



people spaces places

# Saughton Park

## 2014 Visitor Survey Report

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# Saughton Park

## 2014 Visitor Survey Report

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## 1 Introduction

In order to inform the development of the Heritage Lottery Fund Round 2 submission to restore and conserve Saughton Park in Edinburgh, a survey was conducted regarding use the Park between 25<sup>th</sup> July 2014 and 13<sup>th</sup> November 2014. The survey was hosted online, carried out face-to-face in the park by council staff and distributed around the following local facilities:

- Saughton Park Winter Gardens
- Edinburgh Leisure Saughton Sports Complex
- Balgreen Library
- Carrickvale Community Education Centre

The survey was also promoted online using the Council website and through social media and a total of 353 surveys were completed. Of the responses received, three in five responses were received from the online version of the survey (59.5%), around a third were self-completed (34.6%) and 21 surveys (5.9%) were carried out by Council Staff in the park.

	n	%
Face-to-Face in the park	21	5.9%
Self-completed	122	34.6%
Online	210	59.5%
<b>Total</b>	<b>353</b>	<b>100.0%</b>

Table 1 Responses Received

## 2 Respondent Profile

A total of 353 surveys were completed by individuals, of which 66.2% were female, an over-representation of females compared to the profile of the catchment of Saughton Park. Three quarters of respondents (72.4%) described themselves as White Scottish, a typical representation compared demographics of the Park's 1km catchment and that of Edinburgh as a whole. Around one in twenty respondents (4.9%) stated that they have a disability that affects their use of the Park.

Table 2 below shows the age profile of respondents compared against the profile of those people residents within a 1km catchment of the Park. This is based on a sample of 347 respondents providing optional demographic monitoring data.

Age of respondent	Survey		1km Catchment
	n	%	%
Under 16	-	-	14.9%
16 - 24	13	3.7%	9.7%
25 - 34	65	18.7%	15.9%
35 - 44	114	32.9%	14.4%
45 - 54	77	22.2%	11.8%
55 - 64	49	14.1%	10.5%
65 - 74	25	7.2%	11.4%
75 and over	4	1.2%	11.4%
<b>Total</b>	<b>347</b>	<b>100.0%</b>	<b>100.0%</b>

Table 2 Age Profile

Around a third of respondents (32.9%) were aged between 35 and 44 years old, which is greater than the proportion of people within this age range that live within the catchment of the Park. The views of those people under 24 were generally under-represented, with an over-representation of responses from those aged between 35 and 64 years old.

It should also be noted that, in accordance with the Market Research Society Code of Conduct, no persons under the age of 16 would have been surveyed without the consent of a responsible adult. Combining this with the fact that parents would typically respond on behalf of children in their care or they are unlikely to complete the survey online, this may go some way to explain the zero response rate from those under 16 in the survey.

In order to understand where respondents and users of the Park live, the survey requested the respondents home postcode. Figure 1 demonstrates spatially, the responses received across Edinburgh and shows that respondents were drawn from across the city, but particularly from those located in the south west of the city. Figure 2 shows that 41% of respondents that gave a valid postcode live within the 1km catchment of Saughton Park. The highest concentrations of responses were from residents living south east of the park, particularly around Gorgie Road and Whitson Road. Almost all respondents lived within the City of Edinburgh (95.1%) however responses were also received from across Fife and eastern Scotland.





**Saughton Park,  
Edinburgh**

**Figure 1**  
Location of  
Respondents

**LEGEND**

Number of Respondents

- 1
- 2
- 3
- 4

Boundary

Saughton  
Park

Local  
Authority

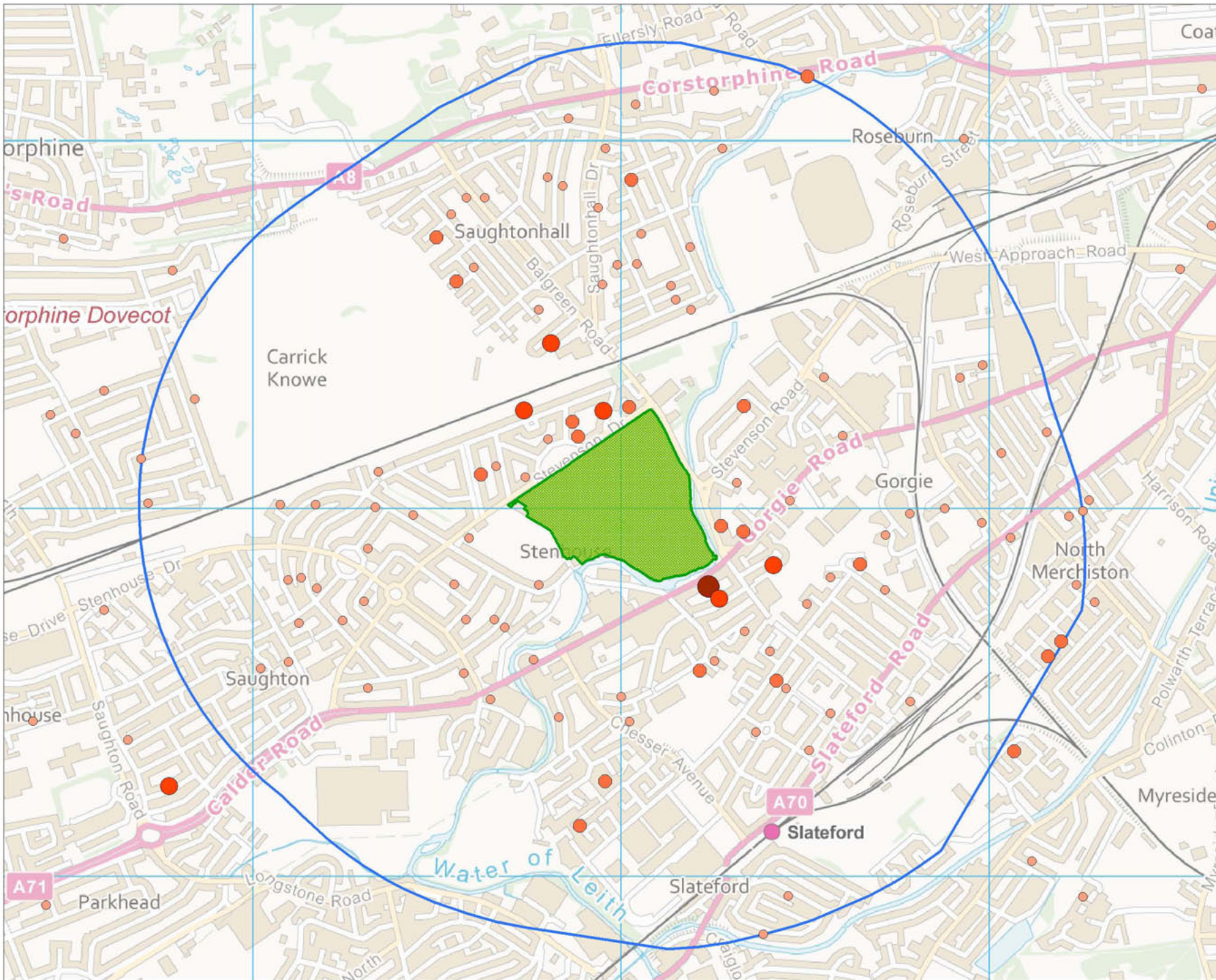
Buffer

1km

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**Saughton Park, Edinburgh**

**Figure 2**  
Location of Respondents

**LEGEND**

Number of Respondents

- 1
- 2
- 3
- 4

Boundary

- Saughton Park

Buffer

- 1km

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### 3 Analysis

#### 3.1 Visiting Saughton Park

Respondents were asked how often they visit Saughton Park and table 3 below demonstrates that a range of responses were received.

Around two in five respondents (41.7%) visit Saughton Park on a weekly or more frequent basis, with the highest proportion of respondents (22.9%) indicating that they visit several times a week. A similar proportion (42.9%) stated they visit the Park once a month or less often and only 9 respondents (2.9%) stated that they visit the park everyday. Considering the responses of those respondents that live within 1km of the park, it can be seen that a higher proportion indicated that they visit the park on a weekly or more frequent basis (47.9%).

	Overall		Local Respondents	
	n	%	n	%
Once a day	9	2.9%	3	2.5%
Several times a week	72	22.9%	38	31.9%
Once a week	50	15.9%	16	13.4%
Once a fortnight	45	14.3%	18	15.1%
Once a month	69	21.9%	22	18.5%
Less often	65	20.6%	21	17.6%
Never	5	1.6%	1	0.8%
<b>Total</b>	<b>315</b>	<b>100.0%</b>	<b>119</b>	<b>100.0%</b>

Table 3 Frequency of visit

The largest proportion of respondents (38.4%) reported their dwell time within Saughton Park is typically between 30 minutes to 1 hour and a similar proportion (37.4%) stated they visit for between 1 to 2 hours.

	n	%
Less than 30 minutes	42	13.5%
30 minutes to 1 hour	119	38.4%
1 to 2 hours	116	37.4%
2 to 4 hours	32	10.3%
4 hours or more	1	0.3%
<b>Total</b>	<b>310</b>	<b>100.0%</b>

Table 4 Length of visit

The most popular method of travel to Saughton Park reported by respondents was walking. Just under half of respondents indicated that they travel on foot to the Park (48.9%) and around a third of respondents stated they travel by car. Only 4 respondents travel to the Park by tram despite the proximity of the Park to the Balgreen tram stop. For residents living within 1km of the park, more than half stated they walk to the Park (54.4%).

	Overall		Local Respondents	
	n	%	n	%
On foot	149	48.9%	62	54.4%
By car	98	32.1%	34	29.8%
By bicycle	26	8.5%	7	6.1%
Bus	25	8.2%	9	7.9%
Tram	4	1.3%	0	0.0%
Other	3	1.0%	2	1.8%
<b>Total</b>	<b>305</b>	<b>100.0%</b>	<b>114</b>	<b>100.0%</b>

Table 5 Method of Travel

Respondents were then asked how long it takes them to travel to the Park. Table 6 below demonstrates that the largest proportion of respondents travel for between 5 and 15 minutes (49.2%), with 5 to 10 minutes most frequently cited. Approximately three quarters (76.5%) of respondents living within 1km of the park indicated that they travel for up to 15 minutes and 83.9% travel for less than 20 minutes.

	Overall		On Foot	
	n	%	n	%
Less than 5 minutes	48	15.6%	36	24.2%
5 - 10 minutes	85	27.7%	42	28.2%
10 - 15 minutes	66	21.5%	36	24.2%
15 - 20 minutes	42	13.7%	11	7.4%
20 - 30 minutes	41	13.4%	11	7.4%
More than 30 minutes	25	8.1%	13	8.7%
<b>Total</b>	<b>307</b>	<b>100.0%</b>	<b>149</b>	<b>100.0%</b>

Table 6 Travel time



Three in five respondents stated that they visit the Park with their family (62.7%) whilst 14.4% indicated that they visit alone.

	n	%
Alone	44	14.4%
With friends	39	12.7%
With family	192	62.7%
As part of a special interest group	14	4.6%
Other	17	5.6%
<b>Total</b>	<b>306</b>	<b>100.0%</b>

Table 7 Visitor Profile

The survey found that the majority of respondents use Saughton Park to visit the play area (58.1%) and to enjoy the outdoors / fresh air (53.2%). Enjoying the flowers and trees (49.4%) and walking (45.1%) were also popular reasons for visiting.



Chart 1 Reason for visit

Around two thirds of respondents (64.2%) reported that they found out about Saughton Park through local knowledge and around a quarter indicated they knew about the park through word of mouth (27.4%). The table below shows that waymarking and promotional material does not feature strongly as a means for respondents to find out about Saughton Park.

	n	%
Local knowledge	190	64.2%
Word of mouth	81	27.4%
Local signs	48	16.2%
Other	37	12.5%
School	22	7.4%
Club	10	3.4%
Visitor Information Centre	8	2.7%
Leaflets	8	2.7%
Website	6	2.0%
Project Newsletter	5	1.7%
Local press	4	1.4%
<b>Total</b>	<b>296</b>	<b>100.0%</b>

Table 8 Finding out about Saughton Park

### 3.2 Barriers to Use

Respondents were asked to detail if there is anything that prevents them from visiting Saughton Park or limits their enjoyment of the park and table 9 below shows how the comments received have been classified. This shows that a wide range of responses were received, however the accessibility of the park or the distance from where they live was most frequently cited, alongside a lack of facilities or equipment.

	n	%
Accessibility / Distance	26	15.9%
Lack of facilities / equipment	20	12.2%
Maintenance	17	10.4%
Nothing prevents me	11	6.7%
Toilet	11	6.7%
Dog Control / Dog Mess	9	5.5%
Opening Hours	9	5.5%
ASB / Safety	8	4.9%
Skate Park	8	4.9%
Car Parking	6	3.7%
Weather	5	3.0%
Athletics Track	4	2.4%
Safety	4	2.4%
Time	4	2.4%
Litter	3	1.8%
Use Other Spaces	3	1.8%
Other	16	9.8%
<b>Total</b>	<b>296</b>	<b>100.0%</b>

Table 9 Barriers to Use



### 3.3 Quality and Value

Respondents were most likely to rate ease of getting around as very good or good alongside the design and appearance of the Park. Conversely, chart 2 below shows that respondents were least likely to rate the information available to plan a visit and the range of visitor facilities as very good or good.

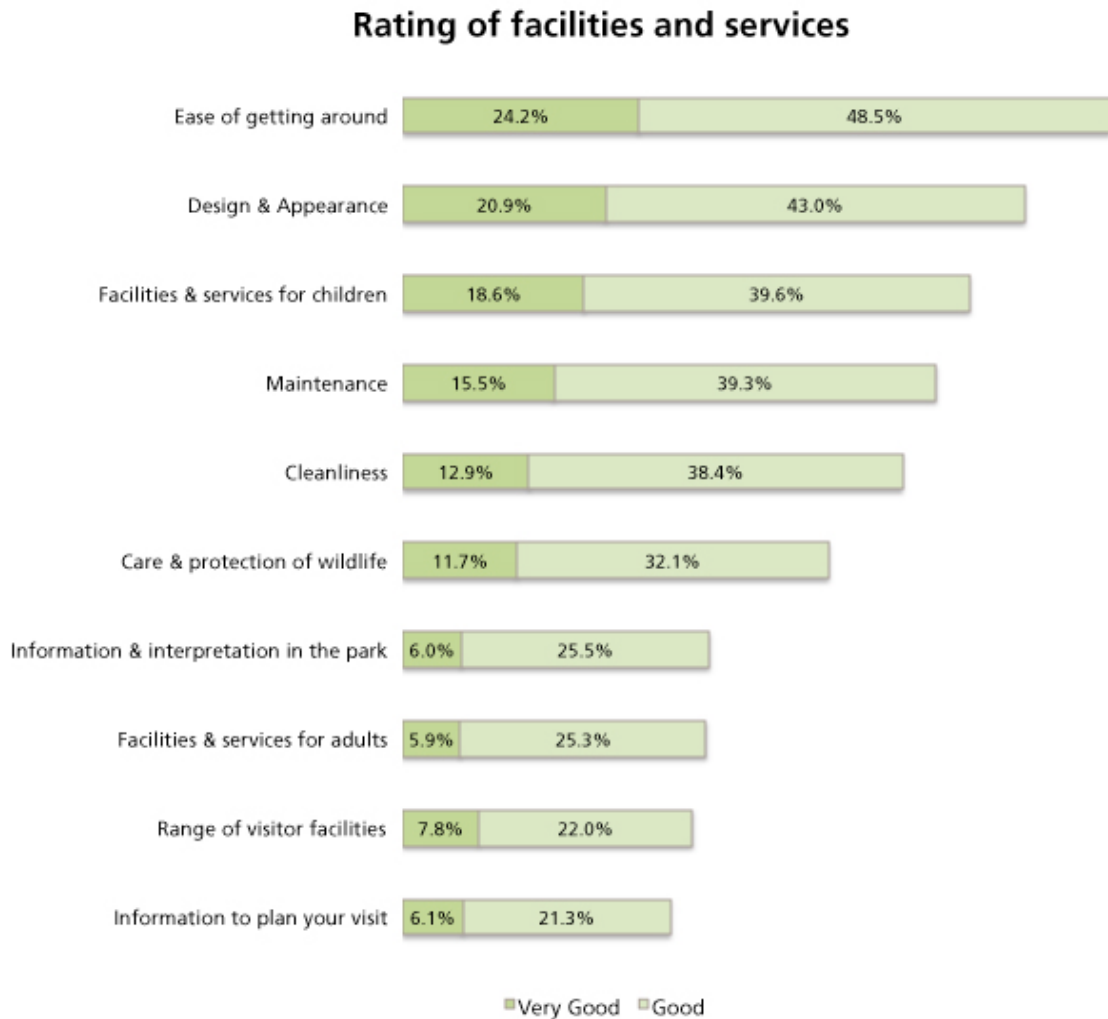


Chart 2 Rating of facilities and services

The largest proportion of respondents to the visitor survey believed the overall quality of Saughton Park was good (42.2%) whilst just over a third of respondents (36.9%) considered the quality of Saughton Park to be average and one in ten (10.8%) regarded it to be very good.



Chart 3 Quality of Saughton Park

The survey sought to establish the current level of satisfaction with Saughton Park amongst respondents and Chart 4 below shows that two thirds of respondents were either very satisfied or fairly satisfied with the park (67.2%). Over half of these respondents were fairly satisfied (51.8%) with Saughton Park whilst one in ten respondents (10.5%) were either fairly or very dissatisfied.



Chart 4 Levels of Satisfaction

The visitor survey asked respondents if Saughton Park enhances their quality of life and the chart below shows that just over half of respondents agreed with this statement (51.6%), whilst a quarter were neutral to the park's impact (25.7%).

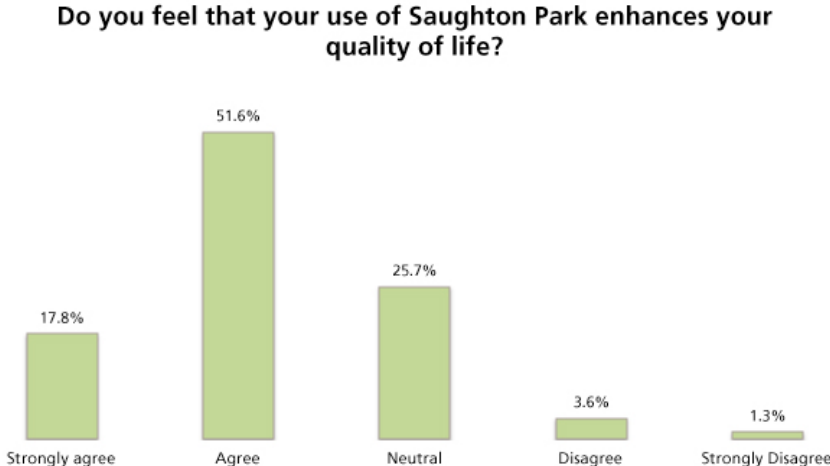


Chart 5 Perception that Saughton Park enhances quality of life

Respondents were generally split between agreeing that they had a good understanding of the heritage value of Saughton Park (31.8%) and neither agreeing or disagreeing with this statement (30.8%).

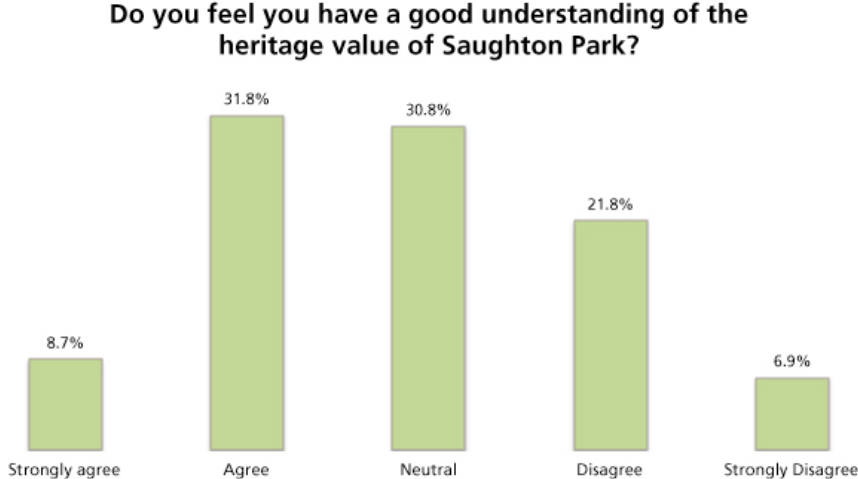


Chart 6 Understanding of heritage value



**3.4 Awareness of the Heritage Lottery Fund project**

The visitor survey sought to gauge the level of awareness of the Heritage Lottery Funded project to restore and conserve Saughton Park. It was found that overall, the majority of respondents were unaware of the project (58.6%)

	n	%
Yes	118	41.4%
No	167	58.6%
<b>Total</b>	<b>285</b>	<b>100.0%</b>

Table 10 Awareness of the Heritage Lottery Fund project

**3.5 The Local Area**

The chart below shows that the majority of respondents either agreed (52.5%) or strongly agreed (36.8%) that Saughton Park has a positive impact on the local community. Chart 7 also shows that local respondents were marginally more likely to agree or strongly agree (92.3%) about the positive impact the park has on the local community compared to the entire sample (89.3%)

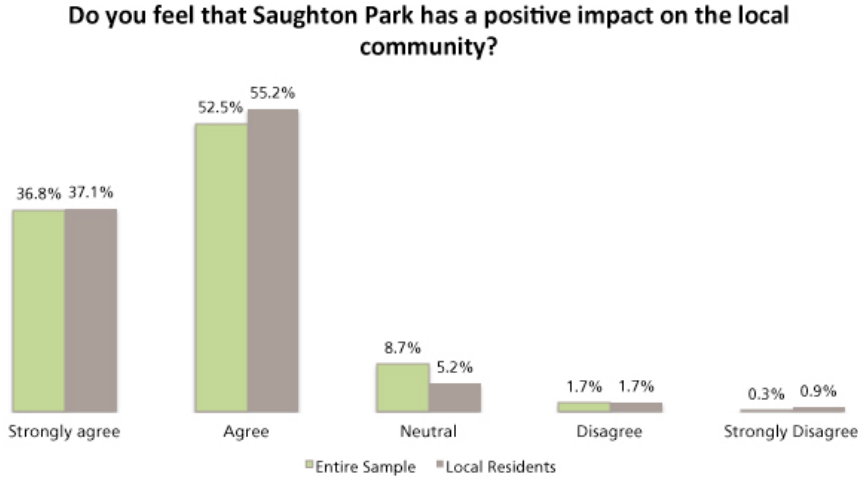


Chart 7 Positive impact on the local community

The visitor survey asked if respondents felt there was a good community spirit in the local area and the chart below shows that the largest proportion of respondents agreed there was a good community spirit (42.6%) whilst around a third (35.7%) were neutral. There was little difference between responses received from residents living within 1km of Saughton Park

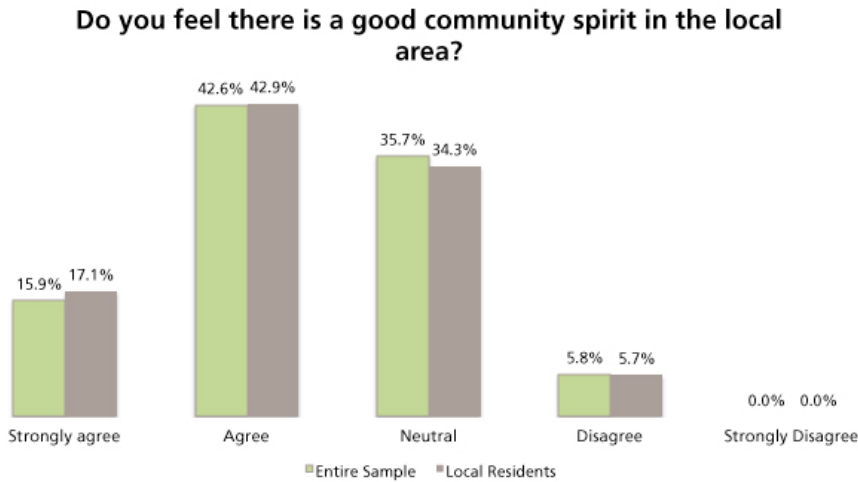


Chart 8 Community Spirit

Chart 9 shows that the majority of respondents (53.2%) agreed that they felt safe in the local area whilst only 6.4% of respondents disagreed or strongly disagreed, indicating they felt unsafe. Local respondents were more likely to agree or strongly agree (70.9%) that they felt safe in the local area when compared to the overall sample (67.2%).

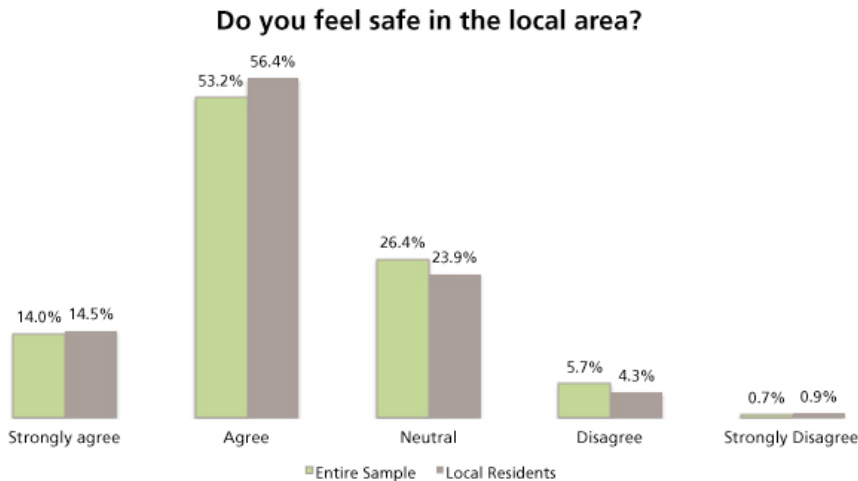


Chart 9 Perception of safety in the local area

### 3.6 The Future

To assist with the development of the master plan for the park, respondents were asked to detail the facilities they felt should be considered by the design team. Table 11 below shows that the vast majority of respondents would like to see a café or refreshment provision (86.1%) as well as toilets facilities (86.1%). Two thirds of respondents (66.7%) would like to see an outdoor seating area in the park whilst a slightly smaller proportion supported an indoor seating area.

	n	%
Café / refreshments	266	86.1%
Toilets	266	86.1%
Outdoor seating area	206	66.7%
Indoor seating area	195	63.1%
Learning & education zone	184	59.5%
Plant sales	165	53.4%
Community event & activity space	162	52.4%
Exhibition & interpretation space	123	39.8%
Volunteer space	107	34.6%
Temporary gallery space	106	34.3%
Community retail space	91	29.4%
Other	25	8.1%
<b>Total</b>	<b>309</b>	<b>100.0%</b>

Table 11 Future facilities

The chart below shows that around nine in ten respondents (88.2%) either strongly agreed or agreed that high quality visitor facilities would make them likely to visit the park and/or improve their enjoyment of the park.

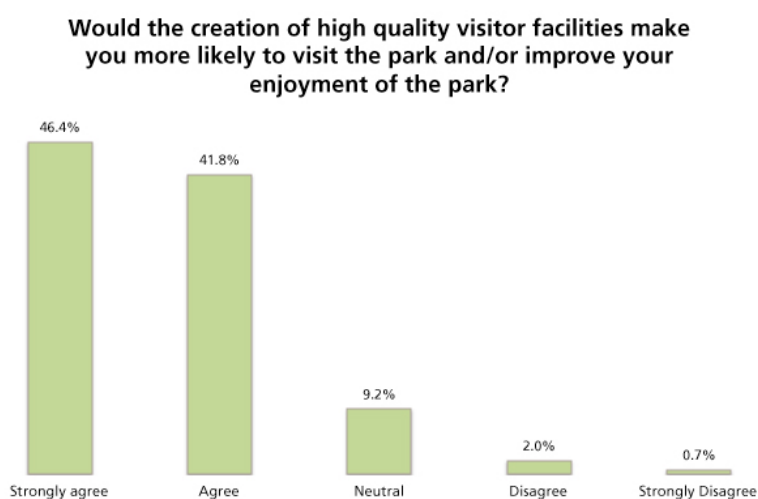


Chart 10 Propensity to visit the park due to the creation of high quality visitor facilities



The table below shows that a third of respondents (34.7%) would visit the park several times a week if new visitor facilities were provided and around a quarter of respondents would visit once a week (27.1%).

	n	%
Once a day	15	5.0%
Several times a week	105	34.7%
Once a week	82	27.1%
Once a fortnight	29	9.6%
Once a month	54	17.8%
Less often	17	5.6%
Never	1	0.3%
<b>Total</b>	<b>303</b>	<b>100.0%</b>

Table 12 Frequency of use of future facilities

Illustrating this graphically, the chart below shows the difference between the current frequency of use as reported earlier in this report compared to the frequency of use of future facilities as shown in table 3. This shows that the largest increases are in the proportion of respondents who indicate they will visit Saughton Park several times a week and once week, with the proportion of people indicating they will visit once a fortnight or less frequently decreasing.

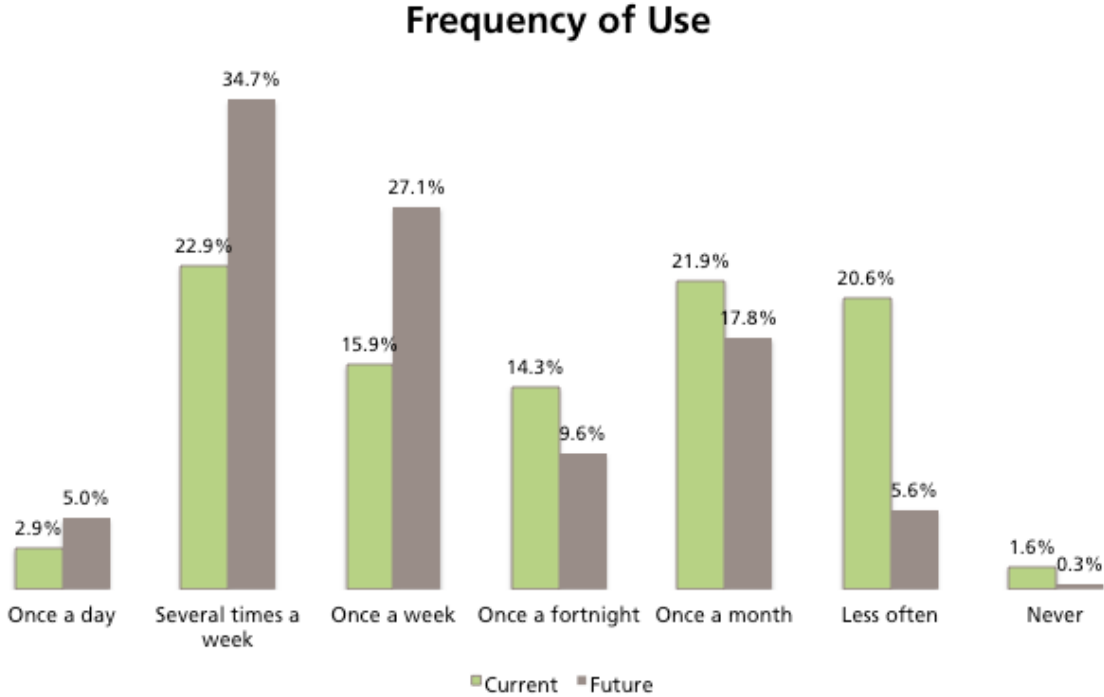


Chart 11 Comparison of Frequency of Use

Respondents were asked to indicate the types of events and activities they would like to see provided in Saughton Park. As table 13 illustrates, there was wide support for a range of events and activities. The most interest was for Christmas and winter themed events (74.4%) followed closely by outdoor markets (73.8%). Music and performing arts based events and activities were also popular (65.1%) alongside an autumn fair (64.8%) and nature and wildlife activities (61.8%).

	n	%
Christmas & winter themed events	224	74.4%
Outdoor markets	222	73.8%
Music & Performing Arts	196	65.1%
Autumn Fair	195	64.8%
Nature & wildlife activities	186	61.8%
Children & Young People	170	56.5%
Outdoor theatre	165	54.8%
Community Events	163	54.2%
Cultural Festivals	154	51.2%
History & heritage activities	140	46.5%
Arts & crafts	139	46.2%
Healthy living	135	44.9%
Horticultural & gardening activities	124	41.2%
Guided walks & talks	109	36.2%
Sports coaching	106	35.2%
Sports competitions	92	30.6%
Other	3	1.0%
<b>Total</b>	<b>301</b>	<b>100.0%</b>

Table 13 Support for events and activities

A large proportion of respondents were interesting in joining the mailing list to get the latest news about the Saughton Park restoration project whilst a number of respondents were also interesting in joining the Friends Group or volunteering in the park.

	n	%
Volunteer to help out with surveys and events	27	9.7%
Join the mailing list to get the latest news	109	39.2%
Join the Friends of Saughton Park	50	18.0%
Not interested	137	49.3%
<b>Total</b>	<b>278</b>	<b>100.0%</b>

Table 14 Volunteering activities

Based on this information, a mailing list for volunteering activities has been generated