they performed while at the amenity, if they were alone or with others, if they were with pets, and if they brought certain items with them, such as frisbees.

Our observational survey was the primary method of gathering this data. We tracked each person, including both adults and children, using various categories of information. We adopted categories used in the previous survey (Czamara et al. 2016), such as age, ethnicity, and gender, which are shown in Appendix C. We conducted these observations over a seven-day period during set daylight hours (7am - 6pm), with one-hour sections scattered throughout the regular working day and weekend (shown in Table 2). BPP volunteers and a mansion supervisor used our instructions to conduct four additional one-hour time slots on the weekend. We did not conduct surveys during Easter weekend as this was an outlier in regular park activity. We took quick note of anyone within detailed sight off our walking path, and when we encountered a group of people we made separate notes of what each individual was doing. The data we collected served as a foundation for later analysis in both Objective 2 and Objective 3 by detailing the general demographic spread of the park users and their interests in the park.

**Table 2**

Times and dates for observational surveys.

<b>Dates</b>	<b>Observation Hours</b>
Thursday, 22 March	1pm-2pm, 4pm-5pm
Friday, 23 March	7am-8am, 10am-11am
Saturday, 24 March	<b>9am-10am, 11am-12pm,</b> <b>12pm-1pm,</b> 1pm-2pm, 3pm-4pm
Sunday, 25 March	<b>10am-11am,</b> 2pm-3pm, 4pm-5pm
Monday, 26 March	9am-10am, 11am-12pm
Tuesday, 27 March	3pm-4pm, 5pm-6pm
Wednesday, 28 March*	8am-9am, 2pm-3pm
Thursday, 29 March	9am-10am, 12pm-1pm
Monday, 16 April**	8am-9am, 2pm-3pm

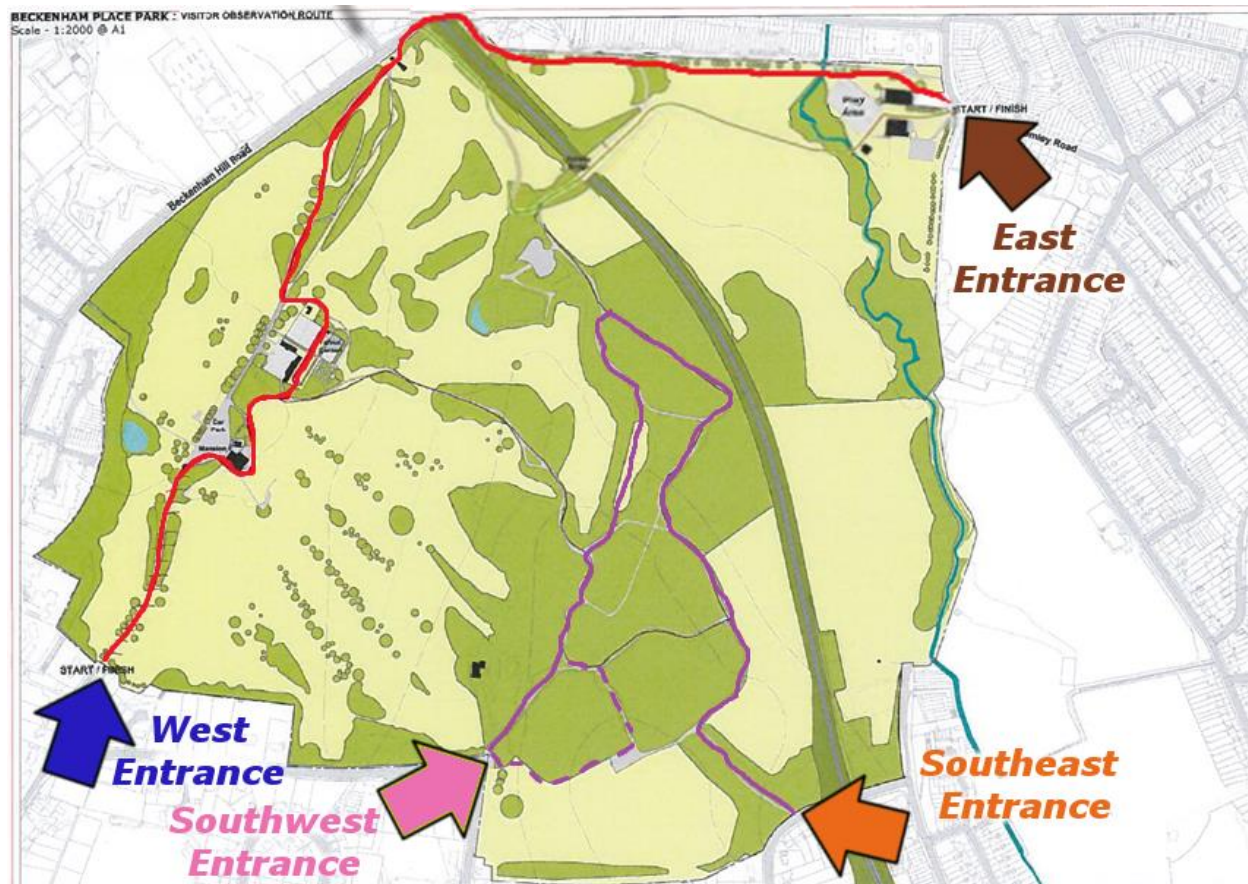
\*: indicates date we did not conduct observations due to weather

\*\*: indicates makeup date

Note: The **bolded** times represent the volunteers and mansion supervisor conducted hours.

Conducting the observational surveys required us to walk predetermined routes through the park to keep each day's observations consistent with the previous study's protocols. The previous observational survey (Czamara et al. 2016) needed to avoid the golf course so the route stayed towards the west and north end of the park. To maintain consistency in the data we conducted our observations along that same route, but since the golf course closed in 2017 we also extended our observations to other areas of the park. After we consulted with our sponsor liaison, Lucy Mitchell, we determined the precise routes for our observations. These routes appear in Figure 16, with the original route in red and the additional route in purple. The blue and brown arrows at the west and east entrances of the park, respectively, denote the starting

points for the original route. The orange and pink arrows at the southeast and southwest woods entrances, respectively, denote the starting points for the additional route.



*Figure 16:* BPP observational survey routes; east to west route (red) and woods route (purple).

Modified from Czamara et al. 2016.

We recorded and stored the information using an app called QuickTapSurvey that allowed us to create our own surveys and locally store data entries when there was no internet connection. Internet connection was spotty or unavailable in the woods of BPP, so this was a crucial feature of the app. To eliminate possible variables, we kept the members of each pair and which member of the pair inputted the data into the QuickTapSurvey app consistent throughout the observational surveys. However, we had to deviate from this method when the volunteers and mansion supervisor conducted their observations. Due to not enough volunteers being available at the required times, three of the four volunteer hours only made observations along the red

route. The volunteers entered the data for these four hours in tables we provided, shown in Appendix C.

Once we gathered all of our observational surveys, we created a master spreadsheet in Excel that contained all our data. After creating the master spreadsheet, we created separate sheets and organised the data by day and by time slots for each day. The different sheets helped us track the number of visitors per day as well as which time slot seemed to have the highest visitation rate. While we could download the data, we collected straight from the QuickTapSurvey website, we had to create a master spreadsheet for the volunteers' data manually. The spreadsheet for the volunteer data was also divided up by days and time slots to stay consistent with our master spreadsheet. Once we had all the spreadsheets, we put both sets of data together and created charts and tables to represent the data collected.

Since we built off of a prior observational study (Czamara et al. 2016), we compared the two datasets and noted any changes over time. Such notations included changes in the most common age groups, the most popular areas, and the busiest times of day. By analyzing the changes between 2016 and 2018, we determined if the renovations had an impact on the visitation rate. The Lewisham Council can use this information when seeking to acquire more funding from the Heritage Lottery Fund, or while planning the regeneration in the future.

### 3.3 Objective 3: Identify park visitors' opinions and attitudes towards BPP

To gauge how the public views BPP, we designed and administered a standardized interview to park users in addition to our observational surveys. Interviews and observational surveys took place on the same days but at different times; we conducted the interviews after the observational surveys each day and on non-observational days. To ensure little to no selection-bias (bias with regards to whom we chose to speak with) we interviewed every third adult to walk by us. We informed participants of the interview's purpose, confidentiality, and estimated duration. In the case of groups (more than three people), we asked who in the group would like to participate in an interview. If all group members were willing to participate, we interviewed each member individually.

We used similar interview questions to those developed in the prior study (Czamara et al. 2016). Comparing corresponding aspects of the two sets of questions offered great insight into how the park and its revisions have changed in the past two years. We altered the previous

questionnaire so that the questions could reflect the regeneration progress. We removed questions 5, 7, 8, 14, and 15 from the 2016 questionnaire as they seemed unnecessary to us and the Lewisham Council. Instead, we added in questions 4-7 and 11-13 to the 2018 questionnaire to determine visitors' views on the ongoing renovations, the community spirit of the park, and visitors' methods of traveling to BPP. Since we developed additional questions, we discussed our changes with the Lewisham Council before administering the interviews. Appendix D shows both the previous 2016 questionnaire and the current edition.

We determined that electronic surveys were more efficient than paper surveys for organising and tracking collected data. We chose the QuickTapSurvey app as our electronic survey source. To conduct electronic interviews and surveys, we worked in pairs; one member of each pair had a phone with the QuickTapSurvey app while the other had a hard copy of the questions in case of technological problems and to use as a visual aid. The pair approached a potential participant to ask for their time, then the member with the hard copy asked the participant each question. At the same time, the member with the QuickTapSurvey app filled in the questionnaire (displayed in Appendix E) to expedite the data entry process and avoid any miscommunications or errors in data entry. To eliminate possible variables, the pairs who conducted interviews together remained the same along with which member of the pair inputted the data into the QuickTapSurvey app and who spoke to the interviewees. By acquiring information from park-goers first-hand, we gained valuable knowledge on their opinions regarding the park and its renovation.

### 3.4 Review of Methods

During our data collection, we encountered several situations that required us to develop impromptu procedures not expressed in our initial methodology. For the sake of transparency, we address these instances and the actions we took in response.

While QuickTapSurvey was excellent for conducting our interviews and observational surveys, we chose to modify our forms several times to streamline data entry. We chose to make all the interview questions optional, as this allowed us to still save an interview entry if a visitor didn't want to answer a question, or if a question was not applicable to a person based on their knowledge of/experience with the park (i.e. a first-time visitor). Additionally, we implemented a

notes section to collect feedback from interviewees, which became invaluable for developing our recommendations.

Our method of selecting adults to interview also varied from our original methodology. At times it was unclear what every third adult meant, due to large clusters of visitors within our line of sight. Additionally, on several occasions there were too few visitors at the park to skip over potentially valuable interviewees. In these instances, we somewhat subjectively chose visitors to interview.

To avoid potentially being a nuisance, we often skipped talking to visitors who were engaged in serious conversations, reading, lying down, or using earbuds/headphones. We did not believe it was ethical to detract from a visitor's experience in the park just to collect their viewpoint. On most days, we did not talk to groups that had more than two small children, or those with more than two dogs to prevent distracting them. We also decided it would be rude, and potentially dangerous, to try to stop bikers and runners for interviews. Aside from these ethical concerns there were other qualities that encouraged or discouraged us from talking to certain visitors, which are expressed in Table 3.

**Table 3**

Attributes that biased us towards or away from interviewing certain visitors.

<b>Positive Biases</b>	<b>Negative Biases</b>
Non-white ethnicity and/or 18-29 age group (As these groups are least present in park use and most present in surrounding wards)	Smoking (for group members who did not wish to expose their lungs to cigarette smoke)
Easily approachable (alone or not moving fast)	Golf clubs (the Council warned us about angry golfers)
Dogs	Aggressive disposition

Regarding our observational surveys, if we started the route late we made sure to walk the route for exactly sixty minutes rather than ending at the start of a new hour. We deviated from the scheduled start time by no more than five to ten minutes if we began late or early. If we reached the end of a route early, we would backtrack the route until the end of the sixty-minute

observation period. On busier days we could walk a route once, whereas on slower days we could walk a route twice or more.

When we encountered a large group of people, especially around Beckenham Place Mansion, we stopped for several minutes to record everyone due to the overwhelming number of entries. To aid in this process, the group member that was not entering data recorded the characteristics of visitors, in the notepad app on their phone, which we entered later into the QuickTapSurvey app. Also, we occasionally encountered visitors in the park that were too far away to accurately record, which resulted in a few unrecorded visitors. We also encountered the same visitors during subsequent observation periods in a single day. We only counted these visitors once to avoid skewing the data.



## Chapter 4: Findings

This chapter highlights key findings from our observational surveys, as well as our interviews. We created tables and charts, similar to the figures developed from the 2016 study, to compare our data side-by-side with the previous dataset (Czamara et al. 2016). Upon analysis of the data collected from our interviews and observational surveys, we were able to determine how visitors use the park, who is utilizing the park, as well as how park visitors feel about the regeneration.

### 4.1 Volunteer Database

The development and implementation of our park volunteer database will prove invaluable to the Council as a means of organization and report generation moving forward. Appendix B contains the database manual, which details the organization and functionality of the database and includes both a technical and user-friendly overview.

The database includes a total of nine tables, four of which store volunteer information. The four volunteer related tables include *VolunteerInfo*, *PersonalInfo*, *TimeSheet*, and *InterestCategories*. The other five tables hold predetermined answers for certain fields to ensure that the data, in the four volunteer-related tables, remain consistent and comparable. The five other tables in the database are *TrueFalse*, *EthnicityType*, *AgeType*, *GenderType*, and *ActivityType*. Table 4 lists each table with a brief description of the information it contains. Appendix B contains the data dictionary which explains all the tables, fields, and data types.

**Table 4**

Descriptions of the nine tables within the database.

<b>Table Name</b>	<b>Table Description</b>
<i><b>VolunteerInfo</b></i>	A table storing information pertinent to volunteer activities.
<i><b>PersonalInfo</b></i>	A table storing personal information about each volunteer.
<i><b>TimeSheet</b></i>	A table storing hours worked by each volunteer.
<i><b>InterestCategories</b></i>	A table storing information about volunteer interests.
<i><b>TrueFalse</b></i>	A table storing the <b>yes</b> , <b>no</b> , and <b>unknown</b> options used in any true/false fields.
<i><b>EthnicityType</b></i> (i.e. White British, White (Other), Asian/ Asian British, Black/ African/ Caribbean/ Black British, Other)	A table storing the five predetermined ethnicity categories used to organise volunteers.
<i><b>AgeType</b></i> (i.e. 0-15, 16-25, 26-40, 41-64, 65+)	A table storing the five predetermined age brackets used to organise volunteers.
<i><b>GenderType</b></i> (i.e. Male, Female, Other, N/A)	A table storing the four predetermined gender categories used to organise volunteers.
<i><b>ActivityType</b></i> (i.e. Management, Maintenance, Horticulture, Retail, Capital works, Research, Access, Marketing, One-off events)	A table storing the eight predetermined volunteer activity categories used to organise volunteer work.

The tables are not directly editable by the end-user, as that could cause data corruption or mistakes in data entry and/or data types. Instead, forms created in Microsoft Access add all the necessary information to the appropriate field. These forms include error-checking precautions, coded in *Visual Basic*, to prevent the user from entering in the wrong type of data (i.e. a twelve-digit number in a five-digit rewards card field) and help ensure each field stores only the correct data types.

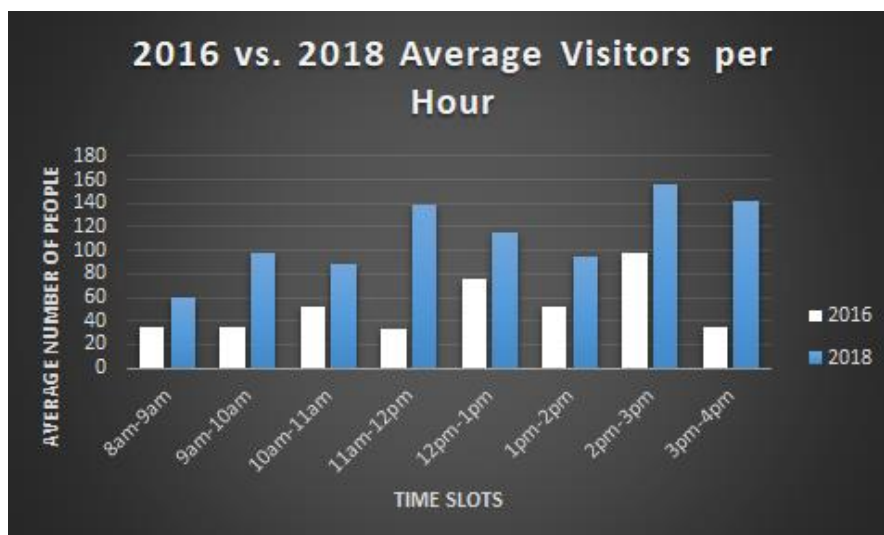
Our forms include an add new volunteer form, an update volunteer form, a timesheet form, and a simple datasheet view of all volunteer data. These four forms allow the end user to add new volunteers, edit existing volunteer information, track volunteer work hours, and search

through the existing volunteer data. Additionally, we generated a report in Microsoft Access that includes all the necessary information, and formatting, for the annual report that the Council submits to its funders at the end of every fiscal year.

Utilizing the database we developed, Ms. Mitchell can effectively delegate responsibilities based on volunteer interest, track work hours by each individual volunteer and activity type, and expand her volunteering efforts in BPP in an organised manner.

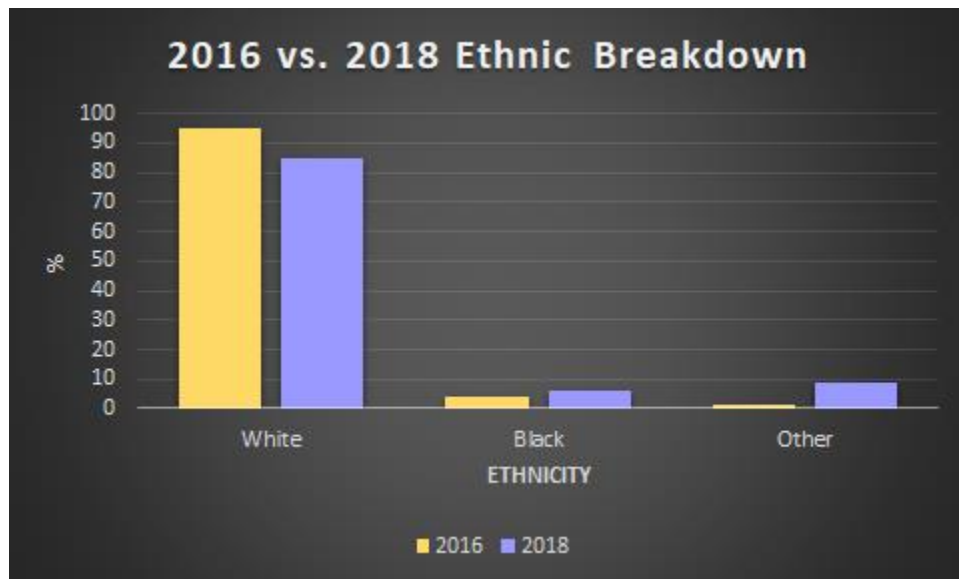
## 4.2 Current and Past Utilization of BPP

Once we collected all of the observational data, we organised it in Excel spreadsheets by hour so we could track how many visitors on average visited the park during a specific time slot. We created Figure 17 and took note that the early afternoon (2pm-4pm) had the highest visitation rate. When comparing this dataset to the 2016 data, there are both similarities and differences; both studies show that the peak time slot was 2pm-3pm, but the next highest hours were 11am-12pm and 3pm-4pm, whereas theirs was 12pm-1pm. As shown in Figure 17, there are two spikes in park attendance; the highest overall peak in the afternoon around 2pm and two slightly smaller peaks around 11am and 3pm. Appendix F contains all the charts from the 2016 study with which we compared our data.

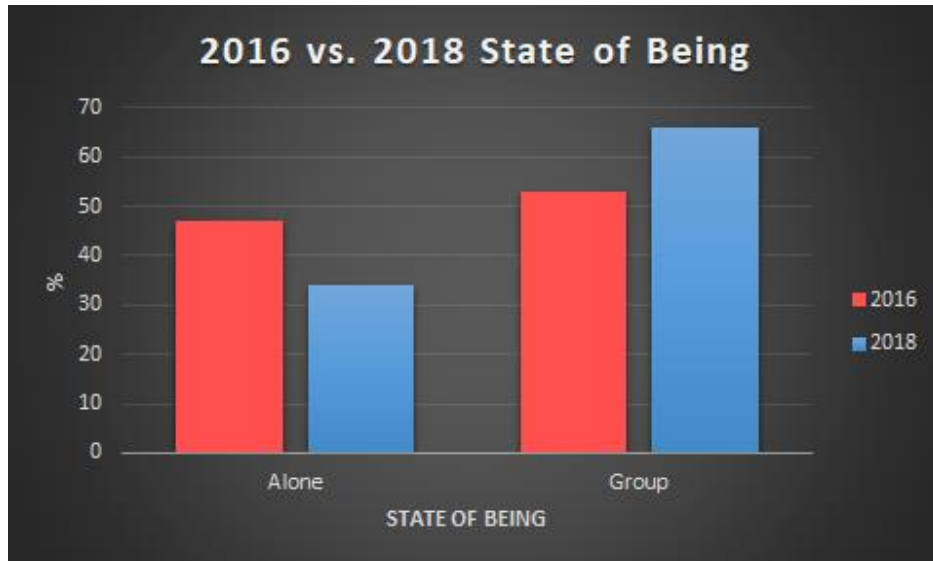


**Figure 17:** The difference between average hourly visitors in 2016 (white) and 2018 (blue). This figure shows an increase in visitation across all eight one-hour time slots since 2016.

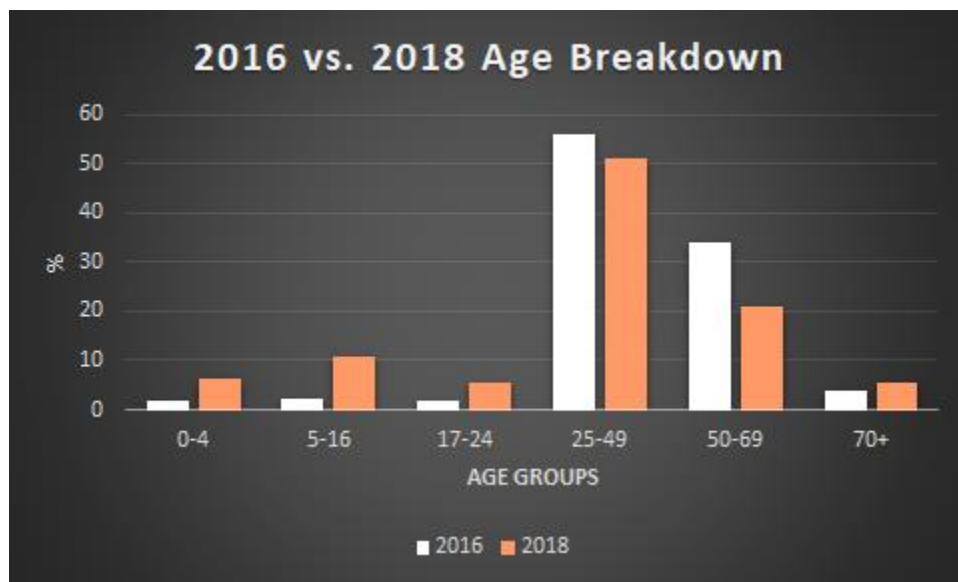
While the majority of observed park visitors are ethnically white, the 2018 study saw a 300% increase in diversity. Due to the higher ethnic diversity, we separated ethnic minorities into the three categories of “Asian”, “Black”, and “Other”, versus the single “Other” category in the 2016 study. However, to make our data visually comparable we grouped “Asian” into “Other” in Figure 18, which displays the rise in diverse visitors. Figure 19 contains another significant change: more visitors came in groups instead of being alone. In 2016, there was a near 50-50 split with 53% of observed individuals in groups and 47% alone, whereas in 2018 67% of observed individuals are now in groups and 33% are alone. Most of the groups consisted of family members, often including extended family such as grandparents. Figure 20 shows an increase in visitors under the age of twenty-five (25). Based on the amount of groups also increasing at BPP, we concluded the increase in younger visitors is due to the increase of families visiting the park together. Other than this difference, the pattern of which ages frequent the park is the same compared to the 2016 survey.



**Figure 18:** The difference between visitors’ ethnic background in 2016 (white) and 2018 (blue). This figure shows an increase in visitation for minor ethnicities since 2016.

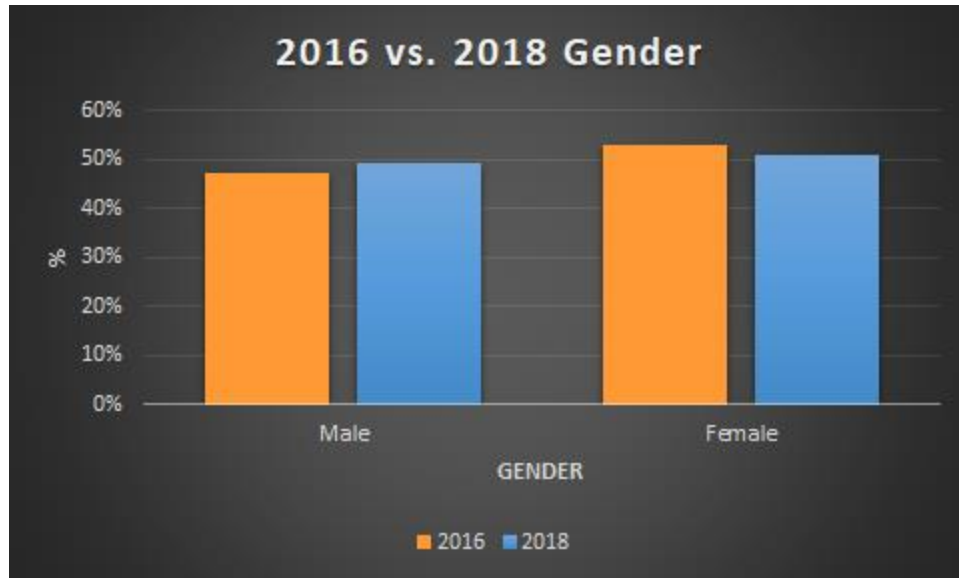


**Figure 19:** The difference between visitors' state of being in 2016 (red) and 2018 (blue). This figure shows an increase in groups visiting the park together since 2016.



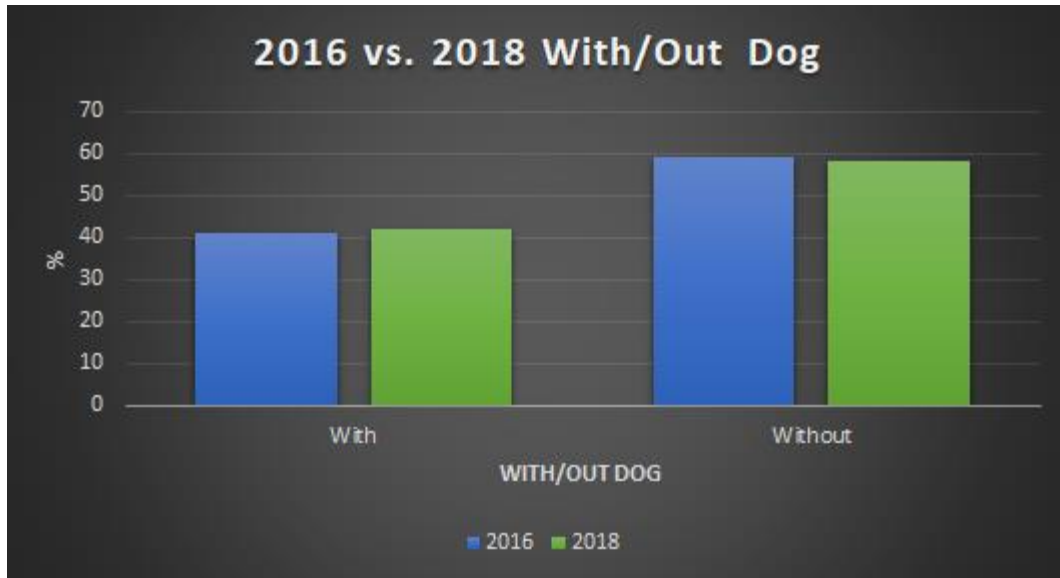
**Figure 20:** The differences between visitors' age in 2016 (white) and 2018 (orange). This figure shows an increase in visitation of people under the age of 25 since 2016.

Gender, dog-walkers, and visitation patterns all remained within the same percentages and patterns as the 2016 study. In the 2018 study, there was almost a 50-50 split for the male-female ratio, though in 2016 it was slightly different with 47% male and 53% female as shown in Figure 21.

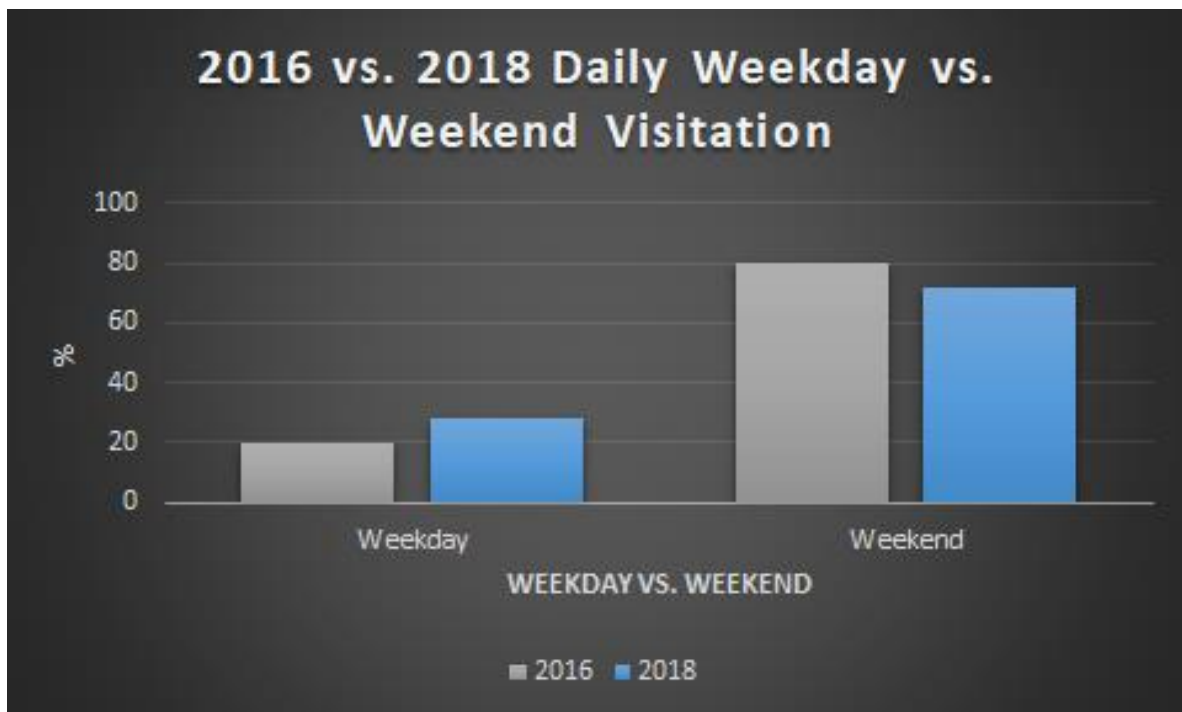


**Figure 21:** Comparison of gender breakdown between 2016 (orange) and 2018 (blue).

Figure 22 shows that dog-walkers had an even smaller change since 2016 than gender. There was a 1% increase compared to 2016 where 41% of people had dogs to 42% in 2018. We found this surprising as the park often appears to have many more dog walkers than not. A possible explanation for the appearance of more dog-walkers is that people tended to have more than one dog with them at a time, giving the appearance of more dog-walkers than people without dogs. The final similarity is visitation patterns, whether the park receives more visitors during the weekend or the weekday, as visitation rates remained consistent between the 2016 and 2018 studies. The 2018 study showed that 72% of visitors came to the park on an average weekend day, while the 2016 study showed that 80% of visitors came on an average weekend day (shown in Figure 23). Weekend days, unsurprisingly, maintain the highest visitation rates, but the 8% shift from 2016 shows that visitors use the park more frequently on during weekdays. We calculated these visitation percentages from the average number of visitors per individual weekend day or weekday.



**Figure 22:** Comparison of visitors with or without dogs between 2016 (blue) and 2018 (green).



**Figure 23:** Comparison of weekday vs. weekend visitations between 2016 (grey) and 2018 (blue).

While observing the activities people were engaging in while at the park, we discovered many people performed multiple activities simultaneously, such as dog-walking and using a

buggy/pram. Therefore Table 5 is in percentages rather than numerical data, as it totaled more than the people we observed; Appendix F contains the numerical data. Our data is not entirely comparable with the 2016 study as their questionnaire only allowed participants to engage in one activity. For reference, common examples of the other category in Table 5 are drone flying, children with scooters, and school outings. However, walking and dog walking remain the top two activities for both studies.

**Table 5**

Breakdown of the percentages of activities people perform in the park.

Note: Visitors can perform one or more activities.

<b>Activities</b>	<b>Percent of People</b>
Walking	43.3%
Dog walking	29.1%
Running	5.0%
Buggy/pram	4.3%
Sitting	3.6%
Leisure cycling	3.2%
Children's playground	4.1%
Standing	2.6%
Other	1.3%
Sports	1.0%
Café	0.7%
BMX	0.5%
Mansion	0.5%
Off road cycling	0.5%
Skatepark	0.3%
Wheelchair/mobility scooter	<0.1%



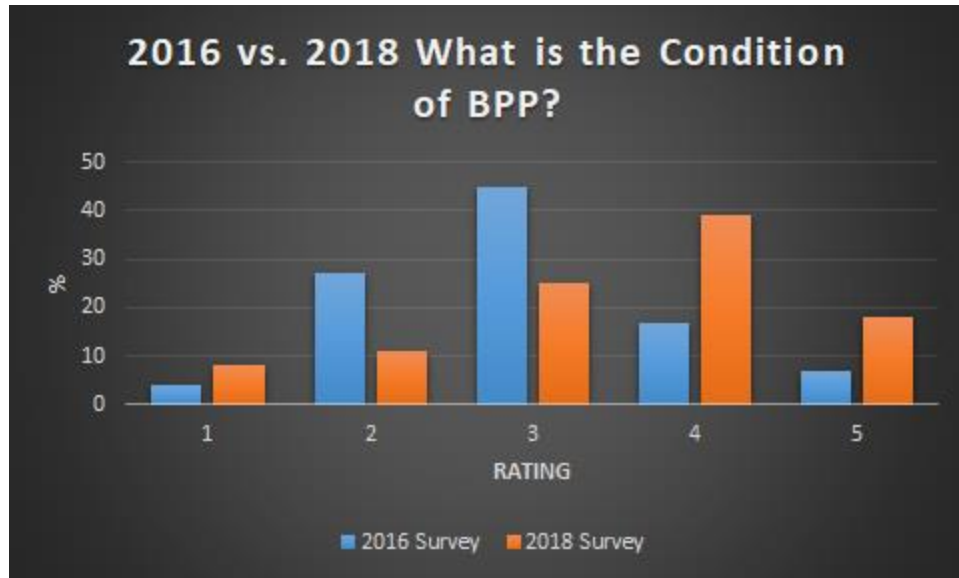
In August of 2013 and November of 2015, the Lewisham Council conducted observational surveys to gauge the usage of BPP. We compiled and extrapolated this data and compared it to the April 2016 and March 2018 data to determine how BPP has changed in the past five years. Table 6 shows that from 2013 to 2018 visitation increased from 162,629 visitors per year to 406,338 visitors. This is a 249% increase in visitation since 2013. The change since the golf course closed and the renovation process began went from 187,341 visitors per year to 406,338 visitors. Since the regeneration process started, there was a 217% increase in visitation. An important note is that the number of visitors per year does not reflect seasonal visitation patterns due to the Lewisham Council not having seasonal data collected in a single year. Therefore, the data from 2015, 2016, and 2018 are lower than the actual total since winter and early spring are not as popular as summer months. The data collected in the summer of 2013 is an overestimate since the summer months are the most popular time for park visitors.

**Table 6:** Extrapolated data of how many visitors per year, including total number of visitors per weekdays and weekends of each year.

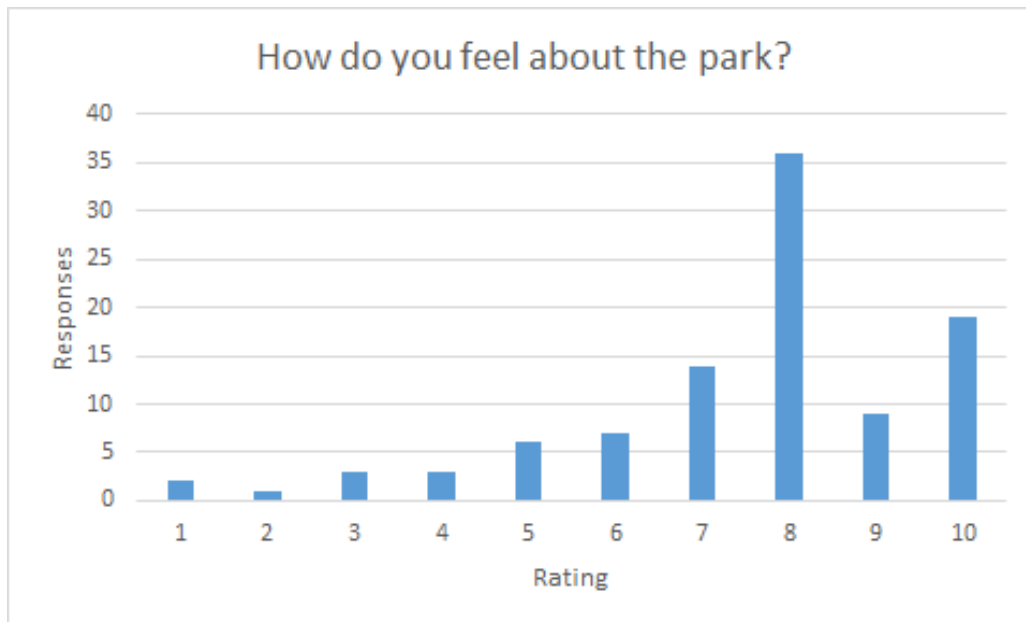
	<b>Aug-13</b>	<b>Nov-15</b>	<b>16-Apr</b>	<b>Mar-18</b>
Weekday	72,253	123,714	114,840	260,478
Weekend	90,376	64,584	72,501	145,860
Total	162,629	188,298	187,341	406,338

### 4.3 Visitors' Attitudes Towards Restoration Progress

One of the main goals of this study was to determine how two years of renovations has affected visitors' opinions of BPP. As shown in Figure 14 of Section 2.7, in 2016 most visitors had a neutral or slightly negative view of the condition of the park. After interviewing 100 visitors, we determined that in 2018 most visitors viewed BPP's condition favorably, as shown by Figure 24. Additionally, Figure 25 shows that most visitors thought highly of the park in general.



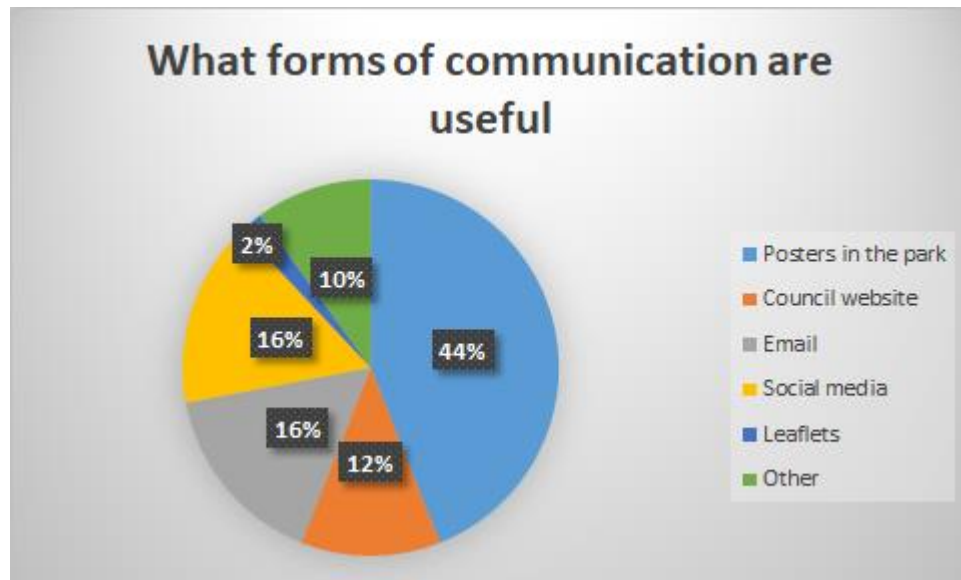
**Figure 24:** Ratings of current condition of park from 99 respondents in 2018 and 236 respondents in 2016. We changed the data to percentages for comparison. 1 is very poor, 5 is outstanding.



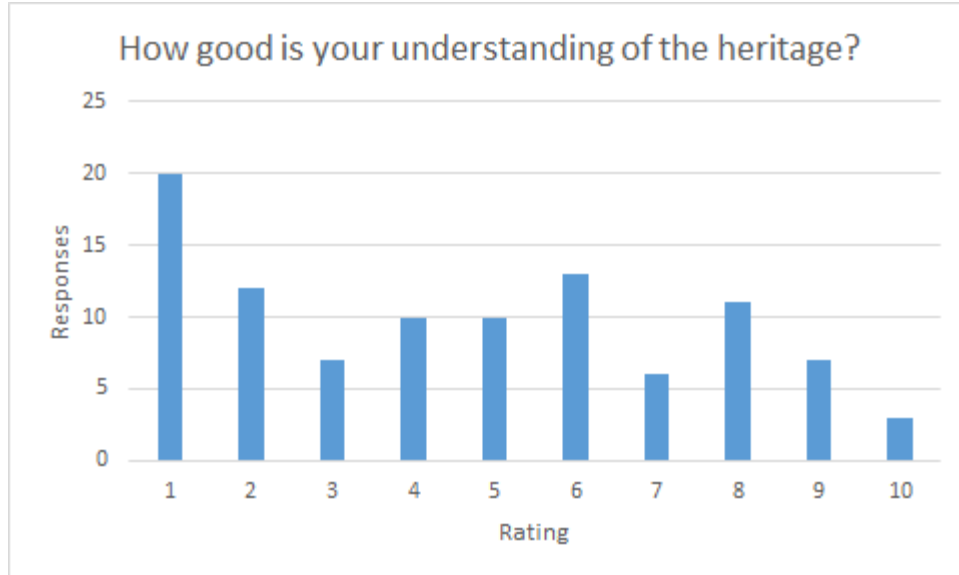
**Figure 25:** Rating of 100 respondents on how they feel about the park, 1 is very dissatisfied and 10 is delighted.

Those we interviewed varied widely in how much they knew about the park's history, but Figure 26 shows that the majority of visitors knew little to nothing of BPP's heritage. Figure 27

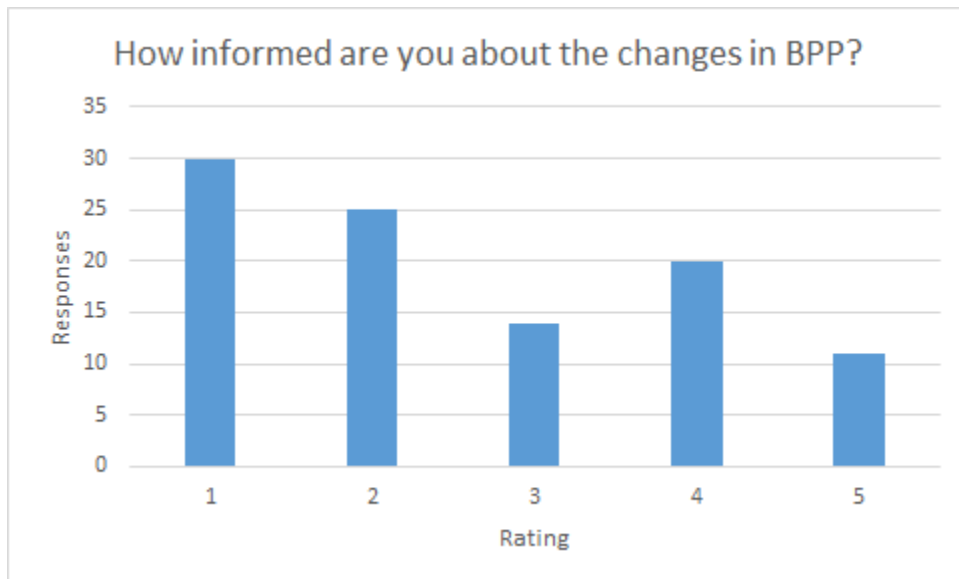
shows that many visitors felt uninformed about the park's renovation, with many worrying about conflicting rumors (i.e. some people believed the Council was going to tear down the mansion, and others believed they were going to develop the parkland for flats) and a lack of trustworthy information from the Council. Regardless of how much information the interviewee knew, many agreed that the park needed more signage, such as posters, detailing the restoration process.



**Figure 26:** A breakdown of percentages for communication that is useful for finding out information about BPP. Visitors would select the one most useful form of communication.



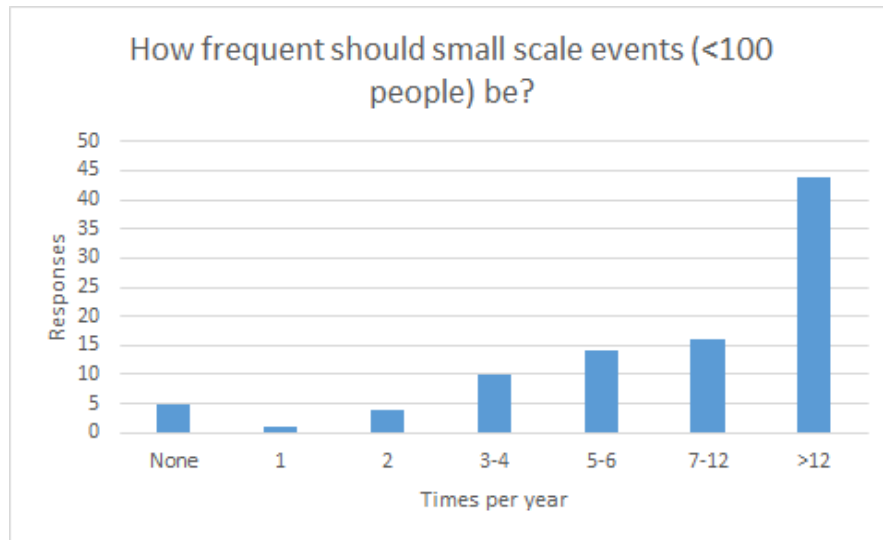
**Figure 27:** Rating of 99 respondents on their understanding of the heritage, or history, of BPP and its origins. 1 represents little to no understanding and 10 represents a thorough understanding.



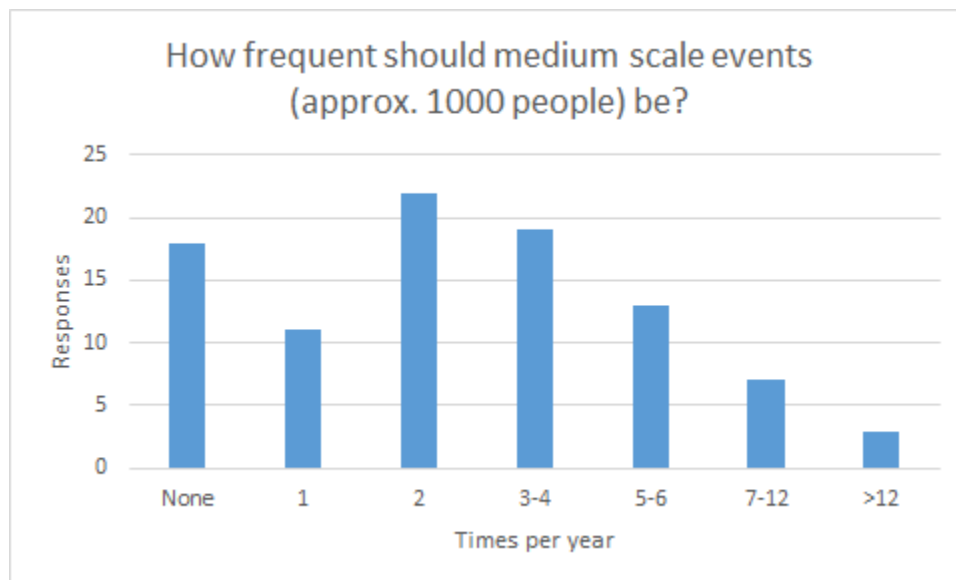
**Figure 28:** How informed 100 respondents felt about the changes occurring in BPP, 1 is uninformed and 5 is very informed. This understanding is a key indicator of how well the Council communicates their restoration plans to visitors of the park.

Opinions regarding the frequency of small, medium, and large scale events have remained generally the same between 2016 and 2018; the main difference was that in 2018 more

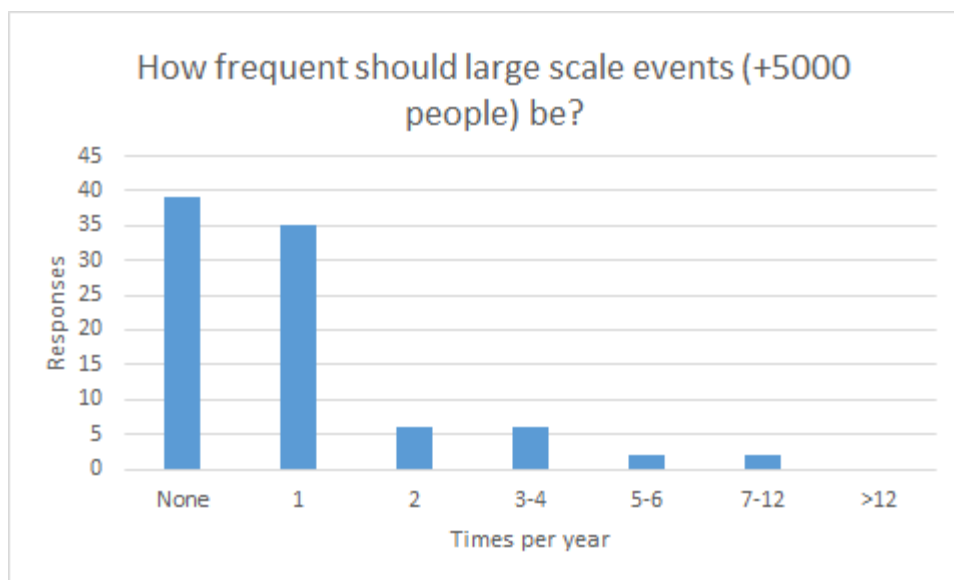
visitors were in favor of small scale events. Small scale events can include food markets, arts and crafts events, and concerts by local bands. Additionally, slightly more visitors supported having larger scale events once per year. Figures 29-31 show the 2018 opinions concerning the frequency of each scale of event.



**Figure 29:** How frequently visitors want BPP to host small scale events of less than 100 people per year from 94 respondents.

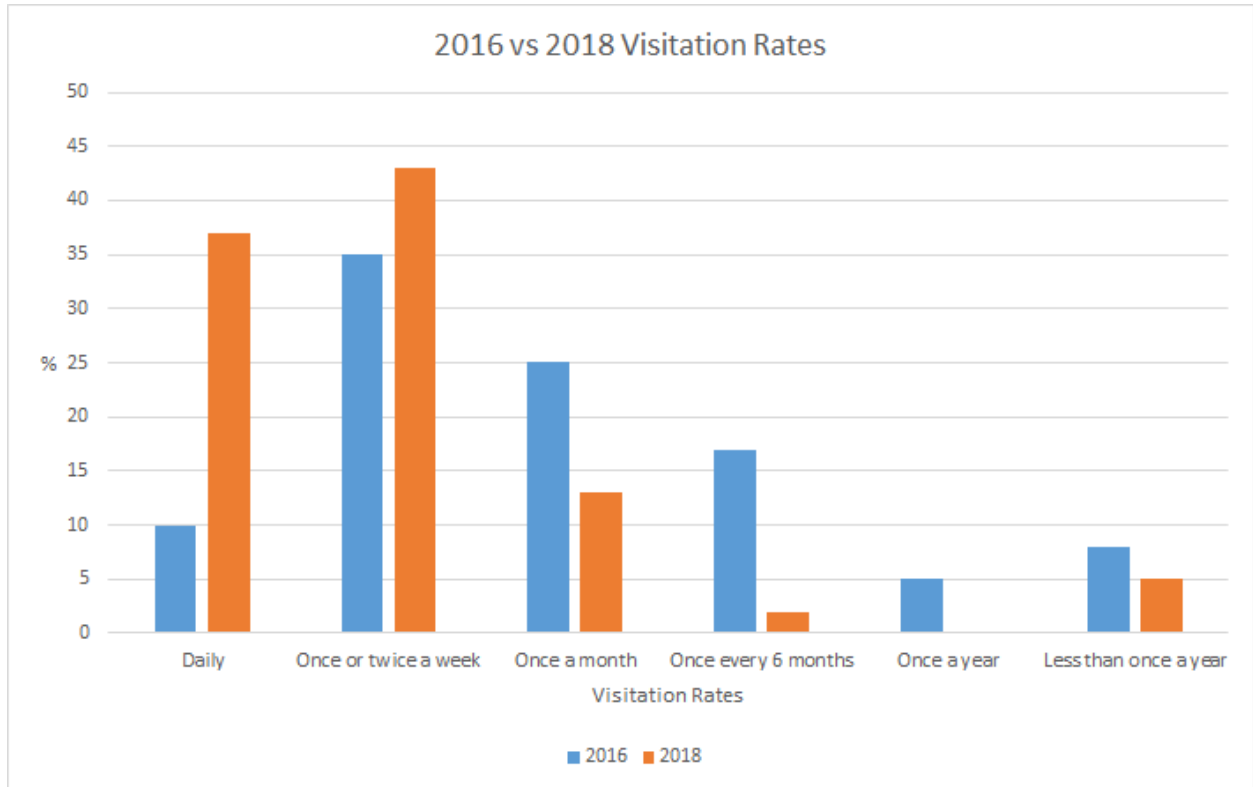


**Figure 30:** How frequently visitors want BPP to host medium scale events of around 1000 per year from 93 respondents.

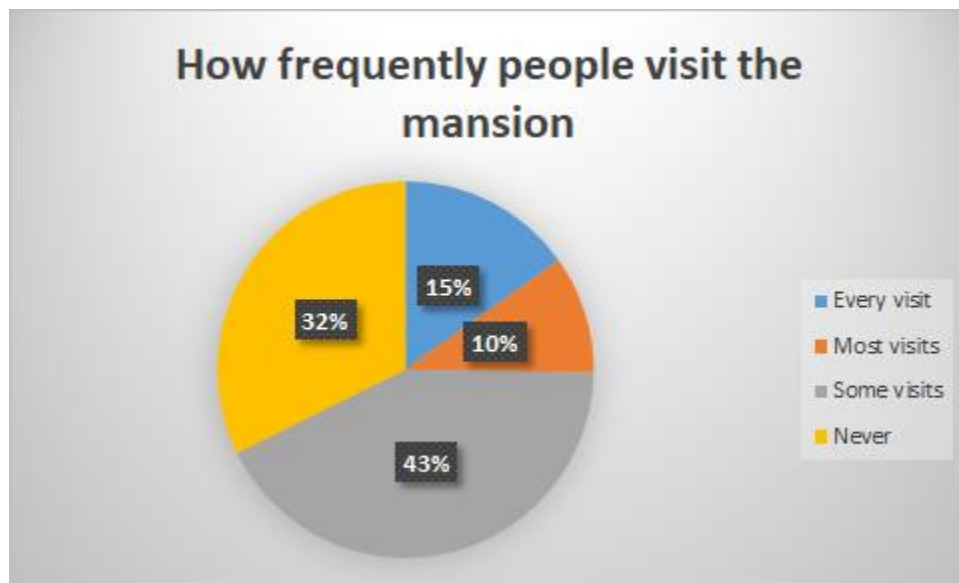


**Figure 31:** How frequently visitors want BPP to host large scale events of +5000 people per year from 94 respondents.

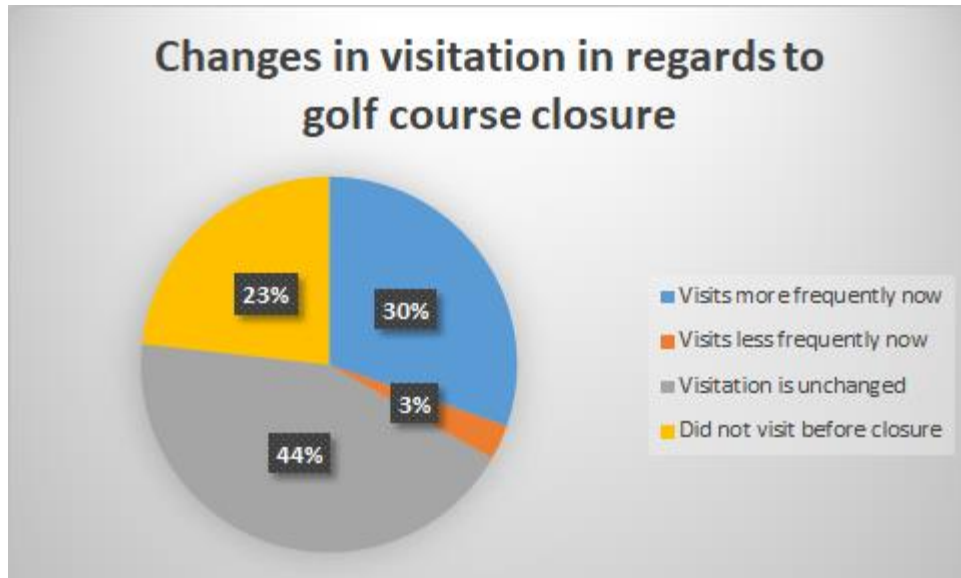
The frequency at which people visit BPP increased dramatically in the two years of renovations. According to Figure 32, 37% of people interviewed in 2018 visited the park daily compared to 10% in 2016. Additionally, 42% of people interviewed in 2018 visited the park once or twice a week, compared to 35% in 2016. In 2018, most park visitors went to the mansion infrequently or not at all, as shown in Figure 33. According to Figure 34, most visitors who came to BPP before the closure of the golf course either did not change their visitation habits or came even more frequently in 2018. The rest of those interviewed did not visit BPP when it was a golf course, with only 3% of visitors saying they came to the park less frequently since it closed. Concerning how visitors travel to the park, Figure 35 shows that a large majority drive, and that all but 1% of visitors, who do not drive, walk to the park. Of the visitors interviewed, almost all preferred their current method of travel. Other options of transportation to BPP include the train, cycling, and taxi, but interviewees never chose these answers. Many visitors stated their reason for driving was because they own dogs, and it was easier to drive than walk. We gathered this data on preferred travel methods to identify if access to the park was an issue. However, since a vast majority of visitors were content with their current method of travel, and those who weren't usually lived too far away to walk, there is no action the Council must take to improve access at this time.



**Figure 32:** Comparison of how often respondents visit the park in 2016 vs in 2018.



**Figure 33:** How frequently 99 respondents visit the mansion when they visit the park.



**Figure 34:** How visitation patterns changed since the golf course closed in October 2016 from 99 respondents.



**Figure 35:** How 99 respondents travel to the park.

Concerning proposed outdoor activities, visitors are mainly interested in walking and observing wildlife, as seen in Table 7. This has changed very little from 2016. In regards to events and activities held at BPP, there was a consistent interest in most of the proposed events. Table 8 shows that the most popular activity was food markets, followed by nature and wildlife, contemporary music concerts, and cultural festivals. Events regarding local history and heritage,



Christmas/winter themed events, arts and crafts, classical music and performing arts also piqued visitors' interest. However, despite the widespread interest visitors showed towards BPP's events and activities, Table 9 shows 50% of those we interviewed had not attended an event in the past year. Of the visitors who had attended events at BPP, the majority had gone to the Christmas and vintage fayres, with food markets garnering slightly less attendance. When asked if they would like to volunteer most visitors declined, often citing time constraints. Table 10 shows that similarly to the 2016 interviews, visitors who showed interest in volunteering were mostly focused on wildlife and habitat conservation. Since many interviewees expressed interest in wildlife and habitat conservation, volunteer activities focused on wildlife will have the largest attendance rates.

**Table 7**

Breakdown of percentages of outdoor activities visitors are interested in.

Activity	% people interested
Walking	26%
Observing wildlife	15%
Cycling/mountain biking	8%
Outdoor swimming	8%
Running/jogging	6%
Canoeing/kayaking	5%
Pond dipping	5%
Climbing wall	4%
Natural play	4%
Table tennis	4%
Trim trail	4%
Geocaching	3%
Roller skating	2%
Using skatepark	2%
Other	2%
BMX	1%
None	1%

Note: Visitors can have more than one interest.

Others: Pokémon Go, tennis, paddle boarding

**Table 8**

Breakdown of percentages of events and activities visitors are interested in having at BPP.

<b>Activity and event</b>	<b>Percent interested</b>
Food markets	9.7%
Nature & wildlife	8.5%
Contemporary music concerts	7.8%
Cultural festivals	7.2%
Local history and heritage	6.9%
Christmas & winter themed events	6.7%
Arts and crafts	6.7%
Classical music concerts	6.6%
Performing arts	6%
Health & fitness	5.4%
Guided walks and talks	5.3%
Practical horticulture & gardening workdays	4.8%
Practical natural conservation workdays	4.8%

Activities specifically for children & young people	4.1%
Community workshops	4.1%
Summer playschemes	3.2%
None	1.6%
Other	<0.1%

Note: Visitors could show interest in more than one event or activity.

Others: Foxgrove events, book fayre

**Table 9**

Breakdown of percentages of events and activities visitors have attended in the past year.

<b>Events and Activities</b>	<b>Percent attended</b>
None	50%
Christmas fayre	11%
Vintage fayre	10%
Food market	8%
Splattermake/ Know How You Sewing or crafts workshops	5%
Festival of lights	5%
Other	3%
Yoga classes	2%
BPP visitor center	1%
Cycle races	1%
Film workshop for children	1%
Guided walks and talks	1%
Half term activities for children & young people	1%
Outdoor cinema	1%
Practical horticultural & gardening workdays	1%
Practical natural conservation workdays	1%

Note: Visitors can attend more than one event or activity. Some events do not appear on this table since no interviewee selected them. The full list of activities appears in the questionnaire in

Appendix D.

**Table 10**

Breakdown of percentages of volunteer activities visitors are interested in.

Activity	Percent interested
Not interested	37%
Wildlife and habitat conservation	14%
Developing community art projects	9%
Food growing and community gardening	9%
Helping to deliver events and activities	9%
Local history research	6%
Assisting with school visits	5%
Running sports club	5%
Discussing park management issues	4%
Oral history projects	2%

Note: Visitors could show interest in more than one volunteer activity.

#### 4.4 Concluding Remarks

Through the implementation of a volunteer database, observation of park visitors (observational surveys), and the completion of park-user interviews, we gathered information the Lewisham Council can use to improve the utilization of BPP. The implementation of the volunteer database will assist the Lewisham Council with organising and managing their volunteers at BPP. The database enables Ms. Mitchell to manage park volunteers more efficiently and delegate tasks by volunteer interests. This organization makes the volunteering

experience more enjoyable and rewarding for those involved, as they can express passion for a specific project and work on it.

Through observing and interviewing park visitors we were able to analyze how people feel about the park. We ensured our observational survey results were comparable to the previous study (Czamara et al., 2016) by using their methodology and survey tools as a basis for our own. This enabled us to produce comparable data to the 2016 dataset. From our observational data, we noticed that there were slight changes in visitor demographics since 2016; for instance, the gender ratio in 2016 showed more women visited the park, but in 2018, the gender ratio was almost 50-50 between men and women. The main differences in our observational data was the increase in different ethnicities and groups utilizing the park.

Our interview data shows that while many visitors showed satisfaction with the restoration progress, they feel they are not well informed on the entire process. While there is information on the Council's website regarding the restoration of BPP, many interviewees have expressed that gaining information from the Council's website is not ideal because it is difficult to navigate and there is no clear way to get in contact with the people in charge. Additionally, our interview data suggests visitors want to see the park being used for more events, such as arts and crafts, performing arts, nature and wildlife activities, and even music concerts. From all our data, we concluded that there is a need for better communication between the Council and the community, a need for better signage around BPP, and a need for more events and activities for people to do in the park.

## Chapter 5: Recommendations

Utilizing our results, we developed recommendations for the Lewisham Council to incorporate as the regeneration process continues. We generated the recommendations in Table 11 based on our observations as well as our conversations with park visitors to help benefit the Lewisham Council and the community surrounding BPP.

**Table 11**  
Recommendations.

<b>5.1: Incorporating Visual Aids Around BPP</b>	<ul style="list-style-type: none"> <li>● Implement more maps and directions</li> <li>● Incorporate more posters at renovation sites</li> </ul>
<b>5.2: Supplementing Visitor Experiences</b>	<ul style="list-style-type: none"> <li>● Provide more events and activities</li> <li>● Increase awareness of the mansion</li> <li>● Improve park maintenance</li> <li>● Incorporate dog amenities and regulations</li> <li>● Improve safety measures</li> </ul>
<b>5.3: Improving Communication with the Surrounding BPP Community</b>	<ul style="list-style-type: none"> <li>● Increase awareness of renovation plans</li> <li>● Expand advertisement for events and activities</li> </ul>

### 5.1 Incorporating Visual Aids Around BPP

Due to its large size, it is quite difficult to find certain amenities around BPP. Based on our experiences, we noticed that in certain areas of the park, specifically the woods, it was difficult to navigate unless we followed a map. In addition, we noted that the renovation areas needed better markings. Once we began talking to park visitors, it became apparent that many



visitors also noticed the lack of clear markings around BPP. To improve on these issues, we propose two recommendations (shown in Table 11) of how the Lewisham Council can improve visual aid throughout the park.

### **Implementing more maps and directions**

Maps and directions are helpful when it comes to navigating BPP since it is a large area of space. Currently, there are only two markings in the park and they are along the paths in the woods, but they do not indicate which path to take to get to a certain destination. Additionally, the maps around the park are outdated which results in new park visitors getting confused. To combat the aforementioned issues, we used our knowledge concerning areas of interest to determine places to implement more maps and markings.

Currently, entrances to the park, the patio of the mansion, and main intersections throughout the park have maps. The maps at these locations typically contain inaccurate information which can cause confusion for park visitors. We recommend placing more maps throughout the park in areas currently undergoing renovation and updating them as progress is made. Since the renovation areas are quite large, many people often walk by there to see what exactly the renovations entail. Having a map in these locations would provide useful information as well as a sense of direction.

In addition to more maps, more markers on trails can help guide visitors throughout the park. The two markers currently in the woods (shown in Figure 36) offer no directions to locations in the park. Adding in markers that direct visitors to amenities relating to the park is more useful as that assists in easier navigation. We recommend placing markers at crossroads, so visitors know which path to take to get to their destination. The markers should include directions to entrances/exits in the park, toilets, the mansion, the playground, and future amenities (the lake and the wetlands).



*Figure 36:* One of the two markers in the woods.

While more markers and maps are helpful, we acknowledge that there are possible downsides to them. The markers and maps could disrupt the view of nature and disturb wildlife in the area. However, possible fixes to these problems include incorporating maps that are waist high to avoid disrupting the view and placing markers and maps in areas that would not disturb wildlife such as near the edge of a trail.

### **Incorporating more posters at renovation sites**

During the regeneration process, many visitors felt uninformed about all the changes happening in BPP. When speaking with some visitors, many felt that posters in the park were helpful, especially in the areas that were under renovation. Currently, there are some paper flyers around the wetlands and lake area, but they are small and difficult to approach due to mud or rough terrain and have a chance of being blown away or destroyed in bad weather. In addition to specific renovation plans at the site, many visitors wanted more information about all the renovation plans. We identified more areas for posters as well what information can go on the posters.

While going through our notes from interviewees, a common theme appeared: many visitors wanted more information in places other than inside the mansion. Most interviewed visitors rarely went inside the mansion, and even those who did go to the mansion did not know there were poster boards that detailed the renovation plans. We constructed Figure 37 which

shows possible places for poster boards to go. The areas we identified are significant because many visitors use those areas and are more likely to read the poster in the area they visit instead of going out of their way to find information on the renovations.



**Figure 37:** Recommended placements of posters describing renovation plans.

The information displayed on the posters will depend on the location of the poster. If the poster is near a renovation site, the poster should contain information on the area being renovated as well as a brief summary of why the renovation is happening. The specific information for the renovation site can include a timeline of what will happen to that area during the regeneration process as well as what visitors can do once renovation finishes. For posters in general areas of the park, such as at the bridge between the east and west sides of the park, the poster can have information on the entire regeneration process and can include a brief synopsis of all the

renovation plans. By placing posters in multiple places, the posters can help raise awareness for all the renovations and would help satisfy some of the visitors.

## 5.2 Supplementing Visitor Experiences

While conducting our interviews, visitors of BPP frequently expressed their opinions regarding the park. We took note of this feedback and used it as the basis to formulate our recommendations. Some recommendations include conducting more small scale (around 100 people) events throughout the year and maintaining the mansion. Many of the interviewees wanted to see improvement in the park, so we reviewed their suggestions, identified recurring themes (safety concerns, event and activity awareness, and upkeep concerns), and formulated the following recommendations based on the themes we identified (as shown in Table 11).

### **Providing more events and activities**

According to the data collected from visitor interviews shown in Figures 29-31 in Section 4.3, there is significant support for events with less than 100 people. Several of the popular activities are typically held on a small scale, such as food markets, nature & wildlife, cultural festivals, local history & heritage, arts & crafts, and performing arts. Hosting activities within the mansion and allowing visitors to come and go as they please may help keep the event at the desired small scale. Although there was less support for events on the medium scale (roughly 1000 people), enough visitors showed interest that such events could be held at least once a year. Medium scale events can include classical music concerts, contemporary music concerts and festivals.

Due to the increase in visitors brought on by medium scale events, the events can bring various risks to the park. Many visitors expressed concerns about littering and vandalism by non-locals coming into the park solely for the larger events. Additionally, the current infrastructure of BPP likely would not be able to support over 1,000 people. While BPP could hold infrequent medium scale events despite these concerns, events with 5,000 people or more are not feasible.

The open landscape of BPP provides an ideal environment for children to play in, but visitors have often expressed interest in amenities to support this pastime. While the eastern side of the park contains a playground, it is far away from the mansion and western field where most families spend their time in the park. Therefore, it may be useful to add some form of play area

near the mansion or in the woods. While the play area in the woods would not be as interactive as the one near the mansion in order to preserve nature, a play area would provide a safer form of natural play than playing in the woods without one. Additionally, if safety regulations are effectively enforced, a play area in the woods provides a good opportunity for more advanced activities suited for older children. Even if it is not in the woods, a more complicated construction such as an obstacle course would provide activities for children over ten years old, which is something the park currently lacks.

### **Improving awareness of the mansion**

The mansion is currently being rented out by multiple small businesses that put on daily activities, but more recently the mansion started putting on events and activities for the holidays and on weekends. However, many visitors are unaware these events and activities are going on. In fact, many visitors do not realize they can enter the mansion, and therefore do not realize all the different activities that go on inside the mansion. Having more publicity for the mansion would help ensure that visitors are aware that there are events and activities that take place there and that these events and activities are open to the public.

Currently, the mansion has a small sign on the front door that says “Open” on it, but this sign is not visible from a distance. Many visitors have stated they would like to go inside the mansion, but they do not know the mansion is accessible to the public. Implementing a clearer sign, possibly a chalk sandwich board in the parking lot that displays the mansion’s hours of operation and what events are occurring on that day would help increase the visitation rates.

In addition to the sandwich board in the parking lot, banners and bulletin boards near the entrances/exits of the park can help increase awareness of all the different activities that take place near or in the mansion. The banners can display major events, such as the Easter events, and the bulletin boards can display leaflets or posters for all the different weekly activities.

### **Improving park maintenance**

While most visitors agree the park is in decent condition, many interviewees brought up park maintenance as a problem. BPP is a large park that needs significant effort to keep it in a clean condition, therefore we recommend for Lewisham Council to employ more groundskeepers

to survey the park more frequently. Tasks for these groundskeepers could include regular duties such as lawn care and repairing benches.

The most mentioned problem in the park is the increase of muddy areas, particularly on the downward slopes of hills. Some visitors attribute the mud to the removal of trees in the surrounding areas, while others believe it is due to the recent weather, but the hazard of traversing these slopes has disgruntled nearly all visitors. It would be beneficial to investigate why the mud has become more prevalent this year, as stated by many visitors in the interviews, compared to previous years and to find a way to help prevent it from happening in future years.

The Lewisham Council should include more amenities such as bathrooms, rubbish bins, and dog waste bins throughout the park. The mansion and the patio area are the only locations that contain bathrooms, so visitors in the woods or on the east side must travel far in order to access them. While there are a good number of rubbish and dog waste bins in the woods, they are sparser throughout the rest of the park. The lack of rubbish bins contributes to the likelihood of visitors not cleaning up after themselves or their pets when out in the fields.

Finally, we suggest incorporating signage such as posters around the park about the native or migrated wildlife. BPP has an extensive woodland area that is home to many species including native badgers and the foreign parakeets that have become common to London. In addition to informing visitors about these species, the signage would also make them more aware of where they travel within the woods. Cyclists have occasionally ridden across patches of bluebell flowers, a plant that the woodlands are especially known for. Signage that makes cyclists and other visitors aware of the importance and value of the flora and fauna found within the park could contribute to more careful actions during their visit so as not to disrupt the nature and wildlife.

### **Incorporating dog amenities and regulations**

BPP provides a valuable space for dogs and their owners, but for some visitors the prevalence of canines is concerning. We received a recurring recommendation to designate areas as dog-free or dog-friendly and fence them off accordingly. This would allow small children and others who want to avoid dogs to still visit BPP without having a constant worry about the dogs. Additionally, visitors would have a place to engage in activities such as picnics without fear of being disturbed.

Another common suggestion towards supplementing visitor experiences regarding dogs is to improve dog-owner etiquette. Increasing signage about the rules and regulations of dogs in BPP could help improve dog-owner etiquette. Currently there are a few signs around the mansion and car park that detail some of the rules and regulations, but they are partially hidden behind trees and bushes. Incorporating more signs about the rules and regulations, as well as possible penalties for offenders, regarding dogs would help reduce antisocial behavior. Placing these signs at entrances to the park, near the car park, and near the mansion would clarify expectations for visitors with dogs.

The addition of certain dog related amenities can help improve the park for dog owners. Hoses near the mansion and possibly at park exits to clean off dirty dogs can greatly facilitate canine maintenance. Additionally, water fountains throughout the park for dogs would benefit dog owners who do not go to the mansion as that is currently the only place with a water dish for dogs. Finally, having a lead post on the patio of the mansion would help dog owners who are trying to use the facilities of the mansion without taking their dog inside. Currently visitors are tying their dogs up on the door leading to the children's school in the basement of the mansion which is unsafe for the dog and for the children. A lead post provides a safer place for a dog owner to have their dog wait.

### **Improving safety measures**

Aside from the mud, there are other safety concerns in the park. The railroad tracks do not have proper fencing, and it is easy for unattended dogs or children to wander close to the tracks. Additional fencing and foliage would provide both a barrier for wandering animals and children as well as a barrier to block the sound of the train, creating less disturbances for park visitors enjoying the nature and wildlife.

We also suggest the removal or covering of protruding metal from old fencing in the entrance into the woods from the west fields near the Crab Hill entrance. There are several metal objects in the center of this walkway that are approximately five centimeters in height, and it raises the concern of people accidentally stepping on these objects or dogs scratching their paws upon them. The removal of these items is ideal, but that may not be possible depending on how deep in the ground they are. If removal is not possible, we suggest either a wooden walkway

installed above the objects or additional dirt to cover them, with periodic inspections to determine when more dirt is necessary due to erosion.

Finally, we recommend that near construction zones, temporary barriers and warning signs are helpful. At times there was heavy machinery in the park for the renovations which proved to be hazardous for visitors who are not paying attention to their surroundings, children, and dogs. Signage may draw the attention of visitors to make them aware of areas undergoing construction and barriers will assist in keeping out vulnerable park visitors, such as the children and dogs. Implementing these changes will make the park easier to traverse and less hazardous for individuals.

### 5.3 Improving Communication with the Surrounding BPP Community

In addition to receiving suggestions for improvements within the park from interviewees, we also received ways to increase awareness for the park and the renovation plans that are underway. Based on the information we gathered from our interviews, many visitors felt that the renovation plans were being kept secret, and they felt that the park was not getting enough recognition for events that were put on. From this information, we developed two recommendations, increasing awareness of renovation plans and expanding advertisement for events and activities, for what the Lewisham Council can do to improve communication within the community.

#### **Increasing awareness of renovation plans**

Often in interviews visitors expressed a lack of knowledge about the renovation plans and believed there was poor communication between the Council and the community. The absent information encompassed project timelines, renovation areas, future outlook, and funding. According to Figure 28 in Section 4.3, 55% of interviewed visitors expressed a 1 or 2 on a scale of 5, where 1 is very uninformed, about how informed they were on the renovation plans. The scarcity of informed visitors seems like it was due to the location of and difficulty of access to the renovation details.

There are two main sources of public information about BPP's regeneration. Within the park itself, the only place to find information about the regeneration process is in the basement of Beckenham Place Mansion. Currently there are a collection of posters, produced by the Council,



that explain the renovation plans for each major area of development within the park. However, visitors only see these posters if they go into the mansion basement, specifically outside the cafe. As seen in Figure 33 in Section 4.3, 32% of visitors never visit this area, and 43% only come on some visits, making it difficult for these visitors to know that the information is there. The other primary location is the Lewisham Council's website. The website is difficult to navigate, making it an inefficient form of communication.

To fix the aforementioned issues, we have developed a variety of suggestions to assist in making information more readily available to visitors. The method of communication interviewees would most like to see is a public forum where either Lewisham Council members or park renovation experts discuss the changes happening and the reason behind these changes. A public forum would also give the visitors a chance to ask questions or raise concerns they have to the Lewisham Council and receive quick feedback. In addition, park renovation experts could discuss other parks that have gone through similar renovation processes and the benefits these parks received.

In regards to current methods of communication, we suggest a few improvements that can make the information more accessible. Figure 26 in Section 4.3 shows that posters are the most useful form of communication. The Lewisham Council could use posters to their advantage not just in the mansion, but also in other areas of the park, like where renovations are currently taking place. Incorporating posters in other areas will help increase awareness about the renovations for visitors who do not visit the mansion often, or at all. Section 5.1 contains a visual, Figure 37, that offers more information on suggested locations for posters.

The home page of the Lewisham Council's website lacks a direct link to park information making it difficult to reach this section without directly searching for it through a search engine or in the search bar on the website. This method of searching is an inconvenient way for visitors who are unfamiliar with certain technologies. We suggest adding another category for the park's department on the left-side navigator, outlined in red on Figure 35. Additionally, the "Parks and open spaces" web-page and the web-page for each individual park should include how to contact the Park's department, as well as the Council members involved in each park. Including the relevant Council members' information will open a line of communication between the public and the Council where it is easier to clarify information and respond quickly to concerns or questions. A final piece to add to Beckenham Place Park's page on the Lewisham Council

website is information on how and when to volunteer. A volunteer section could include regular volunteering schedules and locations, special upcoming events that would need more volunteers, and a section of whom to contact to start volunteering.

The screenshot shows the Lewisham Council website homepage. At the top, there is a navigation bar with five main categories: 'Do it online', 'Pay it' (accompanied by a pound symbol icon), 'Apply for' (with a mouse icon), 'Report it' (with a megaphone icon), and 'Book it' (with a calendar icon showing '30'). Below this, the main content area is divided into several sections. On the left, a vertical navigation menu is highlighted with a red border, listing various services: Council tax (Pay your council tax, Reductions), Education (Schools, Adult education), Rubbish and recycling (Large items, Your bins), Planning (View applications, Apply for permission), Housing (Housing benefit, Find a place to live), Parking (Permits, Pay a parking penalty), Libraries (Find your local library, Renewing items), and Health and social care (Adult social care, Children social care). To the right of the navigation menu is a large banner for 'Are you registered to VOTE? Register by 17 April' featuring a cartoon dog and a cityscape. Below the banner are two promotional boxes. The first is titled 'Get involved in People's Day' and includes a photo of a festival and the text: 'Exhibit your business, social enterprise or charity at People's Day on Saturday 7 July. Apply by 18 May'. The second is titled 'Apply for an apprenticeship' and includes a photo of people in a meeting and the text: 'We have trainee data analyst, customer service and HR vacancies. Apply by 30 April'.

**Figure 38:** The Lewisham Council website's homepage. The red rectangle marks the left-side navigation bar where the Council could add a parks link.

Figure 26 in Section 4.1 depicted that visitors of BPP prefer email over the Council website to find out information about the park's regeneration. Currently, there are two ways to receive emails regarding BPP. The first is on the webpage for BPP renovations on the Council website and the second is a paper list in the mansion. Once the Lewisham Council website is more navigable, visitors can enter their email without any troubles through that method. The paper list in the mansion is an inefficient method to collect emails for reasons such as an individual's handwriting being illegible or the slow process of waiting for a Council member to retrieve the list and input any newly acquired emails. An improvement to the paper list is the use of a tablet or similar electronic device. A Council member can connect the tablet to the

mansion's Wi-Fi so responses are immediately added to the email list and the tablet completely removes the problem of illegible handwriting.

Whenever the Lewisham Council changes, updates, or completes the renovations, they should send an email to the BPP renovation email list to inform visitors of this information. The email list should also receive other information regarding the renovation, such as future plans or additional reasonings, as quarterly reports so that the emails are not too frequent but often enough to provide useful reminders about the park's ongoing renovations.

Finally, to ensure information is as uniform as possible, we suggest updating information that has become irrelevant. Examples include signs near Beckenham Junction advertising for the now-closed golf course and maps that do not show new trails in BPP. By updating the maps and advertisements among other items, new visitors and residents who have not been to BPP will not have conflicting sources of information about the park.

Improving communication between the Council and the community will assist in the renovation process. It will give members of the public a chance to have their voices heard as well as get the most up to date information on what is going on with the renovations. This open line of communication will help the Council make decisions moving forward on the regeneration plans, and it will help the public stay informed on what is happening.

### **Expanding advertisement for events and activities**

When discussing different activities that have happened in BPP, visitors were often surprised at the variety of activities that have occurred in the park. To increase awareness, and thereby attendance at these events, we recommend expanding advertisement through several mediums.

As an extremely prevalent form of communication, social media provides many opportunities to advertise events. Facebook provides an easy method of organization and notification for upcoming events. Facebook events are sharable, can communicate details about events, and provide a rough estimate for attendees by allowing users to indicate their interest in attending an event.

Snapchat is also an invaluable social media platform for advertising. BPP can have its own account where a mansion manager, or social media manager, posts pictures and videos to the account's Snapchat story. The story function is a unique feature useful for advertising events

that are ongoing or happening soon. Park workers can post Snapcodes, which function similarly to QR codes, around the park for visitors to use as an easy method to follow BPP's Snapchat. Another function of Snapchat is the ability to purchase filters. These filters are another form of advertisement where the user specifies an area and time duration for the Snap-filter to be available. People within the area range during those times can apply the filter to their own Snapchats when sending pictures and videos to their friends or posting to their own stories. To design these filters, the Lewisham Council could commission experienced artists to design a variety of filters for different times of the year or annual events.

The Council should diversify its advertising efforts beyond social media, as there are many people who do not use social media or are not active on it. Therefore, the Council should incorporate more traditional methods of advertising such as newspapers and posters. Newspapers and posters would create a better visual aid and reminder for events. A limit to social media is that it can only reach followers of BPP or their followers' friends, while posters and newspapers reach anyone who is in the vicinity. The larger audience allows BPP to advertise to other parts of the London Borough of Lewisham and to residents who may not be aware of BPP yet. Doing so allows the Council to garner more new visitors to the park, which aligns with their goals in the regeneration process.

## Chapter 6: Conclusion

The Lewisham Council now has evidence to prove that there is improvement with the regeneration plans. Public opinion of BPP has improved since 2016, and while visitors have concerns about some renovation aspects, such as tree removal and wildlife conservation, improved communications can allay the raised issues. BPP is underused for its size and through data extrapolation, we have proven that the yearly foot traffic of the park has increased significantly in the past two years. If this visitation trend holds, the Lewisham Council will reach its goal of over 700,000 annual visitors. The addition of a wide variety of activities and events available in the park, along with more advertising, will continue to encourage greater visitation in coming years.

The Lewisham Council can report these findings to the Heritage Lottery Fund and other prospective sponsors to continue to expand their vision for the park. Aside from current projects drafted in Appendix A, we suggest the Council focuses future fundings on the Beckenham Place Mansion, as it is a Grade II\* historic listed building. There is significant heritage value associated with the mansion since only 5.8% of all listed buildings are Grade II\* (Historic England, 2018), along with the mansion being a major attraction to the park. By funding the mansion regeneration next, the Council can better capitalize on the benefits of the mansion's spaces for hosting events.

Since the park has gone through multiple transitions in the past year, it has not yet settled into a singular purpose. Its main functionality was previously a golf course, which restricted access to some parts of the park. Current visitors feel the increased presence of dogs will convert BPP into a dog park. This conversion is not ideal for those who do not own dogs or do not want dogs to disrupt their time in the park. If the Council delegates more organised areas for specific activities like dog-free picnic zones, the park will feel more inclusive. Allowing the park to have multiple purposes will keep it populated with a variety of visitors and represent a relaxing place for all members of the surrounding communities. Enhancing community spirit this way fulfils some of the Lewisham Council's goals, as discussed in Section 2.3.

Through methods outlined in this report, we predict the Lewisham Council will continue improving on its goals to increase utilization of the park, promote diversity of BPP's visitors, and make BPP a well-loved attraction to the surrounding communities.

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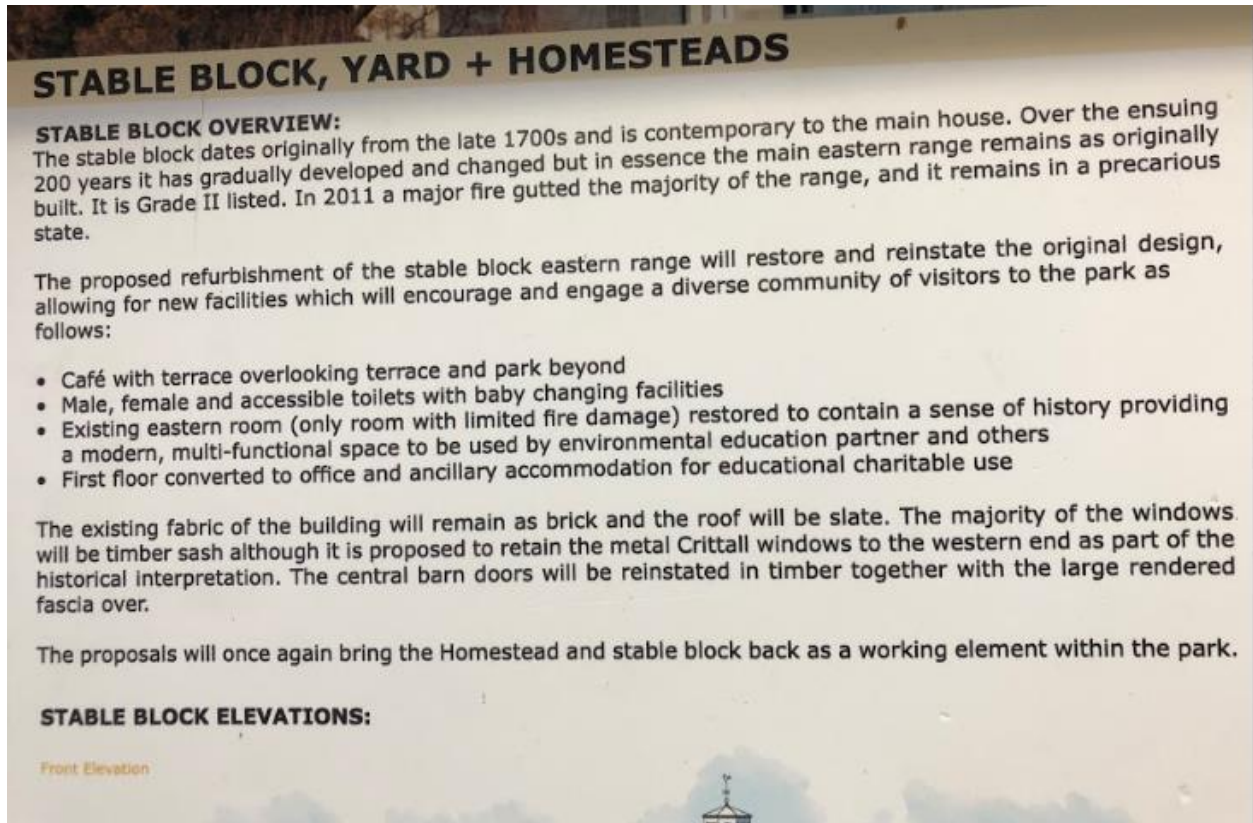
## Appendices

### Appendix A: Beckenham Place Park Master Plan

Overall detailed master plan proposed by the Lewisham Council for Beckenham Place Park (London Borough of Lewisham, 2018).



Provides details about the restoration of the Stable Block, Yard, and Homesteads (London Borough of Lewisham, 2018).



**STABLE BLOCK, YARD + HOMESTEADS**

**STABLE BLOCK OVERVIEW:**  
The stable block dates originally from the late 1700s and is contemporary to the main house. Over the ensuing 200 years it has gradually developed and changed but in essence the main eastern range remains as originally built. It is Grade II listed. In 2011 a major fire gutted the majority of the range, and it remains in a precarious state.

The proposed refurbishment of the stable block eastern range will restore and reinstate the original design, allowing for new facilities which will encourage and engage a diverse community of visitors to the park as follows:

- Café with terrace overlooking terrace and park beyond
- Male, female and accessible toilets with baby changing facilities
- Existing eastern room (only room with limited fire damage) restored to contain a sense of history providing a modern, multi-functional space to be used by environmental education partner and others
- First floor converted to office and ancillary accommodation for educational charitable use

The existing fabric of the building will remain as brick and the roof will be slate. The majority of the windows will be timber sash although it is proposed to retain the metal Crittall windows to the western end as part of the historical interpretation. The central barn doors will be reinstated in timber together with the large rendered fascia over.

The proposals will once again bring the Homestead and stable block back as a working element within the park.

**STABLE BLOCK ELEVATIONS:**

Front Elevation

Restoration and location plans for pleasure garden and natural play areas. New pathways for Stable Block and future planting focused on rare and exotic trees that are common to 18th century (London Borough of Lewisham, 2018).



#### PLEASURE GROUND:



#### PLEASURE GROUND OVERVIEW:

An important landscape project for the park heritage will be to restore the pleasure grounds ensuring fresh reinvigorated use through a reinstated layout, and new facilities with amenities for all park users. Key items are:

- New play within the grounds - these will be at several points, using elements of natural play and exploration
- Tennis courts removed to provide new lawns + planting
- Communal productive garden, herbs and orchard area
- New access for all routes in easy reach of the stable block
- Estate railing to define the historic pleasure ground boundary, enabling safe play and definition of the area
- Future planting to focus on the historical links to rare and exotic tree planting in the grounds during the 18th century



Details the history of the lake in BPP and the plans to reinstate it (London Borough of Lewisham, 2018).



Highlights the location and information about the plans to create a play area on the Common for children ages 0-11 (London Borough of Lewisham, 2018).



**Playground Overview:** Proposals are for a new play provision to be provided for on The Common, with smaller satellite play items located at Old Bromley Road entrance. The design will provide play opportunities for ages 0-11, with activities for older ages and young people too. Designs will focus on natural timber and rope play elements, and informal play routes through grasses, banking and planting.



Appendix B: Database Information

# Beckenham Place Park Volunteer Database

## User Manual

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## Introduction

The primary function of the volunteer database is to store data regarding volunteer work at Beckenham Place Park. The database is encrypted with a password, to ensure data security. There are six (6) main forms that the end user may utilize to view, add, and edit volunteer information (i.e. The Volunteer Overview Form, New Volunteer Form, Update Volunteer Form, Timesheet Form, Timesheet total(s) form, and the Report Generation Form).

---



## Chapter 1: Form Overview

### Volunteer Overview Form

The Volunteer Overview Form provides the end user a simple datasheet view of every volunteer record currently in the database. This form displays all volunteer information (Personal info, volunteer info, and volunteer interests). No records can be added, edited, or deleted within this form.

### New Volunteer Form

The New Volunteer Form allows the end user to add new volunteer records to the database. This information includes personal information, volunteer information, and volunteer interests. The end user can input the information that is currently known about a new volunteer and, if necessary, edit it later using the Update Volunteer Form. All required fields are denoted with a red asterisk ( \* ). A message will appear notifying the user that a new volunteer record has been added upon successful entry.

### Update Volunteer Form

The Update Volunteer Form allows the end user to edit existing volunteer records. Records will be immediately updated if modified in this form. A search bar is also located in the top left corner of the form to allow the end user to filter records by first or last name.

### Time Sheet Form

The Time Sheet Form allows the end user to track volunteer work hours. The time sheet table is displayed alongside the entry form for reference. Users can also delete timesheet records directly in this form using the timesheet table in the event of an error. All required fields are denoted with a red asterisk ( \* ). A message will appear notifying the user that a timesheet record has been added upon successful entry.

### Timesheet Totals Form

This form displays the result of two timesheet related queries in datasheets. The first query displays the total hours that each volunteer has contributed to volunteer activities. The second query displays the total hours dedicated to each individual volunteer activity. These datasheets are read only (i.e. cannot be edited).

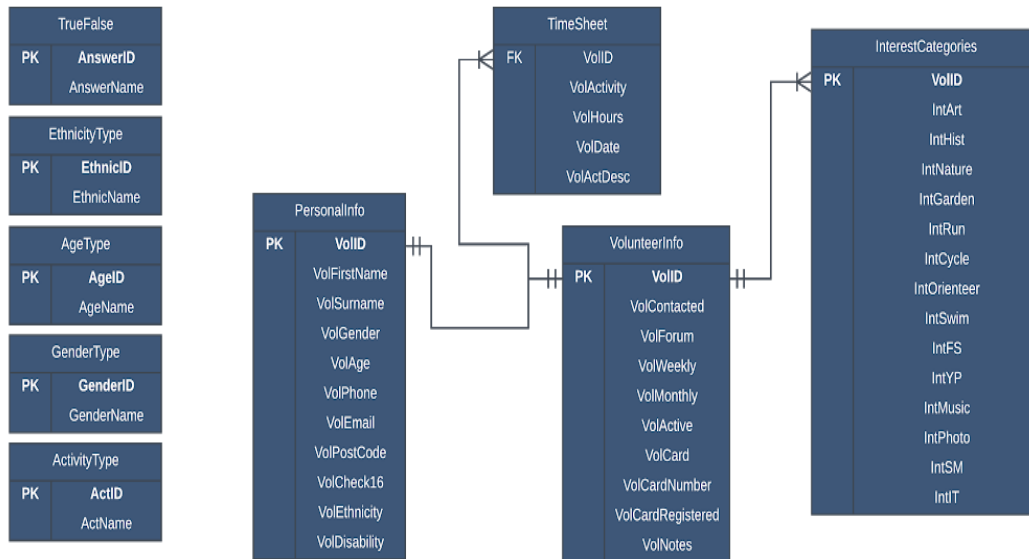
### Generate Report Form

This form generates a report with the information necessary for the Council's annual submission to the Heritage Lottery Fund. This information includes the total number of volunteers, how many are male and female, how many are White British and BME, how many have a disability, what the largest age group for volunteering is, and the smallest age group for volunteering.

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## Chapter 2: Entity Reference Diagram

The Entity Reference Diagram (ERD) for our database visualizes the design of the database. It details all tables and their respective fields, table relationships, as well as primary and foreign keys.



## Chapter 3: Data Dictionary

TrueFalse (**AnswerID**, AnswerName)

---

The TrueFalse table contains the answers that are used for True/False fields.

*AnswerID (PK)* - A unique one-digit (x) number, denoted in short-text, used to identify each unique answer.

*AnswerName* - The answer to a True/ False field: “Yes”, “No”, or “Unknown”.

EthnicityType (**EthnicID**, EthnicName)

---

The EthnicityType table contains information on the different ethnicities of the volunteers.

*EthnicID (PK)* - A unique one-digit (x) number, denoted in short-text, used to identify the ethnicity of the volunteer; this data is not required to be entered into the table.

*EthnicName* - The name of the ethnicity, denoted in short-text, that corresponds with the given Ethnic ID.

AgeType (**AgeID**, AgeName)

---

The AgeType table contains information on the ages of the volunteers.

*AgeID (PK)* - A unique one-digit (x) number, denoted in short-text, used to identify the age of the volunteer; this data is not required to be entered into the table.

*AgeName* - The name of the age, denoted in short-text, that corresponds with the given Age ID.

GenderType (**GenderID**, GenderName)

---

The GenderType table contains information on the genders of the volunteers.

*GenderID (PK)* - A unique one-digit (x) number, denoted in short-text, used to identify the gender of the volunteer; this data is required to be entered into the table.

*GenderName* - The name of gender, denoted in short-text, that corresponds with the given Gender Type.

ActivityType (**ActID**, ActName)

---

The ActivityType table contains information on the types of volunteering a volunteer can do.

*ActID (PK)* - A unique one-digit (x) number, denoted in short-text, used to identify each unique activity.

*ActName* - The name of the activity that corresponds with the Activity ID and is denoted in short-text.

PersonalInfo (**VolID**, VolFirstName, VolSurname, VolGender, VolAge, VolPhone, VolEmail, VolPostCode, VolCheck16, VolEthnicity, VolDisability)

---

The PersonalInfo table contains all the personal information on the volunteers.

*VolID (PK)* - A unique four-digit (xxxx) number, denoted in short-text, used to identify each unique volunteer; this data is auto-generated in consecutive, numerical order and cannot be changed.

*VolFirstName* - The volunteer's first name denoted in short-text; this field is required but does not have a default.

*VolSurname* - The volunteer's surname denoted in short-text; this field is not required to be entered into the table.

*VolGender* - The volunteer's gender denoted in short-text; this field is not required to be entered into the table.

*VolAge* - The volunteer's age-range denoted in short-text; this field is not required to be entered into the table.

*VolPhone* - The volunteer's phone-number denoted in short-text; this field is not required to be entered into the table.

*VolEmail* - The volunteer's email denoted in short-text; this field is not required to be entered into the table.

*VolPostCode* - The volunteer's post code denoted in short-text; this field is not required to be entered into the table.

*VolCheck16* - A Yes/No/Unknown field which identifies if a volunteer is under the age of 16 and is denoted in short-text; this field is required to be entered into the table but has no default value.

*VolEthnicity* - The volunteer's ethnicity denoted in short-text; this field is not required to be entered into the table.

*VolDisability* - A Yes/No/Unknown field which identifies if a volunteer has a disability and is denoted in short-text; this field is required to be entered into the table but has no default value.

VolunteerInfo (**VolID**, VolContacted, VolForum, VolCard, VolWeekly, VolMonthly, VolActive, VolCardNumber, VolCardRegistered, VolNotes)

---

The VolunteerInfo table contains information on the status of the volunteers.

*VolID (PK)* - A unique four-digit (xxxx) number, denoted in short-text, used to identify each unique volunteer; this data is auto-generated in consecutive, numerical order and cannot be changed.

*VolContacted* - A Yes/No/Unknown field which identifies if a volunteer has been contacted and is denoted in short-text; this field is required to be entered into the table but has no default value.

*VolForum* - A Yes/No/Unknown field which identifies if a volunteer is a forum member and is denoted in short-text; this field is required to be entered into the table but has no default value.

*VolCard* - A Yes/No/Unknown field which identifies if a volunteer has a card and is denoted in short-text; this field is required to be entered into the table but has no default value.

*VolWeekly* - A Yes/No/Unknown field which identifies if a volunteer comes weekly and is denoted in short-text; this field is required to be entered into the table but has not default value.

*VolMonthly* - A Yes/No/Unknown field which identifies if a volunteer comes monthly and is denoted in short-text; this field is required to be entered into the table but has no default value.

*VolActive* - A Yes/No/Unknown field which identifies if a volunteer is active and is denoted in short-text; this field is required to be entered into the table but has no default value.

*VolCardNumber* - A unique five-digit (xxxxx) number, denoted in short-text, used to identify each unique volunteer's card if they have one; this field is not required to be entered into the table.

*VolCardRegistered* - A Yes/No/Unknown field which identifies if a volunteer has registered their card and is denoted in short-text; this field is not required to be entered into the table.

*VolNotes* - Notes on a specific volunteer to be entered manually; this is denoted in long-text and is not required to be entered into the table.

TimeSheet (VolID, VolActivity, VolHours, VolDate, VolActDesc)

---

The TimeSheet table contains information on the volunteer work and how many hours the volunteer spends volunteering.

*VolID (FK)* - A unique four-digit (xxxx) number, denoted in short-text, used to identify each unique volunteer; this data is auto-generated in consecutive, numerical order and cannot be changed.

*VolActivity* - The name of one of eight predetermined volunteer activities, denoted in short-text, used to identify each unique activity performed by the volunteer.

*VolHours* - The number of hours the volunteer has worked in this instance and is denoted in number; this data is not required to be entered into the table.

*VolDate* - The date the volunteer worked and is denoted in date/time; this data is not required to be entered into the table.

*VolActDesc* - A description of the activity performed by the volunteer and is denoted in long-text; this data is not required to be entered into the table.

InterestCategories (**VolID**, IntArt, IntHist, IntNature, IntGarden, IntRun, IntCycle, IntOrienteer, IntSwim, IntFS, IntYP, IntMusic, IntPhoto, IntSM, IntIT)

---

The Interests table stores the volunteer's interest in certain activities.

*VolID (PK)* - A unique four-digit (xxxx) number, denoted in short-text, used to identify each unique volunteer; this data is auto-generated in consecutive, numerical order and cannot be changed.

*IntArt* - A Yes/No/Unknown field which identifies if a volunteer is interested in art, denoted in short-text; this field is required to be entered into the table but has no default value.

*IntHist* - A Yes/No/Unknown field which identifies if a volunteer is interested in history, denoted in short-text; this field is required to be entered into the table but has no default value.

*IntNature* - A Yes/No/Unknown field which identifies if a volunteer is interested in nature, denoted in short-text; this field is required to be entered into the table but has no default value.

*IntGarden* - A Yes/No/Unknown field which identifies if a volunteer is interested in gardening, denoted in short-text; this field is required to be entered into the table but has no default value.

*IntRun* - A Yes/No/Unknown field which identifies if a volunteer is interested in running, denoted in short-text; this field is required to be entered into the table but has no default value.

*IntCycle* - A Yes/No/Unknown field which identifies if a volunteer is interested in cycling, denoted in short-text; this field is required to be entered into the table but has no default value.

*IntOrienteer* - A Yes/No/Unknown field which identifies if a volunteer is interested in orienteering/geocaching, denoted in short-text; this field is required to be entered into the table but has no default value.

*IntSwim* - A Yes/No/Unknown field which identifies if a volunteer is interested in swimming, denoted in short-text; this field is required to be entered into the table but has no default value.

*IntFS* - A Yes/No/Unknown field which identifies if a volunteer is interested in the forest school, denoted in short-text; this field is required to be entered into the table but has no default value.

*IntYP* - A Yes/No/Unknown field which identifies if a volunteer is interested in working with young people, denoted in short-text; this field is required to be entered into the table but has no default value.

*IntMusic* - A Yes/No/Unknown field which identifies if a volunteer is interested in music, denoted in short-text; this field is required to be entered into the table but has no default value.

*IntPhoto* - A Yes/No/Unknown field which identifies if a volunteer is interested in photography or film, denoted in short-text; this field is required to be entered into the table but has no default value.

*IntSM* - A Yes/No/Unknown field which identifies if a volunteer is interested in social media and communications, denoted in short-text; this field is required to be entered into the table but has no default value.

*IntIT* - A Yes/No/Unknown field which identifies if a volunteer is interested in information technology (IT), denoted in short-text; this field is required to be entered into the table but has no default value.

## Appendix C: Lewisham 2018 Observational Survey

Modified from previous study (Czamara et al., 2016).

Day of Week:\_\_\_\_\_ Time:\_\_\_\_\_ Weather:\_\_\_\_\_

<b>Gender</b>	<b>Age</b>	<b>Ethnicity</b>	<b>State</b>	<b>With dog</b>	<b>Location</b>	<b>Activities</b>	
Male	0-4	White	Alone	Yes (4 <= Dogs)	Zone1	Walking	Children's Playground
Female	5-16	Black	Family	Yes (Dogs > 4)	Zone2	Dog walking	BMX course
	17-24	Asian	Other group	No	Zone3	Buggy/ pram	Running
	25-49	Other			Zone4	Off road cycling	Standing
	50-69				Zone5	Leisure cycling	Sitting
	70+					Sports	Skatepark
						Mansion	Cafe
						Other (please specify)	Wheelchair/ mobility scooter



Instructions given to volunteers on how to record their observations.

#### Observational surveys

- Take note of every person within detailed sight
- One group starts at east side of park and ends at Beckenham Place Park Road
  - If you finish the route before the hour was up, rewalk the route until the full sixty (60) minutes are up
- Other group starts at West Gate Road and ends at Crab Hill entrance
  - If you finish the route before the hour was up, rewalk the route until the full sixty (60) minutes are up
- Tallying (group by fives)
  - Mark relevant characteristics for each person
  - For groups, each person in group is treated individually
- Location broken up into zones
  - Zone 1: Children's playground area
  - Zone 2: East side fields
  - Zone 3: The woods
  - Zone 4: All buildings (eg: Mansion, stables, café area)
  - Zone 5: West side fields

Volunteers did both routes at 9:00-10:00am on March 24th but only the northern route in red on March 24th during 11:00-12:00am and 12:00-1:00pm and on March 25th during 10:00-11:00am.

Tables used by volunteers and mansion supervisor.

Saturday Observations		9am-10am	11am-12pm	12pm-1pm
<b>Tally number of people seen during time frames</b>				
<b>Weather</b>				
	Cloudy			
	Rainy			
	Sunny			
	Windy			
<b>Location</b>				
	Zone 1			
	Zone 2			
	Zone 3			
	Zone 4			
	Zone 5			
<b>Gender</b>				
	Male			
	Female			
<b>Age</b>				
	0-4			
	5-16			
	17-24			
	25-49			
	50-69			
	70+			
<b>Ethnicity</b>				
	White			
	Black			
	Asian			
	Other			

<b>State</b>				
	Alone			
	With family			
	Other group			
<b>With dog</b>				
	No			
	Yes (4 or less)			
	Yes (More than 4)			
<b>Activities</b>				
	Walking			
	Dog walking			
	Buggy/pram			
	Off road cycling			
	Leisure cycling			
	Sports			
	Mansion			
	Children's Playground			
	BMX			
	Running			
	Standing			
	Sitting			
	Skatepark			
	Café			
	Wheelchair/mobility scooter			
	Other (please specify)			

## Sunday Observations

		10am-11am
<b>Tally number of people seen during time frames</b>		
<b>Weather</b>		
	Cloudy	
	Rainy	
	Sunny	
	Windy	
<b>Location</b>		
	Zone 1	
	Zone 2	
	Zone 3	
	Zone 4	
	Zone 5	
<b>Gender</b>		
	Male	
	Female	
<b>Age</b>		
	0-4	
	5-16	
	17-24	
	25-49	
	50-69	
	70+	
<b>Ethnicity</b>		
	White	
	Black	
	Asian	
	Other	

<b>State</b>		
	Alone	
	With family	
	Other group	
<b>With dog</b>		
	No	
	Yes (4 or less)	
	Yes (More than 4)	
<b>Activities</b>		
	Walking	
	Dog walking	
	Buggy/pram	
	Off road cycling	
	Leisure cycling	
	Sports	
	Mansion	
	Children's Playground	
	BMX	
	Running	
	Standing	
	Sitting	
	Skatepark	
	Café	
	Wheelchair/mobility scooter	
	Other (please specify)	

## Appendix D: Beckenham Place Park 2018 Questionnaire

Modified from previous study (Czamara et al., 2016).

Disclaimer: We are students working with the Lewisham Council on the regeneration process of Beckenham Place Park. Would you mind taking approximately 10 minutes to complete this interview? You do not have to answer all the questions and you can end the interview at any point. Anonymity will be held to the best of our ability and you do not need to give any personal information or can request it is not given to the Lewisham Council. If you would like to review your answers before submission, you may do so. Thank you for your time.

Day of Week: \_\_\_\_\_ Location: \_\_\_\_\_ Weather: \_\_\_\_\_

### Opinion Data

1. On average, how often do you visit Beckenham Place Park? (tick one only)

Everyday	Once or twice a week
Once a month	Once every six months
Once a year	Less than once a year

2. On average, how often do you visit Beckenham Place Mansion?

Every visit	Most visits
Some visits	Never

3. Why do you visit Beckenham Place Park? (tick all that apply)

Walking	Cycling	Dog walking
Play area	Wildlife	Relaxation
Spending time outdoors	Other sport/exercise	Other (please specify)

4. Did you visit Beckenham Place Park before the closure of the golf course (October 2016)?

- a. Yes - Do you visit more or less frequently now?
  - i. More
  - ii. Less
- b. No

5. How do you travel to Beckenham Place Park?

Train	Bus	Car/drive
Walk	Cycle	Taxi
Other (please specify)		

6. Ideally, how would you like to travel to Beckenham Place Park?

Train	Bus	Car/drive
Walk	Cycle	Taxi
Other (please specify)		

7. If ideal travel method is different to actual travel method, what is stopping you travelling to Beckenham Place Park via your ideal travel method?

Lack of parking space	Lack of cycle parking	Expense of taxi
Too far to walk from the station to the park	Expense of public transport	Quality of roads cycling into the park
Too far to walk from the bus stop to the park	Don't own a car / bike	

8. How do you feel about the park as it is now?

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	V. dissatisfied		Doesn't fulfil its potential	
<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
Satisfied with it		Happy with it		Delighted with it

9. Please rate the current condition of the park.

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	V. poor		Poor	
<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
Good		V. good		Outstanding

10. How good is your understanding of the heritage of the park?

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	V. poor		Poor	
<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
Good		V. good		Outstanding

11. Do you think there is a good community spirit where you live? (only ask if respondent lives in BR1, BR3, SE6, SE12, SE23, SE26, OR ask everyone then discount answers based on postcode when analysing the data )

Yes/ No

12. Do you think Beckenham Place Park enhances your quality of life?

Yes / No

13. Do you feel safe in this area (in the park and 1-2km from the park)?

Yes / No

14. Which of the following outdoor activities are you/ would you be interested in doing in Beckenham Place Park?

Walking	Running/jogging	BMX	Cycling/mountain biking
Table tennis	Climbing wall	Roller skating	Using skatepark
Pond dipping	Canoeing/kayaking	Natural play	Outdoor swimming
Trim trail	Observe wildlife	Geocaching	Other (please specify)

15. Would you be interested in attending any of the following types of events and activities in Beckenham Place Park?

Activities specifically for children & young people	Classical music concerts
Contemporary music concerts	Performing arts
Cultural festivals	Community workshops
Summer playschemes	Food markets
Christmas & winter themed events	Health and fitness
Nature and wildlife	Practical horticultural & gardening workdays
Practical natural conservation workdays	Local history and heritage
Guided walks and talks	Arts and crafts
Other (please specify)	

16. Have you attended any of the following types of events and activities in Beckenham Place Park in the past year or so?

Half term activities for children & young people	Film workshop for children
Outdoor cinema	BMX track opening or club sessions
Vintage fayre	Splattermake/ Know How you sewing or crafts workshops
Christmas fayre	Food market
Festival of Lights	Health and fitness classes
Running races	Practical horticultural & gardening volunteer workdays
Practical natural conservation volunteer workdays	Forest school activities
Guided walks and talks	Cycle races
Yoga classes	Mindfulness sessions
BPP Friends visitor centre	Other (please specify)

17. Please tell us your views on the scale and frequency of possible future events at Beckenham Place Park.

a. Small scale (Under 100 people)

None	1/year	2/year	3-4/year
5-6/year	7-12/year	>12/year	

b. Medium scale (Around 1000 people)

None	1/year	2/year	3-4/year
5-6/year	7-12/year	>12/year	

c. Large scale (5000 people+)

None	1/year	2/year	3-4/year
5-6/year	7-12/year	>12/year	

18. Would you be interested in taking part in any of the following volunteer activity?

Assisting with school visits	Developing community arts projects
Discussing park management issues	Food growing and community gardening
Helping to deliver events and activities	Local history research
Oral history projects	Wildlife and habitat conservation
Not interested	Running sports clubs (eg Parkrun)

19. How informed do you feel about changes in Beckenham Place Park? On a scale of 1-5 with 1 being uninform and 5 being very informed.

1	2	3	4	5
---	---	---	---	---

20. Which form of communication is most useful for finding out information on Beckenham Place Park?

Twitter	Facebook	Posters in park	Email
Council website	Leaflets	Other (please specify)	



## Monitoring Data

21. Please tell us your full postcode so that we can better understand where respondents live in relation to Beckenham Place Park. \_\_\_\_\_

22. How old are you?

18-29	30-39	40-49	50-59
60-69	70-74	75 or older	Rather not answer

23. Are you

- a. Male
- b. Female
- c. Rather not answer


24. Do you consider yourself to have a disability or long term illness?

- a. Yes
- b. No

25. What is your ethnicity?

White British
White Other
Black/African/Caribbean/Black British
Asian/Asian British
Other (specify is applicable):

Copy of previous survey (Czamara et al., 2016)



## Beckenham Place Park

### Public Consultation on Draft Proposals

Lewisham Council have been awarded development funding by the Heritage Lottery and Big Lottery Funds to develop detailed plans to restore and improve Beckenham Place Park. We would now like to hear your views on our draft masterplan proposals.

Please refer to the display panels when completing this survey.

1. **On average, how often do you visit Beckenham Place Park? (Tick one only)**  
 Everyday .....  Go to Q2    Once a month .....  Go to Q2    Once a year .....  Go to Q2  
 Once or twice a week .....  Go to Q2    Once every six months .....  Go to Q2    Never .....  Go to Q5
  
2. **Why do you visit Beckenham Place Park? (Tick all that apply)**  
 Walking .....     Play Area .....   
 Cycling .....     Wildlife .....   
 Dog Walking .....     Relaxation .....   
 Golf .....     Spending time outdoors / picnics .....   
 Other sport / exercise .....     Other (please state below) .....
  
3. **To what extent do you agree or disagree that the park is in good condition?**  
**On a scale of 1 to 5, with 1 being very poor and 5 being very good. (Tick one only)**  

1	2	3	4	5	Don't Know / Not Sure
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
  
4. **How do you rate your general understanding of the heritage value of Beckenham Place Park?**  
 (i.e. the history of the Park & buildings, involvement of people in the Park, wildlife and natural history)  
 (Tick one only)  

Very Poor	Poor	Average	Good	Very Good	Don't Know / Not Sure
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

---

**Entrances & Access**

5. **The draft masterplan shows improvements to the paths and access routes to create circular routes around Beckenham Place Park for walking and cycling.**  
**Which of the following approaches do you support? (Tick all that apply)**  

More welcoming entrances ..... <input type="checkbox"/>	Improved access for walkers ..... <input type="checkbox"/>
Improving the setting of the Mansion by relocating the car park ..... <input type="checkbox"/>	Improved access for cyclists ..... <input type="checkbox"/>
Creation of circular routes around the park ..... <input type="checkbox"/>	Shared access routes ..... <input type="checkbox"/>
Creation of easy access trail(s) or routes (for people with limited mobility) ..... <input type="checkbox"/>	Creation of way marked trails with interpretation ..... <input type="checkbox"/>

Page 1 of 4

6. Do you have any comments about how access around the park could be improved?

### Play

7. The proposals show improved play provision at Beckenham Place Park, shown as orange and pink zones on the masterplan. Which option for new play provision would you prefer?

(Tick one only)

- Larger play zone near Old Bromley Road (Orange Zone) & a smaller play zone at near the Homesteads (Pink Zone).....
- Smaller play zone near Old Bromley Road (Orange Zone) & a larger play zone at near the Homesteads (Pink Zone).....
- Both locations should have the same level of provision.....

### Buildings

8. Which of the following uses and functions would you support at the Homesteads & surrounding courtyard area? (Tick all that apply)

- |   |   |  |
|---|---|--|
| Café & refreshments provision..... <input type="checkbox"/> | Exhibition & interpretation space..... <input type="checkbox"/> | Small scale events (fairs and markets)..... <input type="checkbox"/> |
| Café seating on the terrace..... <input type="checkbox"/>   | Educational space..... <input type="checkbox"/>                 | Cycle hire..... <input type="checkbox"/>                             |
| Toilet provision..... <input type="checkbox"/>              | Meeting space..... <input type="checkbox"/>                     | Other (please state below)..... <input type="checkbox"/>             |
| Visitor information..... <input type="checkbox"/>           | Art and crafts demonstrations..... <input type="checkbox"/>     |  |

9. A separate funding bid will be made to restore and improve the Mansion, please tell us the uses and functions that you would like to see considered? (Tick all that apply)

- |  |   |                                       |
|--|---|---------------------------------------|
| Café / Tea Rooms..... <input type="checkbox"/>         | Spaces for community hire..... <input type="checkbox"/>                         | Hotel..... <input type="checkbox"/>   |
| Restaurant..... <input type="checkbox"/>               | Gallery / Museum / Exhibition Space..... <input type="checkbox"/>               | Offices..... <input type="checkbox"/> |
| Conference facility..... <input type="checkbox"/>      | Dance / theatre / music studios / rehearsal space..... <input type="checkbox"/> | Other..... <input type="checkbox"/>   |
| Wedding / Function venue..... <input type="checkbox"/> | Training & educational use..... <input type="checkbox"/>                        | <input type="text"/>                  |

### Outdoor Recreational Activities

10. Which of the following outdoor activities would you be interested in? (Tick all that apply)

- |   |  |  |
|---|--|--|
| Walking..... <input type="checkbox"/>                   | Skateboarding / Roller Skating..... <input type="checkbox"/> | Low Ropes..... <input type="checkbox"/>                  |
| Running / Jogging..... <input type="checkbox"/>         | Canoeing / Kayaking..... <input type="checkbox"/>            | Pond Dipping..... <input type="checkbox"/>               |
| Trim Trail..... <input type="checkbox"/>                | Outdoor Swimming..... <input type="checkbox"/>               | Orienteering / Geocaching..... <input type="checkbox"/>  |
| BMX..... <input type="checkbox"/>                       | Table Tennis..... <input type="checkbox"/>                   | Natural Play..... <input type="checkbox"/>               |
| Cycling / Mountain Biking..... <input type="checkbox"/> | Climbing Wall..... <input type="checkbox"/>                  | Observe Wildlife..... <input type="checkbox"/>           |
|   |  | Other (please state below)..... <input type="checkbox"/> |

11. Would you be interested in attending any of the following types of events and activities in Beckenham Place Park? (Tick all that apply)

- |                                       |                          |   |                          |
|---------------------------------------|--------------------------|---|--------------------------|
| Children & Young People .....         | <input type="checkbox"/> | Health & fitness .....                            | <input type="checkbox"/> |
| Classical music concerts .....        | <input type="checkbox"/> | Nature & wildlife.....                            | <input type="checkbox"/> |
| Contemporary music concerts.....      | <input type="checkbox"/> | Practical horticultural & gardening workdays..... | <input type="checkbox"/> |
| Performing Arts.....                  | <input type="checkbox"/> | Practical nature conservation workdays.....       | <input type="checkbox"/> |
| Cultural Festivals.....               | <input type="checkbox"/> | Local history & heritage.....                     | <input type="checkbox"/> |
| Community Events.....                 | <input type="checkbox"/> | Guided walks & talks.....                         | <input type="checkbox"/> |
| Summer Playschemes .....              | <input type="checkbox"/> | Art & crafts .....                                | <input type="checkbox"/> |
| Autumn Fayre.....                     | <input type="checkbox"/> | Other (please state below).....                   | <input type="checkbox"/> |
| Christmas & winter themed events..... | <input type="checkbox"/> |   |                          |

12. Please tell us about the scale and frequency of future possible events at Beckenham Place Park (tick one per line only)

	None	1 per year	2 per year	4 per year	6 per year	12 per year	>12 per year
Small scale events (typically up to 100 people)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medium scale events (typically 500 - 1,000 people)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Large scale events (typically 5,000 people and above)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Volunteering

13. Would you be interested in taking part in any of the following volunteer activities? (Tick all that apply)

- |  |                          |                                      |                          |
|--|--------------------------|--------------------------------------|--------------------------|
| Assisting with school visits.....            | <input type="checkbox"/> | Local history research.....          | <input type="checkbox"/> |
| Developing community arts projects .....     | <input type="checkbox"/> | Oral history projects.....           | <input type="checkbox"/> |
| Discussing park management issues.....       | <input type="checkbox"/> | Wildlife & Habitat Conservation..... | <input type="checkbox"/> |
| Food growing & community gardening.....      | <input type="checkbox"/> | Not Interested.....                  | <input type="checkbox"/> |
| Helping to deliver events & activities ..... | <input type="checkbox"/> |                                      |                          |

### Overall Project

14. Overall, would the proposals shown on the exhibition encourage you to visit Beckenham Place Park or visit it more often? (Tick one only)

- Yes, I'd use it more often .....     Neither.....     No, I'd use it less often.....     Don't know / not sure

15. Do you have any other comments about the proposals for Beckenham Place Park?

## About You

### Monitoring Data Only

The following responses will be used only for monitoring and broad statistical purposes only.

16. Please tell us your postcode so that we can better understand where respondents live in relation to Beckenham Place Park
- |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|
17. How old are you? (Tick one only)
- Under 16 .....     20-29 .....     40-49 .....     60-74 .....     Rather not answer .....
- 16-19 .....     30-39 .....     50-59 .....     75 or over .....
- If you are under 16, please confirm you have the consent of your parent / guardian to complete this survey
18. Are you... (Tick one only)
- Male .....     Female .....     Rather not answer .....
19. Do you consider yourself to have a disability or long term illness that affects your use of Beckenham Place Park? (Tick one only)
- Yes .....     No .....     Rather not answer .....
20. Which of the following best describes your ethnic group? (Tick one only)
- |  |  |
|--|--|
| <p>White- English/ Welsh/ Scottish/ Northern Irish/ British ..... <input type="checkbox"/></p> <p>White - Irish ..... <input type="checkbox"/></p> <p>White - Gypsy or Irish Traveller ..... <input type="checkbox"/></p> <p>White - Any other background ..... <input type="checkbox"/></p> <p>Mixed/ Multiple ethnic groups - White &amp; Black Caribbean ..... <input type="checkbox"/></p> <p>Mixed/ Multiple ethnic groups - White &amp; Black African ..... <input type="checkbox"/></p> <p>Mixed/ Multiple ethnic groups - White &amp; Asian ..... <input type="checkbox"/></p> <p>Mixed/ Multiple ethnic groups - Any other background ..... <input type="checkbox"/></p> <p>Asian/ Asian British - Indian ..... <input type="checkbox"/></p> <p>Asian/ Asian British - Pakistani ..... <input type="checkbox"/></p> | <p>Asian/ Asian British - Bangladeshi ..... <input type="checkbox"/></p> <p>Asian/ Asian British - Chinese ..... <input type="checkbox"/></p> <p>Asian/ Asian British - Any other background ..... <input type="checkbox"/></p> <p>Black/ African/ Caribbean/ Black British - African ..... <input type="checkbox"/></p> <p>Black/ African/ Caribbean/ Black British - Caribbean ..... <input type="checkbox"/></p> <p>Black/ African/ Caribbean/ Black British - Any other background ..... <input type="checkbox"/></p> <p>Other ethnic group - Arab ..... <input type="checkbox"/></p> <p>Any other background ..... <input type="checkbox"/></p> <p>Rather not answer ..... <input type="checkbox"/></p> |
|--|--|

Thank you for completing our survey

### Data Protection - How information will be used

The information you provide will only be used for the purpose of statistical research. Individual responses will not be available to the public.

Data is being collected by CFP on behalf of Lewisham Council. The information may be shared with other Council departments, consultants employed by the Council or organisations that deliver services for the Council for the sole purpose of informing the Council's provision of services.

Office Use Only - Source

## Appendix E: QuickTapSurvey

This appendix contains screenshots from the application QuickTapSurvey which we used to collect our data for both observational surveys and visitor interviews.

### Observational Survey

Updated BPP Observational... **Submit**

1 \* **Day of Week**  
Select a date on or between March 22, 2018 and March 29, 2018  
Tap to answer

2 \* **Time**  
Tap to answer

3 \* **Weather**  
Select 1 or more  
Cloudy Sunny Rainy  
Windy

4 \* **Location**  
Select 1  
Zone 1 (playground)  
Zone 2 (east fields)

4 \* **Location**  
Select 1  
Zone 1 (playground)  
Zone 2 (east fields)  
Zone 3 (woods) Zone 4 (mansion)  
Zone 5 (west fields)

5 \* **Gender**  
Male Female

6 \* **Age**  
Select 1  
0-4 5-16 17-24 25-49  
50-69 70+

Updated BPP Observational... **Submit**

7 \* **State**  
Select 1  
Alone Family Other group

8 \* **Ethnicity**  
Select 1  
White Black Asian Other

9 \* **With dog**  
Select 1  
Four or less More than four  
No

10 \* **Activities**  
Select 1 or more  
Walking Dog walking  
Buggy/pram Off road cycling  
Leisure cycling Sports  
Mansion Children's playground  
BMX course Running Standing  
Sitting Skatepark Cafe  
Wheelchair/mobility scooter Other

**Survey Complete!**

## Interview Questionnaire

Updated BPP Interview Que... Submit	Updated BPP Interview Que... Submit	Updated BPP Interview Que... Submit	Updated BPP Interview Que... Submit	Updated BPP Interview Que... Submit
<p>1 <b>Date Completed:</b> Select a date on or between March 22, 2018 and April 17, 2018 Tap to answer</p> <p>2 <b>Weather:</b> Select 1 or more Cloudy Sunny Windy Rainy</p> <p>3 <b>Location</b> Select 1 Zone 1 (Playground) Zone 2 (East fields) Zone 3 (Woods) Zone 4 (Mansion) Zone 5 (West fields)</p>	<p>4 <b>On average, how often do you visit BPP?</b> Select 1 Everyday Once or twice a week Once a month Once every six months Once a year Less than once a year</p> <p>5 <b>On average, how often do you visit Beckenham Place Mansion?</b> Select 1 Every visit Most visits Some visits Never</p> <p>6 <b>Why do you visit Beckenham Place Park?</b> Select 1 or more Walking Running Cycling Dog Walking Play area Wildlife Relaxation Spending time outdoors Other sport/ exercise Other</p>	<p>6 <b>Why do you visit Beckenham Place Park?</b> Select 1 or more Walking Running Cycling Dog Walking Play area Wildlife Relaxation Spending time outdoors Other sport/ exercise Other</p> <p>7 <b>Did you visit Beckenham Place Park before the closure of the golf course (October 2016)?</b> Select 1 Yes - more frequently now Unchanged Yes - less frequently now No</p> <p>7 <b>Did you visit Beckenham Place Park before the closure of the golf course (October 2016)?</b> Select 1 Yes - more frequently now Unchanged Yes - less frequently now No</p>	<p>7 <b>Did you visit Beckenham Place Park before the closure of the golf course (October 2016)?</b> Select 1 Yes - more frequently now Unchanged Yes - less frequently now No</p> <p>8 <b>How do you travel to Beckenham Place Park?</b> Select 1 Train Bus Car/ drive Walk Cycle Taxi Other</p> <p>9 <b>Ideally, how would you like to travel to BPP?</b> Select 1 Train Bus Car/ drive Walk Cycle Taxi Other</p>	<p>9 <b>Ideally, how would you like to travel to BPP?</b> Select 1 Train Bus Car/ drive Walk Cycle Taxi Other</p> <p>10 <b>How do you feel about the park as it is now?</b> Slide to select your answer 1 (Disappointed with it) 10 (Delighted with it)</p> <p>11 <b>Please rate the current condition of the park.</b> Slide to select your answer 1 (Disappointed with it) 10 (Delighted with it)</p>

Updated BPP Interview Que... Submit	Updated BPP Interview Que... Submit	Updated BPP Interview Que... Submit	Updated BPP Interview Que... Submit
<p>11 <b>Please rate the current condition of the park.</b> Slide to select your answer 1 (Disappointed with it) 10 (Outstanding)</p> <p>12 <b>How good is your understanding of the heritage of the park?</b> Slide to select your answer 1 (Disappointed with it) 10 (Outstanding)</p>	<p>13 <b>Do you think there is a good community spirit where you live?</b> Yes No</p> <p>14 <b>Do you think Beckenham Place Park enhances your quality of life?</b> Yes No</p> <p>15 <b>Do you feel safe in this area (in the park and 1-2km from the park)?</b> Yes No</p> <p>16 <b>Which of the following outdoor activities are you/ would you be interested in doing in Beckenham Place Park?</b> Select 1 or more Walking Running/ jogging BMX Cycling/ mountain biking Table tennis Climbing wall Roller skating Using skatepark Pond dipping Canoeing/ kayaking Natural play Outdoor swimming Trim trail Observe wildlife Geocaching Other</p>	<p>16 <b>Which of the following outdoor activities are you/ would you be interested in doing in Beckenham Place Park?</b> Select 1 or more Walking Running/ jogging BMX Cycling/ mountain biking Table tennis Climbing wall Roller skating Using skatepark Pond dipping Canoeing/ kayaking Natural play Outdoor swimming Trim trail Observe wildlife Geocaching Other</p> <p>17 <b>Would you be interested in attending any of the following types of events and activities in Beckenham Place Park?</b> Select 1 or more Activities specifically for children &amp; young people Classical music concerts Contemporary music concerts Performing arts Cultural festivals Community workshops (specify in other) Summer playschemes Food markets Christmas &amp; winter themed events Health &amp; fitness Nature &amp; wildlife</p>	<p>17 <b>Would you be interested in attending any of the following types of events and activities in Beckenham Place Park?</b> Select 1 or more Activities specifically for children &amp; young people Classical music concerts Contemporary music concerts Performing arts Cultural festivals Community workshops (specify in other) Summer playschemes Food markets Christmas &amp; winter themed events Health &amp; fitness Nature &amp; wildlife</p>

Updated BPP Interview Que... **Submit**

Health & fitness Nature & wildlife

Practical horticultural & gardening workdays

Practical natural conservation workdays

Local history and heritage

Guided walks and talks

Arts and crafts Other

18 Have you attended any of the following types of events and activities in Beckenham Place Park in the past year or so?  
Select 1 or more

Half term activities for children & young people

Film workshop for children

Updated BPP Interview Que... **Submit**

Film workshop for children

Outdoor cinema

BMX track opening or club sessions

Vintage fayre

Splattermake/ Know How you sewing or crafts workshops

Christmas fayre Food market

Festival of Lights

Health and fitness classes

Running races

Practical horticultural & gardening volunteer workdays

Practical natural conservation volunteer workdays

Updated BPP Interview Que... **Submit**

Practical natural conservation volunteer workdays

Forest school activities

Guided walks and talks

Cycle races Yoga classes

Mindfulness sessions

BPP Friends visitor centre Other

19 Please tell us your views on the scale and frequency of possible future events at Beckenham Place Park. (Small scale under 100 people).

Tap to answer

20 Medium scale (Around 1000 people).

Tap to answer

Updated BPP Interview Que... **Submit**

20 Medium scale (Around 1000 people).

Tap to answer

21 Large scale (5000+ people).

Tap to answer

22 Would you be interested in taking part in any of the following volunteer activity?  
Select 1 or more

Assisting with school visits

Developing community arts projects

Discussing park management issues

Food growing and community gardening

Helping to deliver events and activities

Updated BPP Interview Que... **Submit**

Helping to deliver events and activities

Local history research

Oral history projects

Wildlife and habitat conservation

Running sports club (eg Parkrun)

Not interested

23 How informed do you feel about changes in Beckenham Place Park?

Slide to select your answer

1 (Uninformed) 5 (Very informed)

Updated BPP Interview Que... **Submit**

24 Which form of communication is most useful for finding out information on Beckenham Place Park?  
Select 1

Twitter Facebook

Posters in the park Email

Council website Leaflets

Other

25 Please tell us your full postcode so that we can better understand where respondents live in relation to Beckenham Place Park.

Tap to answer

26 How old are you?

Tap to answer

Updated BPP Interview Que... **Submit**

27 What is your ethnicity?  
Select 1

White British White Other

Black/African/Caribbean/Black British

Asian/Asian British Other

28 What is your gender?

Male Female

29 Do you consider yourself to have a disability or long term illness?

Yes No

30 Additional Surveyor Notes

Tap to answer

Updated BPP Interview Que... **Submit**

black/African/Caribbean/black British

Asian/Asian British Other

28 What is your gender?

Male Female

29 Do you consider yourself to have a disability or long term illness?

Yes No

30 Additional Surveyor Notes

Tap to answer

Questionnaire Complete!



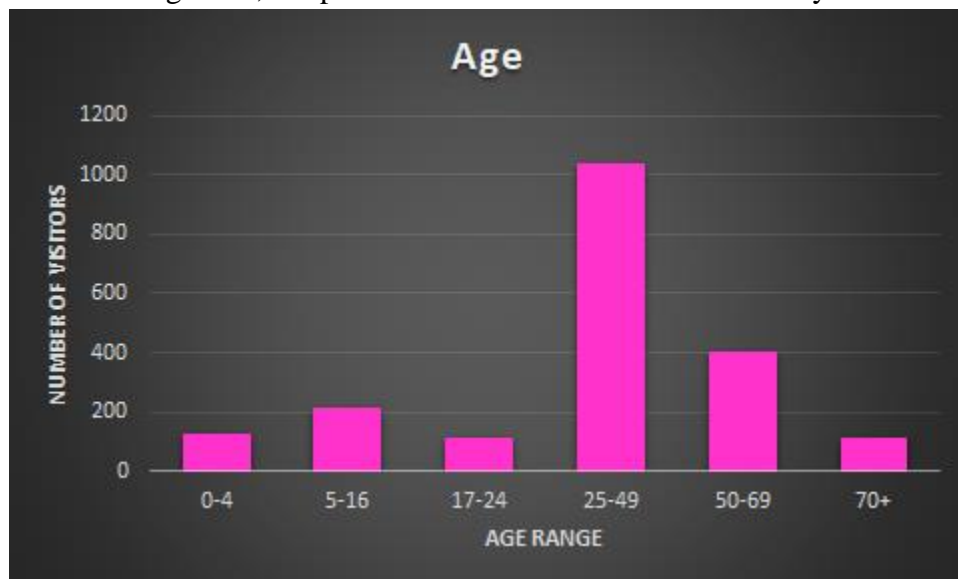
## Appendix F: Observational Data

This appendix contains the observational data from the 2016 study that we compare our data to along with additional observational data we collected but may not have mentioned.

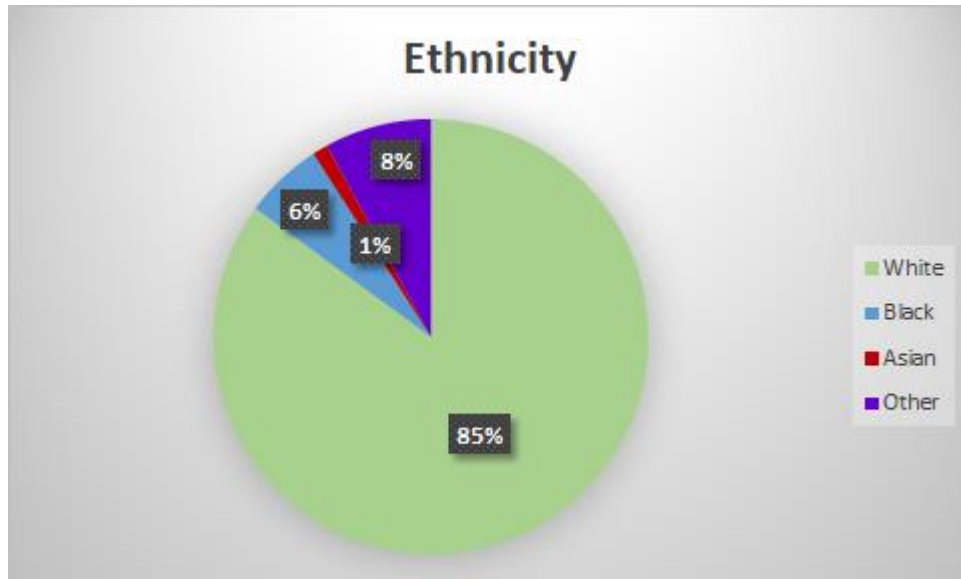
Visitation rates per hour without makeup date in 2018. The total number of visitors was 1,985.



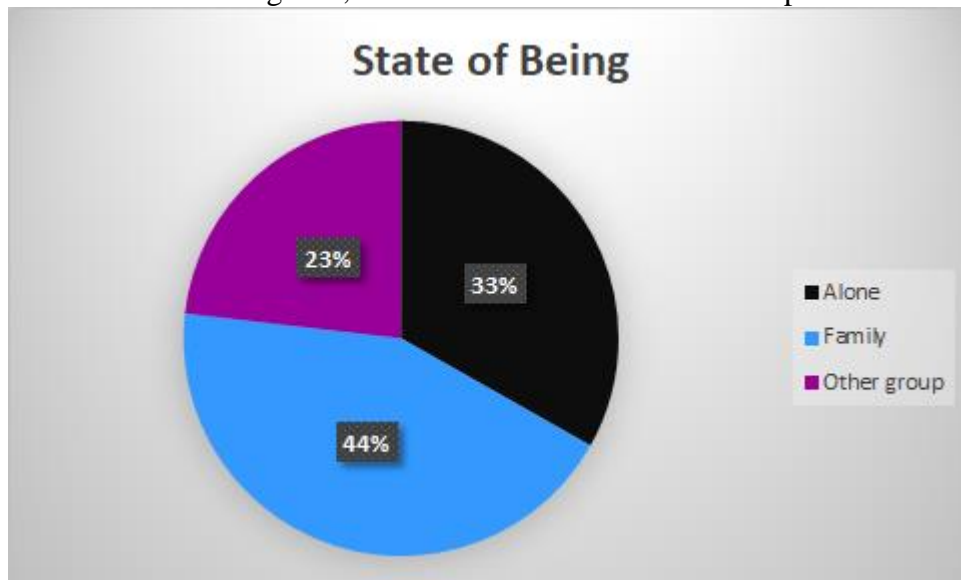
Age of 1,985 park visitors observed in the 2018 study.



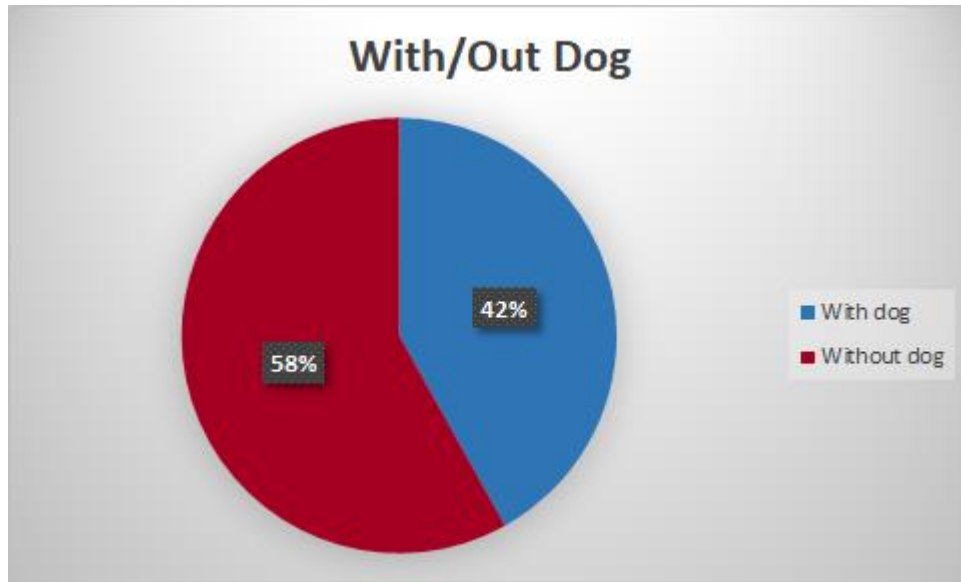
This pie chart exhibits the breakdown of visitors in the park in 2018 by ethnicity (*White*, *Black*, *Asian*, or *Other*) derived from 1,985 observations.



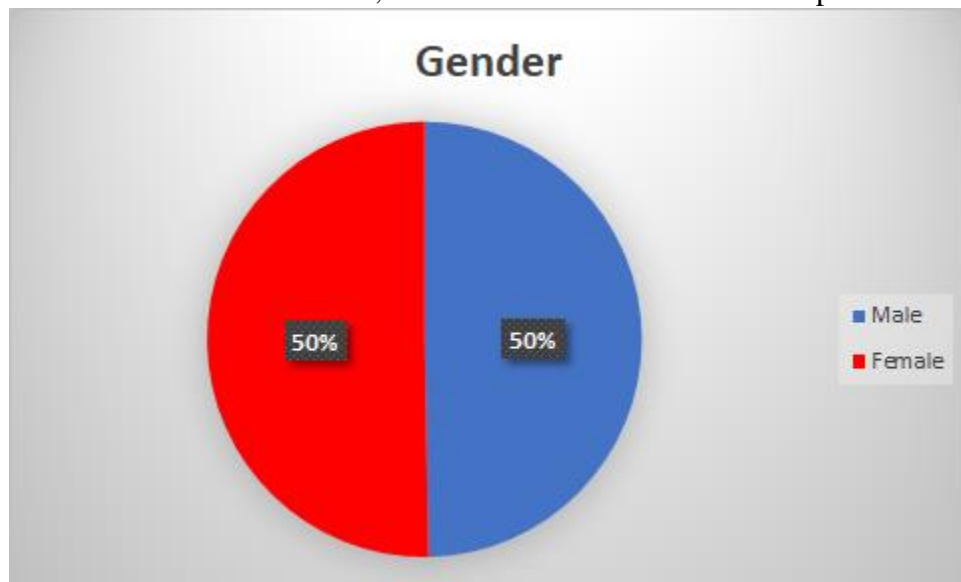
State of being of 1,985 visitors in 2018 before makeup date.



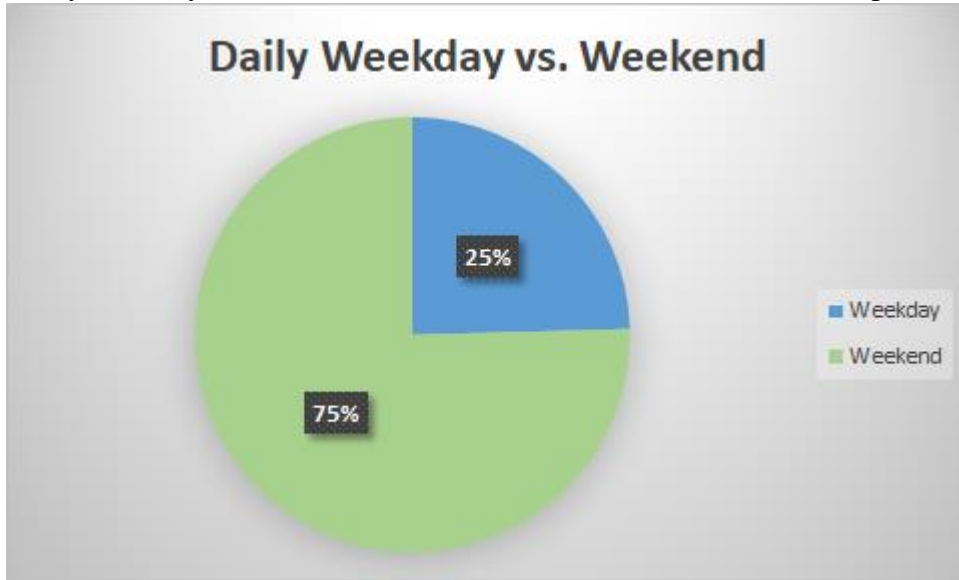
The percentage of 1,985 visitors with dogs versus without dogs in 2018.



Gender breakdown of 1,985 visitors in 2018 before makeup date.



Daily weekday vs. weekend of 1,985 visitors in 2018 before makeup date.



Breakdown of activities 1,985 visitors performed at the park and how many people do each activity\* in the 2018 study.

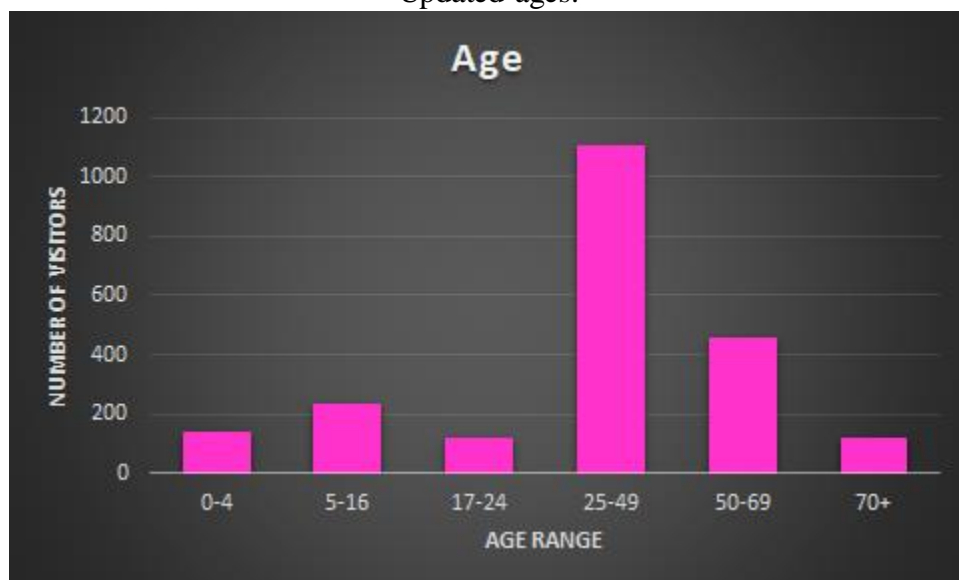
Activities	Number of people	Percent of people
Walking	1159	44.00%
Dog walking	777	29.50%
Running	139	5.30%
Buggy/pram	106	4.00%
Sitting	97	3.70%
Leisure cycling	82	3.10%
Children's playground	76	2.89%
Standing	66	2.50%
Other	35	1.33%
Sports	30	1.14%
Café	21	0.80%
BMX	14	0.53%
Mansion	13	0.49%
Off road cycling	9	0.34%
Skatepark	9	0.34%
Wheelchair/mobility scooter	1	<0.1%

\*Note: Visitors can perform one or more activities.

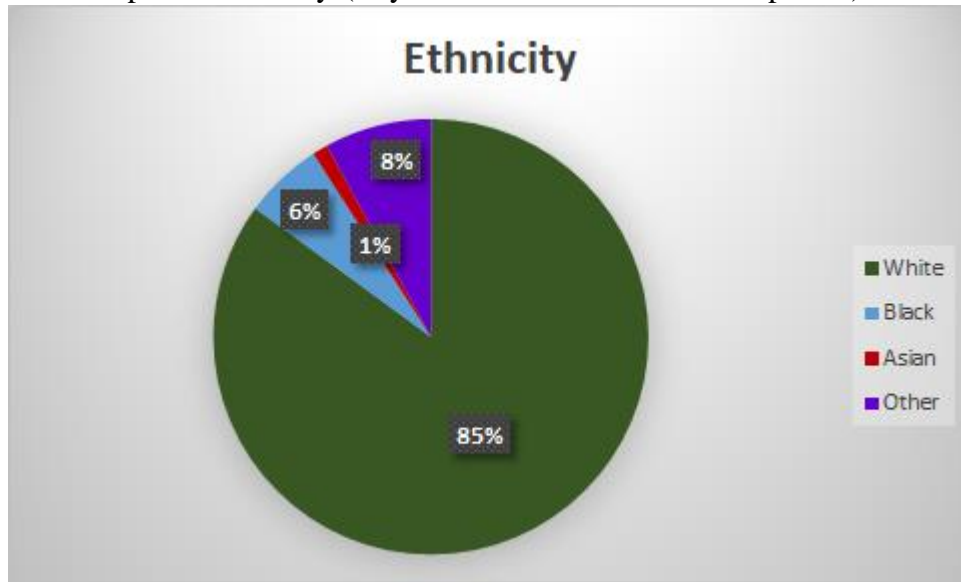
The average number of visitors per hour on each day for the 2018 study.



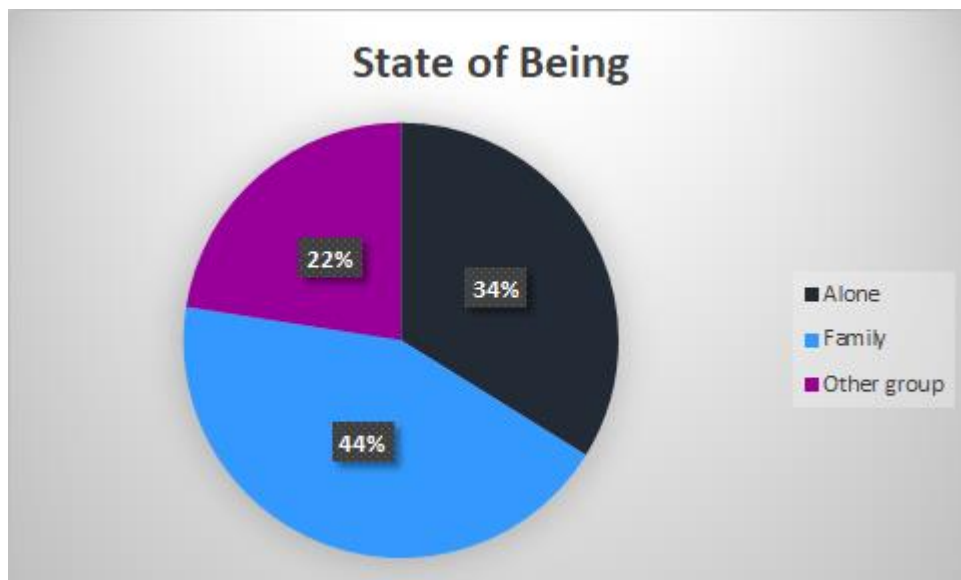
Updated ages.



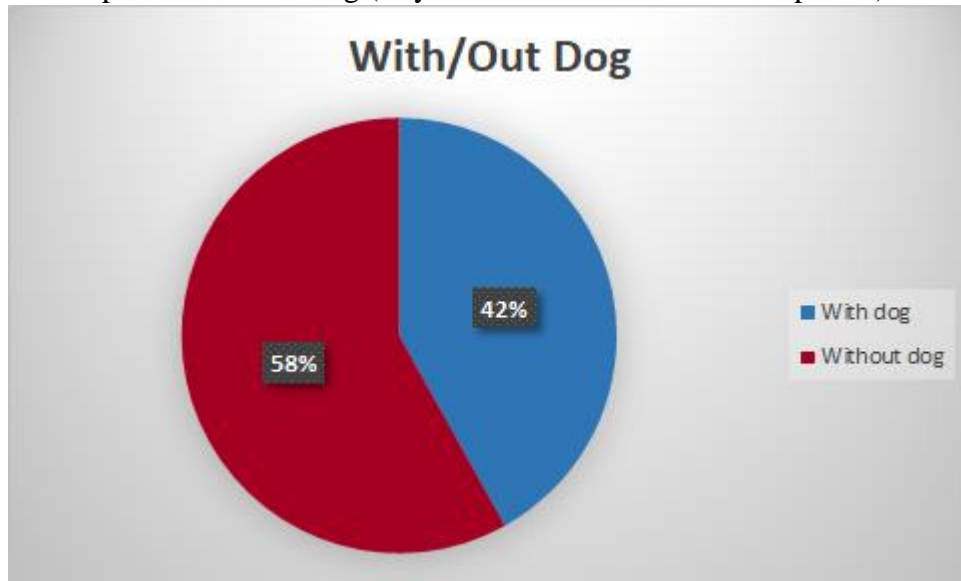
Updated ethnicity (stayed the same as before makeup date).



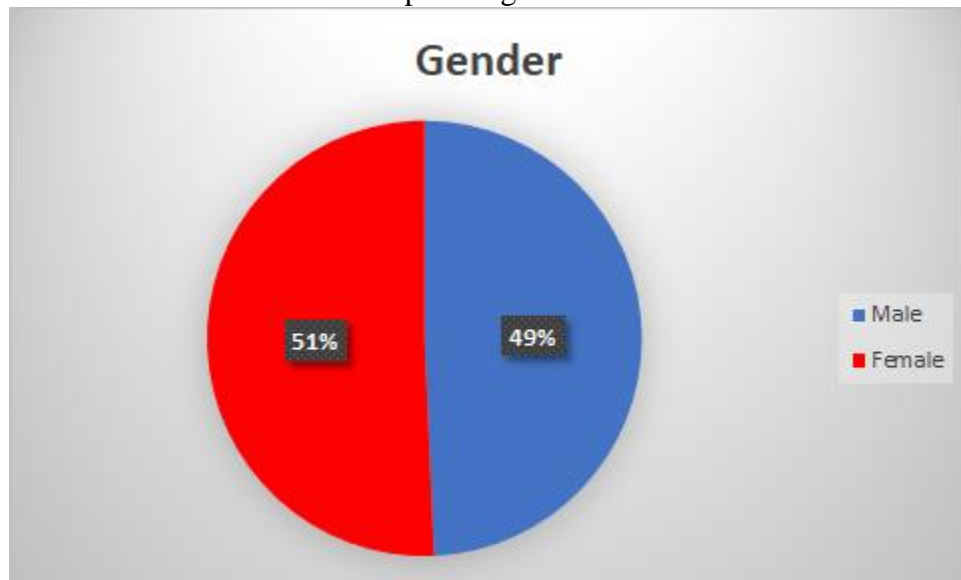
This pie chart exhibits the breakdown of visitors observed at the park regarding whether they were *alone*, with *family*, or with other people in some *other group*. This data is derived from 2,166 observational surveys.



Updated with/out dog (stayed the same as before makeup date).

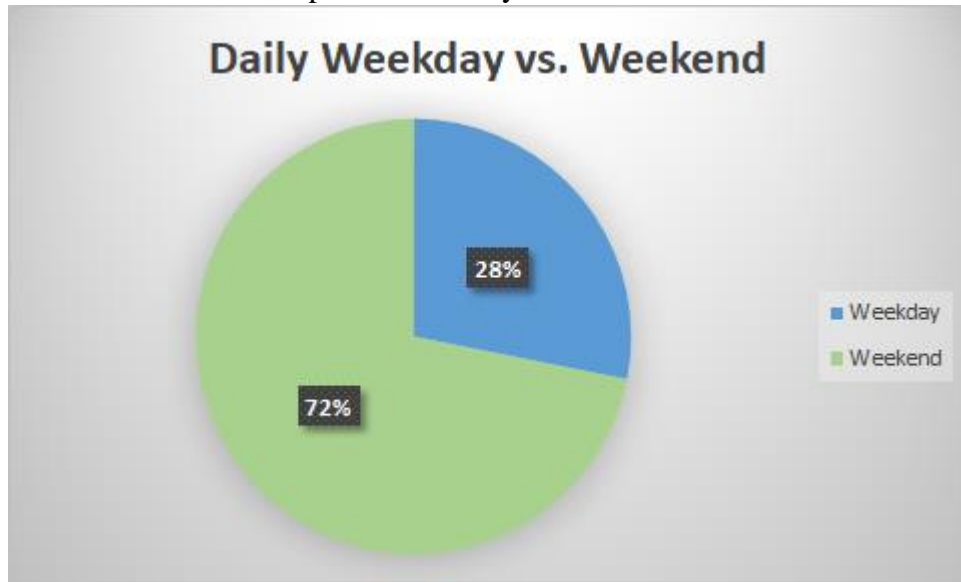


Updated gender.





Updated weekday vs. weekend.

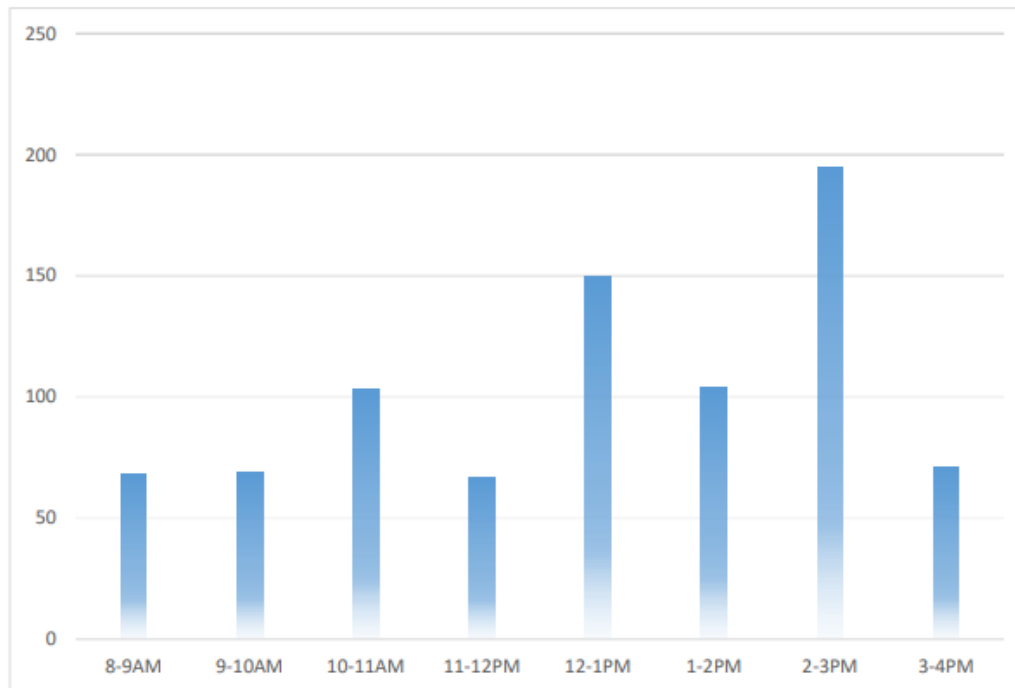


Breakdown of activities 2,166 visitors performed at the park and how many people do each activity\* in the 2018 study.

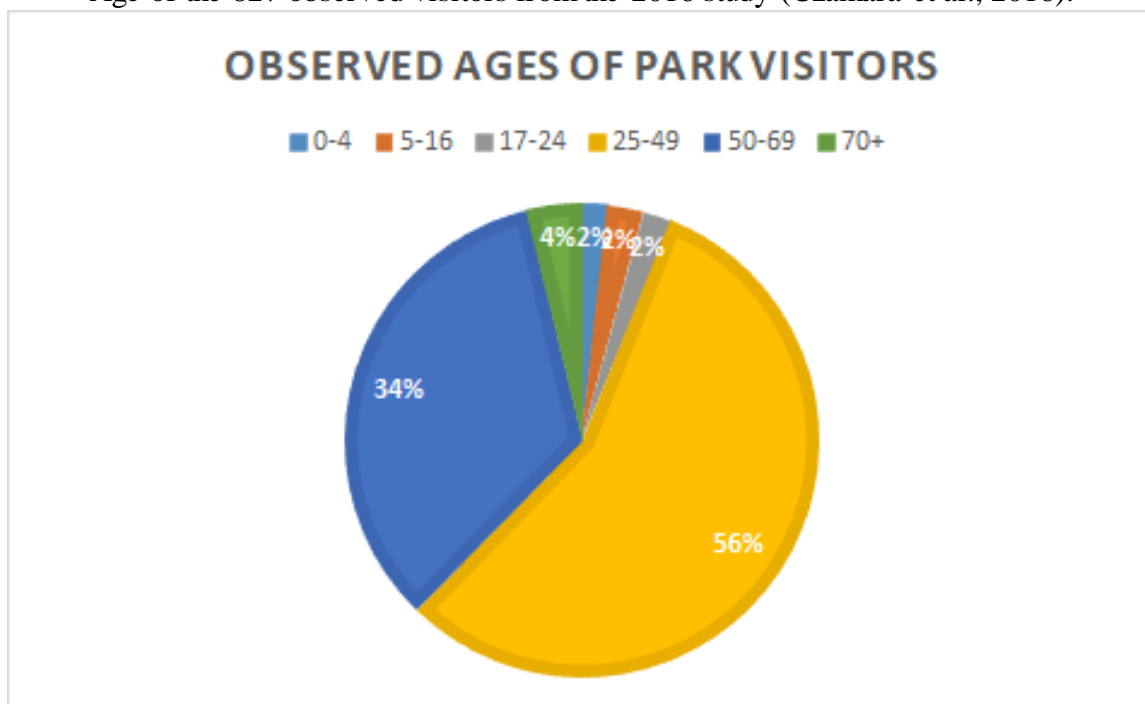
Activities	Number of people	Percent of people
Walking	1244	43.30%
Dog walking	835	29.10%
Running	144	5.00%
Buggy/pram	123	4.30%
Sitting	119	4.10%
Leisure cycling	102	3.60%
Children's playground	91	3.20%
Standing	75	2.60%
Other	37	1.30%
Sports	30	1.00%
Café	21	0.70%
BMX	14	0.50%
Mansion	14	0.50%
Skatepark	13	0.50%
Off road cycling	9	0.30%
Wheelchair/mobility scooter	1	<0.1%

\*Note: Visitors can perform one or more activities.

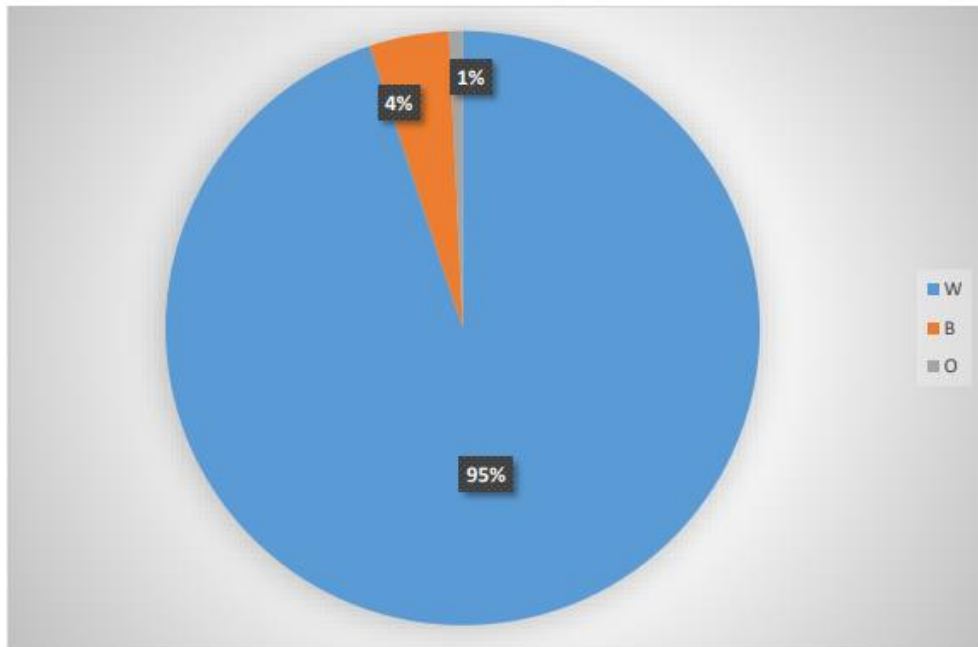
Number of visitors observed per each hour in the 2016 study (Czamara et al., 2016). The sample size was 827.



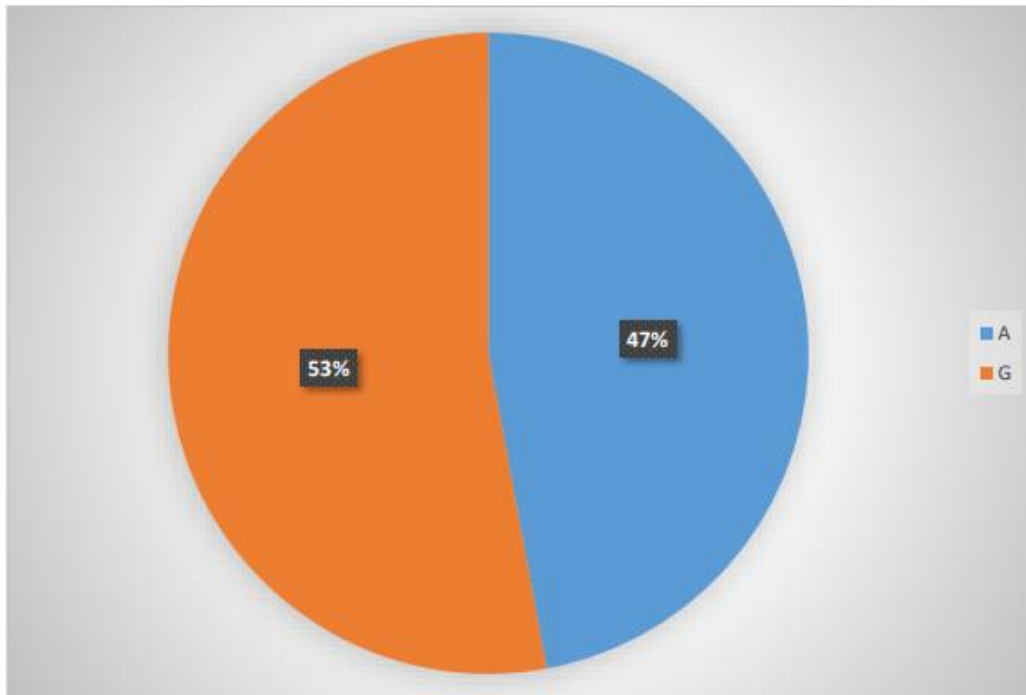
Age of the 827 observed visitors from the 2016 study (Czamara et al., 2016).



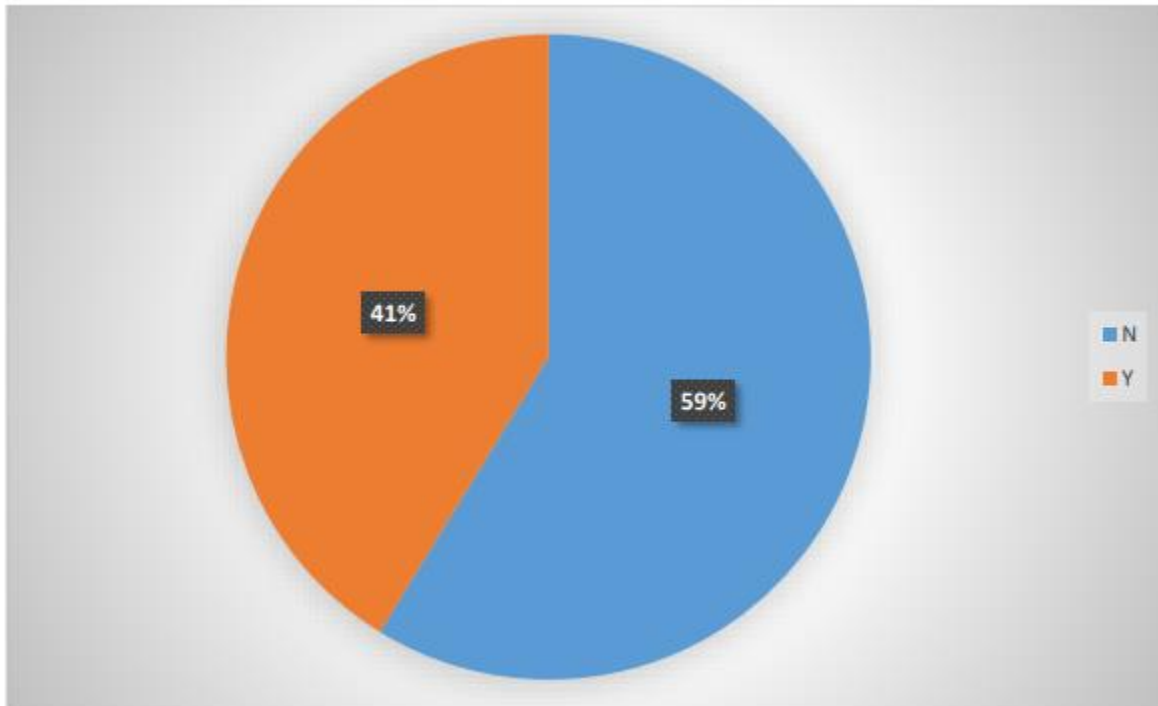
Ethnicity of 827 observed visitors in the 2016 study (Czamara et al., 2016).



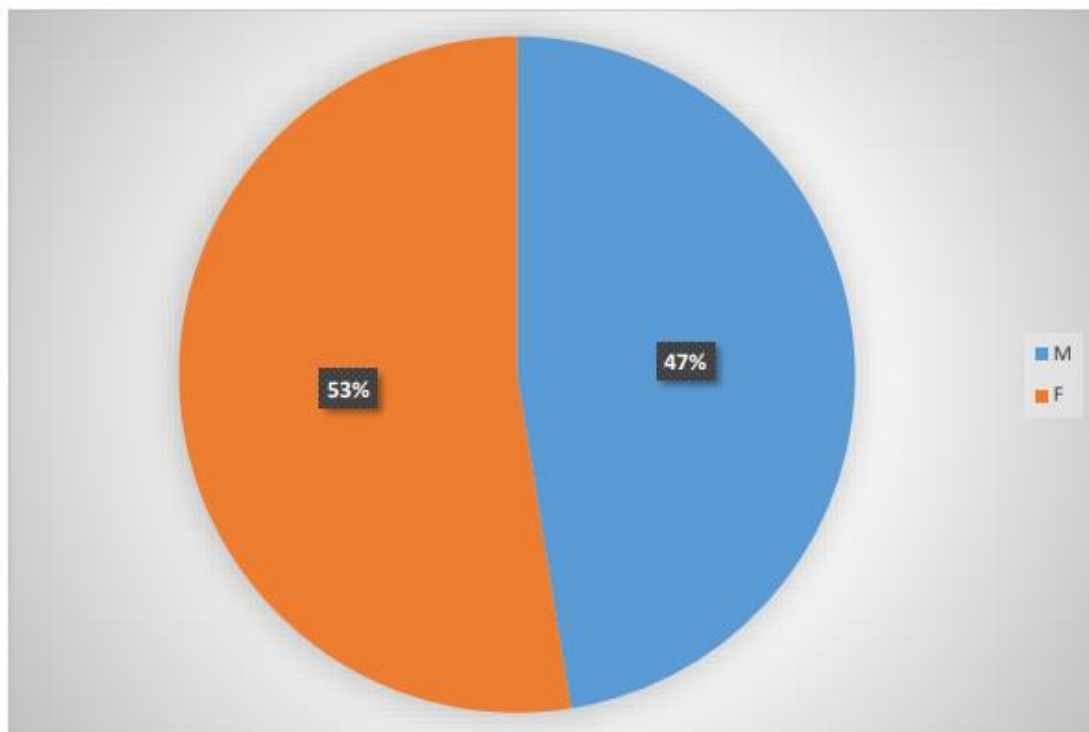
The spread of 827 observed visitors in a group or alone in the 2016 study (Czamara et al., 2016).



Observed dog-walkers in the 2016 study (Czamara et al., 2016). The sample size was 827 visitors.

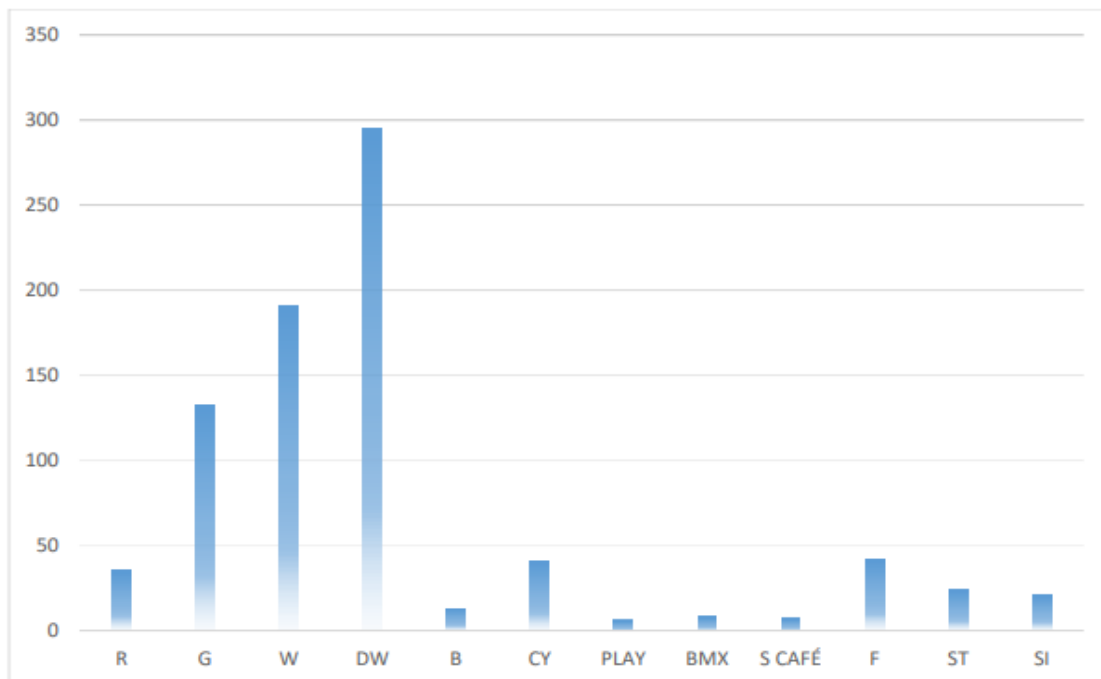


Gender of 827 observed visitors in the 2016 study (Czamara et al., 2016).

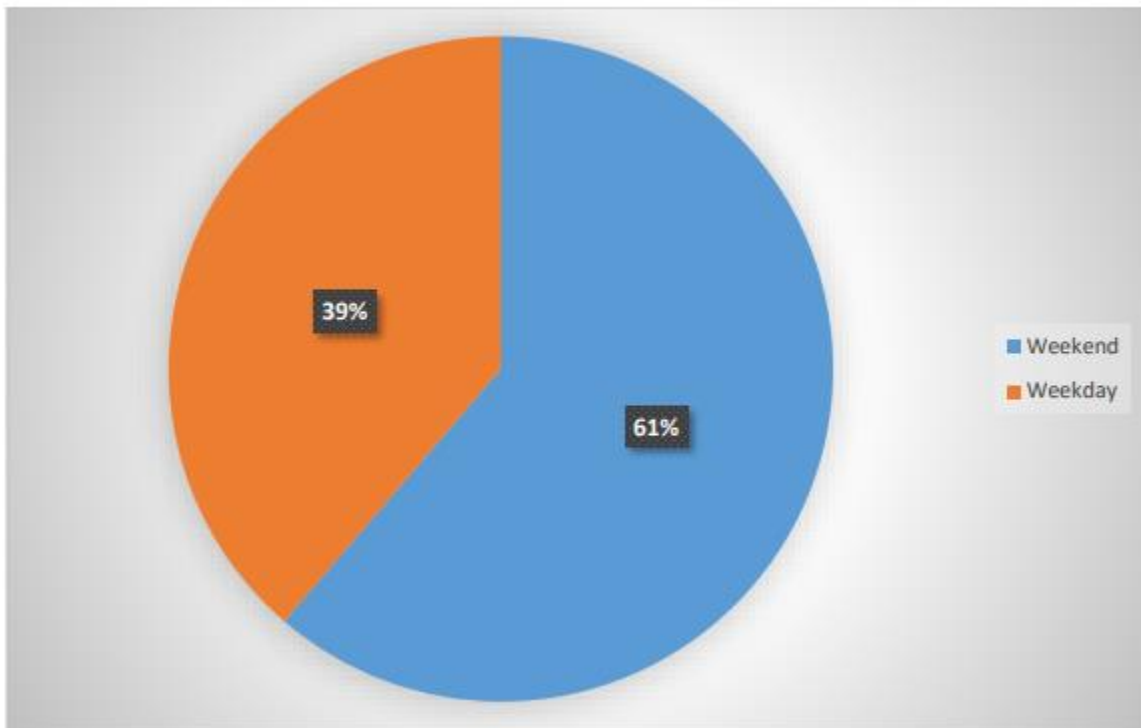


Activities of 827 park visitors observed in the 2016 study, legend modified from Czamara et al., 2016.

Key	Activity
R	Running
G	Golf
W	Walking
DW	Dog walking
B	Buggy/pram
CY	Cycling
PLAY	Playground
BMX	BMX track
S CAFE	Sitting in Cafe
F	Football
ST	Standing
SI	Sitting



Percentage of 827 observed visitors on a weekend or weekday in the 2016 study (Czamara et al., 2016).



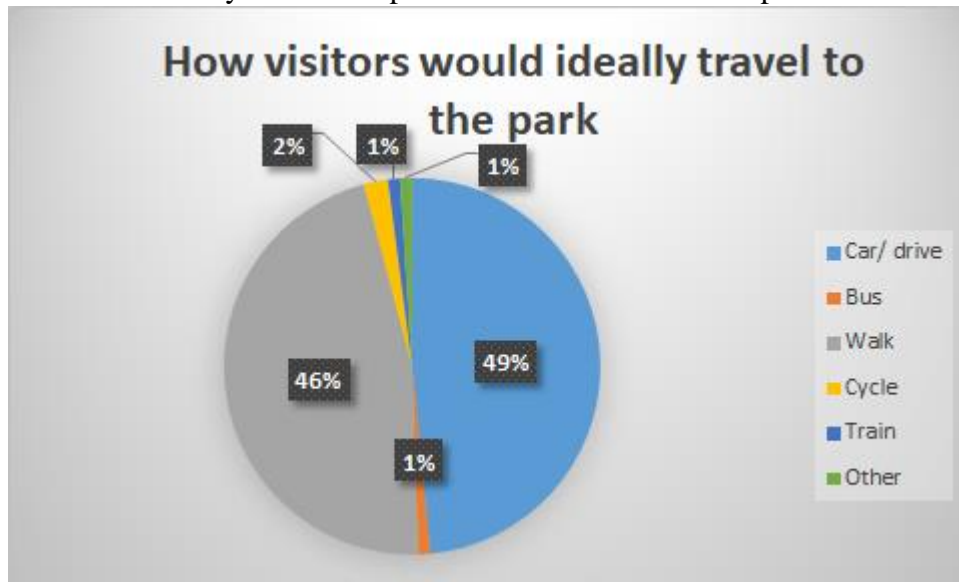
Condition of the park 2018 vs 2016.

2018	1	2	3	4	5	6	7	8	9	10
	4	2 (6%)	6	5 (11%)	11	14 (25%)	15	24 (40%)	12	6 (18%)
2016	1		2		3		4		5	
	6%		28%		44%		16%		6%	

## Appendix G: Interview Data

This appendix contains the raw data from our 100 interviews.

Ideally how 97 respondents would travel to the park.





Raw data of outdoor activities 100 interviewees are interested in.

Note: People can be interested in more than one activity.

Which outdoor activities visitors are interested in	
Walking	88
Running/jogging	21
BMX	4
Cycling/mountain biking	26
Table tennis	13
Climbing wall	14
Roller skating	6
Using skatepark	6
Pond dipping	16
Canoeing/kayaking	17
Natural play	13
Outdoor swimming	28
Trim trail	12
Observing wildlife	50
Geocaching	10
Other	5
None	4

Raw data of events and activities visitors are interested in.

Note: Visitors can be interested in more than one event or activity.

Event and activity	Number of people interested
Activities specifically for children & young people	28
Classical music concerts	45
Contemporary music concerts	53
Performing arts	41
Cultural festivals	49
Community workshops	28
Summer playschemes	22
Food markets	66
Christmas & winter themed events	46
Health & fitness	37
Nature & wildlife	58
Practical horticulture & gardening workdays	33
Practical natural conservation workdays	33
Local history and heritage	47
Guided walks and talks	36
Arts and crafts	46
Other	3
None	11

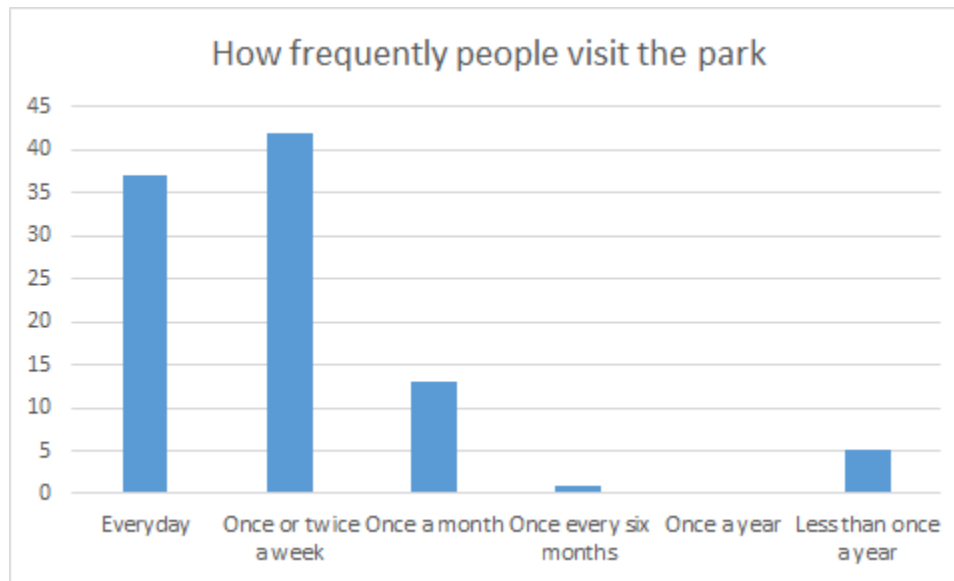
Raw data of events visitors have attended in the past year.

Event and activity	Number attended
Half term activities for children & young people	2
Film workshop for children	2
Outdoor cinema	2
Vintage fayre	13
Splattermake/ Know How You Sewing or crafts workshops	7
Christmas fayre	14
Food market	10
Festival of lights	7
Practical horticultural & gardening workdays	1
Practical natural conservation workdays	1
Guided walks and talks	1
Cycle races	1
Yoga classes	3
BPP visitor center	2
Other	4
None	66

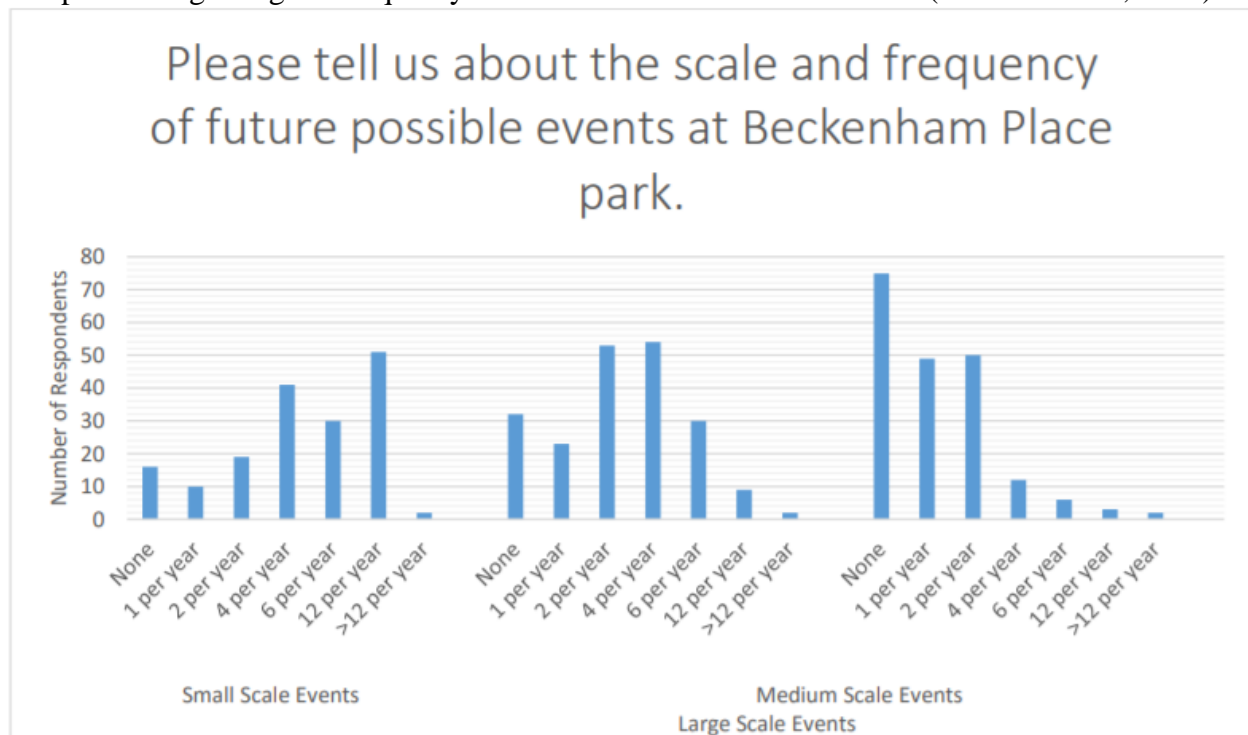
Raw data of volunteer activities visitors are interested in.

Volunteer activity	People interested
Assisting with school visits	8
Developing community arts projects	14
Discussing park management issues	7
Food growing and community gardening	15
Helping to deliver events and activities	14
Local history research	10
Oral history projects	4
Wildlife and habitat conservation	22
Running sports club	8
Not interested	60

2018 visitation rates of 98 people.



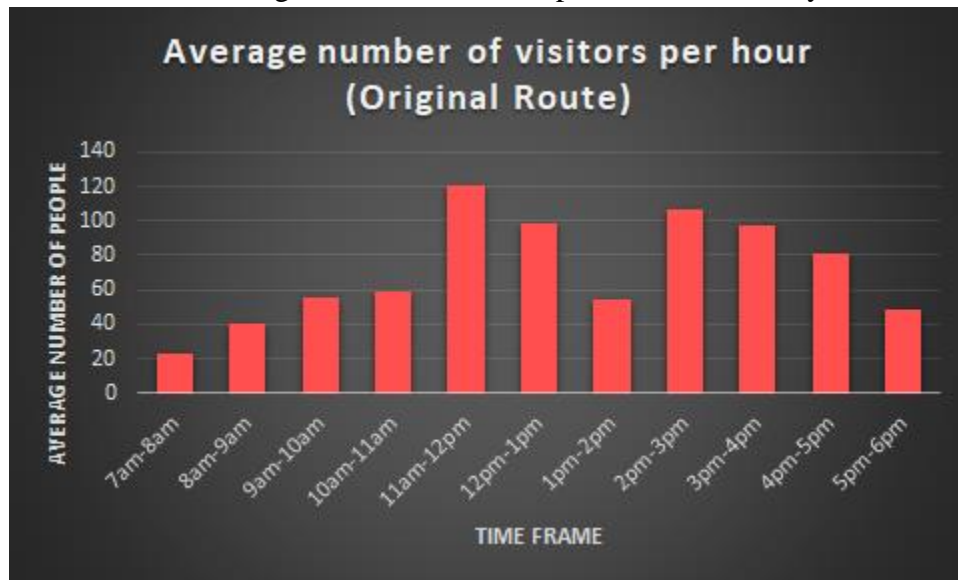
Opinions regarding the frequency of various scales of events in 2016 (Czamara et al., 2016).



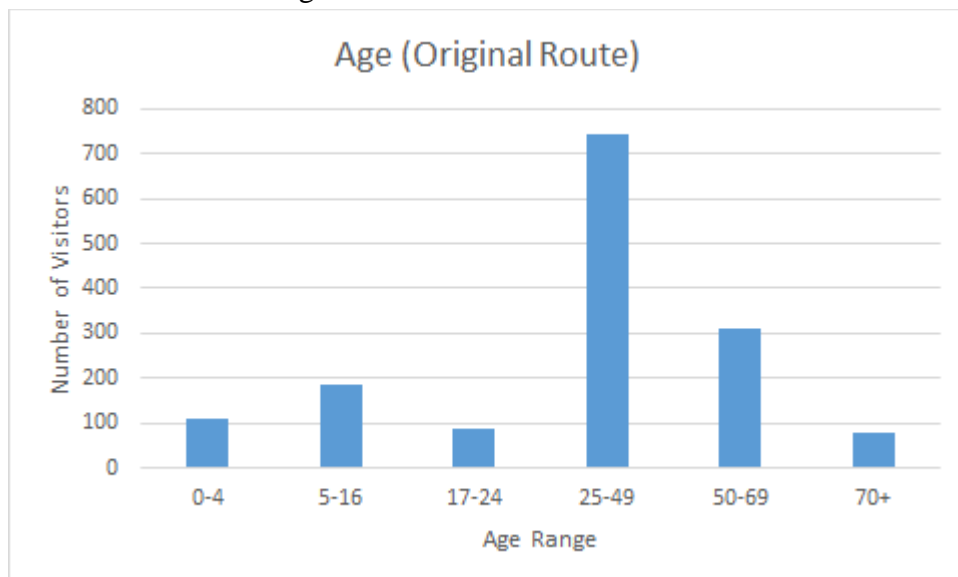
## Appendix H: 2018 Original Route Observational Data

This appendix contains the 2018 data analysis of observations that only occurred on the route that was used in 2016. There were 1,513 visitors that were observed on this route.

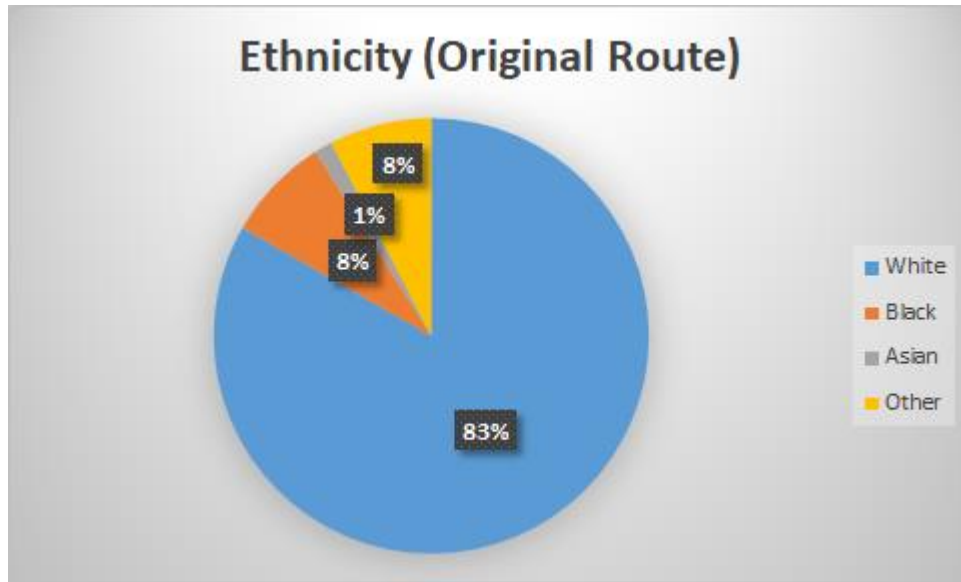
The average number of visitors per hour on each day.



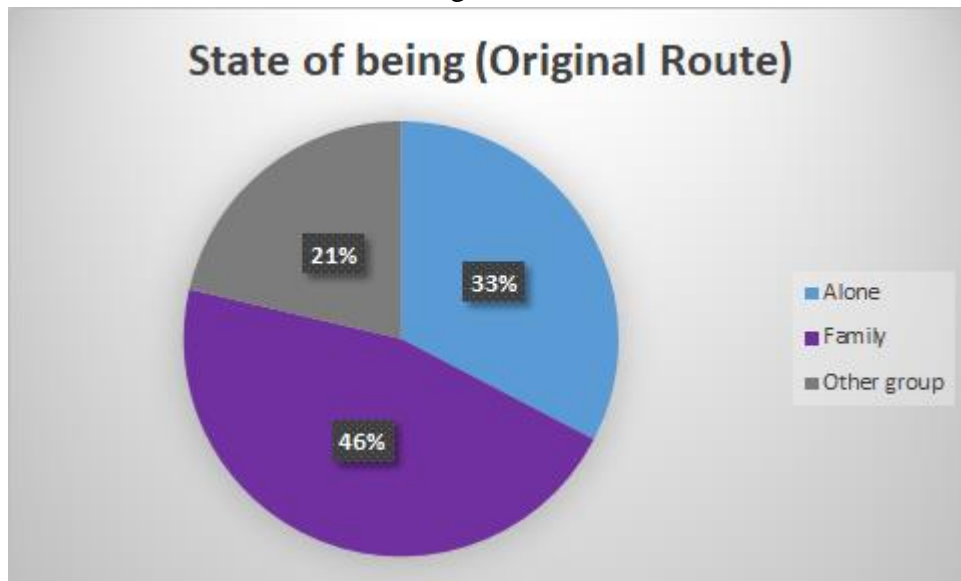
The age breakdown of visitors observed.



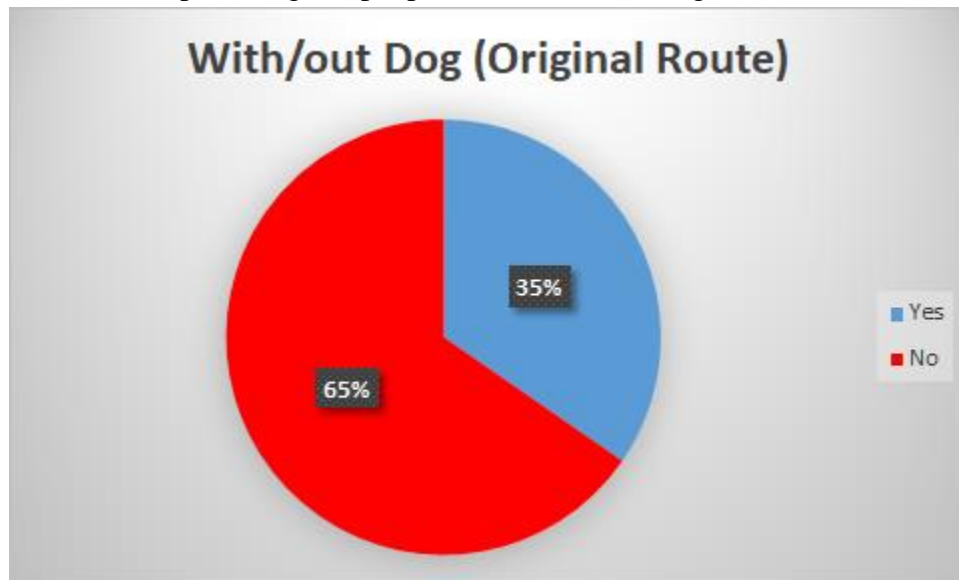
The ethnic breakdown of visitors observed.



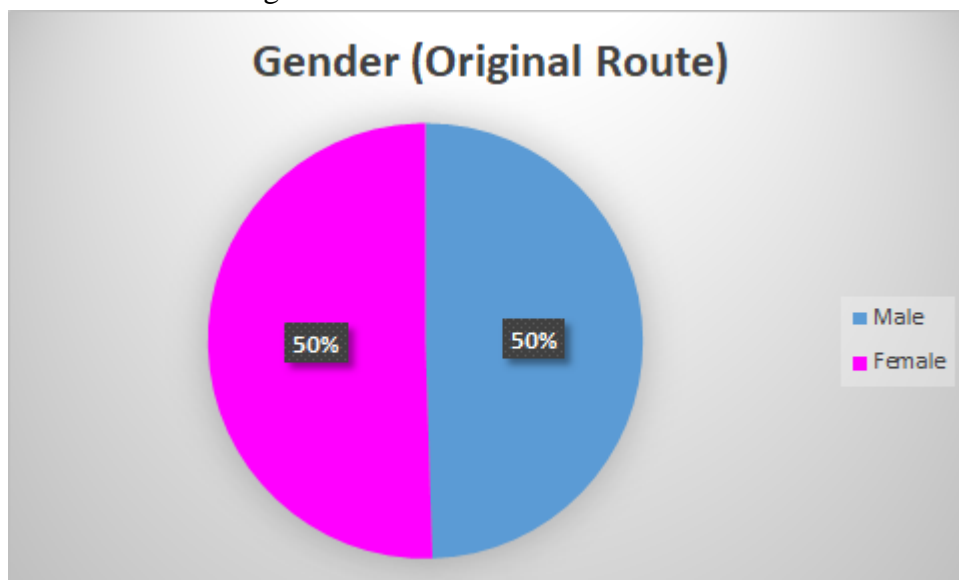
The state of being of visitors observed.



The percentage of people with or without dogs observed.



The gender breakdown of visitors observed.





Daily weekday vs. weekend.

