



Yarra City Council

2014 Citizens Park Survey

November 2014

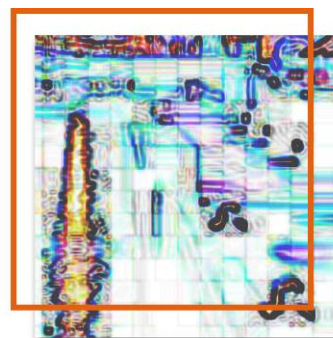
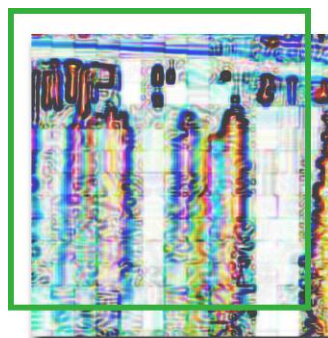


Prepared By:

Metropolis Research Pty Ltd
ABN 39 083 090 993

Prepared For:

Yarra City Council





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Contact details

This report was prepared by Metropolis Research Pty Ltd on behalf of the Yarra City Council. For more information, please contact:

Dale Hubner

Managing Director
Metropolis Research Pty Ltd
Level 1, 74 Victoria Street
CARLTON VIC 3053

(03) 9272 4600

d.hubner@metropolis-research.com

Clare Murrell

Consultation and Research Officer
City of Yarra
Bridge Road
RICHMOND VIC 3121

(03) 9205 5154

clare.murrell@yarracity.vic.gov.au





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Introduction

Metropolis Research was commissioned by the City of Yarra to conduct primary research of visitors to Citizens Park in Richmond to explore a range of issues around their use of the space.

The research aimed to examine visitor awareness of and reaction to a number of changes that Council had undertaken in the park in recent times.

Methodology

Trained Metropolis Research interview staff conducted a total of 288 interviews with visitors to the park over a variety of days of the week and times of the day, as outlined in the following table.

The survey was conducted as an interview style survey of approximately five minutes duration comprising five precoded questions and three open-ended questions.

Of the 288 surveys conducted for this research, a total of 110 were conducted during weekdays and 178 were conducted at the weekend.

Survey respondent schedule
Yarra City Council - 2014 Citizens Park Survey
(Number and percent of total respondents)

Response	2014	
	Number	Percent
Tuesday 2 pm - 5 pm	22	7.6%
Wednesday 10 am - 1 pm	38	13.2%
Thursday 4 pm - 7 pm	50	17.4%
Saturday 9am - 2 pm	83	28.8%
Sunday 10 am - 1 pm	48	16.7%
Sunday 4 pm - 7 pm	47	16.3%
Total	288	100%

Citizens Park

Frequency of visiting

Respondents were asked:

“How often do you visit Citizens Park?”

A little less than two-thirds (59.4%) of respondents reported that they were frequent visitors to Citizens Park, visiting at least once a week. A further one-fifth (19.4%) of respondents reported that they infrequently visit the park (at least once per fortnight).

Frequency of visiting Citizens Park
City of Yarra - 2014 Citizens Park Survey
(Number and percent of total respondents)

Frequency	2014	
	Number	Percent
Frequently (<i>at least once per week</i>)	171	59.4%
Infrequently (<i>at least once per fortnight</i>)	56	19.4%
Rarely (<i>at least once</i>)	61	21.2%
Total	288	100%

Reason for visiting today

Respondents were asked:

“What is the main reason for you visiting the park today?”

A total of 286 respondents identified a total of 453 reasons for visiting the park on the day on which they were surveyed, representing an average of 1.6 reasons per respondent.

The two main reasons for visiting Citizens Park identified by respondents were to walk or exercise the dog (39.9%) and to sit and relax / enjoy the outdoors (22.2%).

A range of other reasons for visiting the park were identified by a significant proportion of respondents.

These results suggest that Citizens Park is being utilised by respondents for a variety of reasons, with dog walking and enjoying the outdoors the two most common reasons.

Main reasons for visiting Citizens Park today

City of Yarra - 2014 Citizens Park Survey

(Number and percent of total respondents)

Reason	2014	
	Number	Percent
To walk / exercise the dog	115	39.9%
To sit and relax / enjoy the outdoors	90	31.3%
For recreational sport / exercise	64	22.2%
To use the playground	60	20.8%
Commuting / just passing through	52	18.1%
To picnic / BBQ	37	12.8%
To play / support organised sport or club	33	11.5%
Other reasons	2	0.7%

Total responses 453

Total respondents identifying one reason 286 (99.3%)

The following table provides a breakdown of the main reasons for visiting by the frequency of visiting Citizens Park.

Frequent visitors to the park are slightly more likely to be visiting to walk the dog than less frequent visitors, whilst those visiting less frequently are somewhat more likely to be visiting the park to relax, sit and enjoy the outdoors.

Main reasons for visiting Citizens Park today by frequency of visit

City of Yarra - 2014 Citizens Park Survey

(Number and percent of total respondents)

Reason	Frequent	Infrequent	Rarely
To walk / exercise the dog	47.4%	37.5%	21.3%
To sit and relax / enjoy the outdoors	22.8%	46.4%	41.0%
For recreational sport / exercise	28.1%	25.0%	1.6%
To use the playground	21.6%	25.0%	14.8%
Commuting / just passing through	10.5%	19.6%	37.7%
To picnic / BBQ	8.2%	28.6%	11.5%
To play / support organised sport or club	10.5%	19.6%	6.6%
Other reasons			

Total responses 257 113 82

Total respondents identifying one reason 171 54 61

Recent changes in the park

Respondents were asked:

“Have you noticed any of the following changes in the park recently?”

A little more than half of the respondents (58.0%) had noticed the removal of the gates onto the Citizens Park Oval, whilst one-third had noticed the two forms of new signage that had recently been installed. A small number of respondents identified other improvements, the details of which are outlined in the table.

Noticed recent changes in Citizens Park City of Yarra - 2014 Citizens Park Survey (Number and percent of total respondents)

Reason	Yes	No	Total
Removal of gates onto Citizens Park Oval	58.0%	42.0%	288
New signage notifying park users when sports training is occurring	34.0%	66.0%	288
New signage informing users about local laws	34.0%	66.0%	288
Other changes	11.8%	88.2%	288

Other changes to Citizens Park noticed City of Yarra - 2014 Citizens Park Survey (Number of responses)

Response	Number
Good path / cleaner path	6
More / new benches	2
Changed attitude of council	1
Cleaner	1
Drinking water	1
Exclusive of cricket club	1
Good park to sit	1
Good surface	1
Little changes in the playground	1
New equipment	1
New parking	1
New sports equipment	1
Noticed changed and tidy	1
Parking	1
Parking for disability	1
Playgrounds are better	1
Some change for children	1
The bridge just painted yellow	1
Well maintained	1
Total responses	25

Affected by recent changes

Respondents were asked:

“Have any of these recent changes affected your use of the park?”

Approximately one-quarter of respondents (24.3%) reported that the recent changes in Citizens Park had affected their use of the park.

Recent changes in Citizens Park affected respondents

City of Yarra - 2014 Citizens Park Survey

(Number and percent of total respondents)

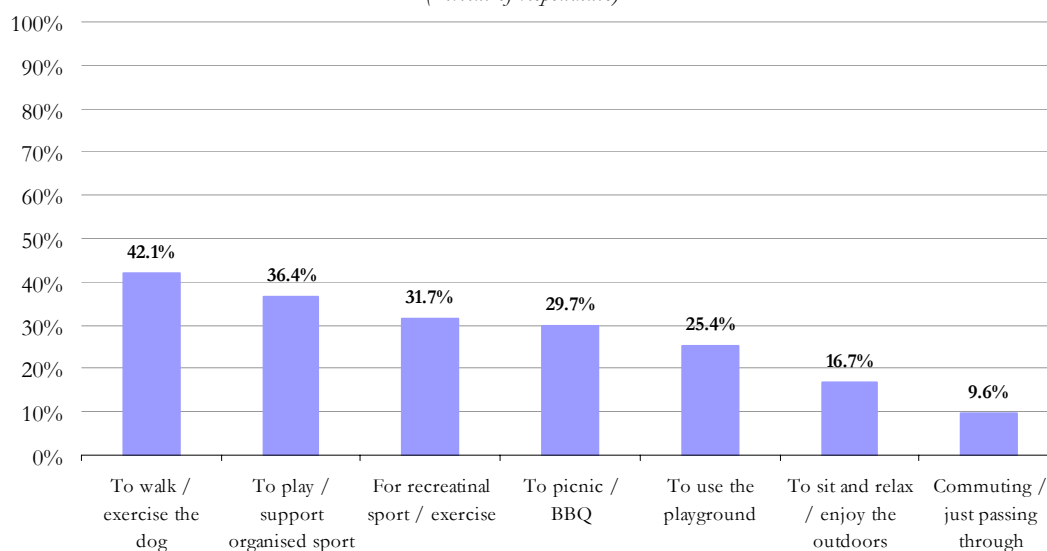
Response	2014	
	Number	Percent
Yes	70	24.3%
No	218	75.7%
Total	288	100%

Respondents visiting the park to walk or exercise their dog were considerably more likely to believe that the changes had affected their use of the park. Those using the park to play or support organised sports or clubs were also more likely than average to consider that the changes had affected their use of the park.

Changes to Citizens Park affected respondents

City of Yarra - 2014 Citizens Park Survey

(Percent of respondents)



Respondents who believed that the changes had affected their use of the park were further asked to describe the ways in which the changes had affected their use of the park. Of the seventy respondents reporting that their use of the park was affected by the changes, 59 provided details as to how the changes affected them.

A total of 26 respondents reported that the way in which the changes to the park affected use of the park related to dogs; including specifically around dog safety and security, the need to keep an eye on their dogs more so than previously and the fact that the park was less dog friendly.

Ways in which recent changes have impacted on use of the park

City of Yarra - 2014 Citizens Park Survey

(Number of responses)

<i>Reasons</i>	<i>Number</i>
Dog security / dog safety	12
Need to keep eye on dog now / more now	7
Could be more dog friendly / no longer dog friendly / not good for dog owners	7
I come here a lot since the changes / use it more now	3
Should not remove fencing	2
Alright with changes, but need ground for dogs	1
But I would request the council to do something about the extra ground that isn't used by the cricketers for the dog owners	1
Come over here, sit here, enjoy, make me happy	1
Council should take feedback first then put some rules	1
Easy for training people	1
Easy to access	1
Easy to use and I love the changes	1
Good move by putting signage	1
Good way, the kids love the bright colour	1
Good to access	1
I don't use it much now	1
I use it less since the gate removal and it is not as clean as it used to be	1
I walk across more because its not always empty and it feels better and safer than walking on streets	1
I will come back again	1
It has a better environment feel	1
It has a better environment, I like that the fence is around the play ground, safer for kids	1
It has become safer in a way but a lot could be done to make it better	1
It looks more open and safe in a way	1
Its not to walk by and see a lot happening and I think the park has improved for the better	1
Less socializing	1
Mixed feelings, I have been using the park more but I don't like the rules because its harder to look after my dog now	1
More convenient to walk dogs	1
More people can sit and enjoy	1
Not good changes	1
Not happy with rules	1
Park is unpleasant	1
People used to leave their dogs here while they went shopping and there would be poop everywhere, so it is better now	1
Unpleasant environment	1
Total responses	59

Awareness of Council regulations

Respondents were asked:

“Are you aware of Council regulations around dog access to Citizens Park Oval?”

A little less than half of the respondents (45.1%) were aware of Council regulations around dog access to Citizens Park.

A somewhat larger proportion of respondents (67.8%) visiting the park to walk or exercise their dogs were aware of Council dog access regulations.

Aware of regulations around dog access to Citizens Park

City of Yarra - 2014 Citizens Park Survey

(Number and percent of total respondents)

Response	All respondents		Dog owners*
	Number	Percent	
Yes	130	45.1%	67.8%
No	115	39.9%	20.9%
Can't say	43	14.9%	11.3%
Total	288	100%	115

() Those respondents using the park to walk / exercise their dog*

Improvements to the interaction between people

Respondents were asked:

“What do you believe could be done to improve the interaction between people using the park for various purposes (e.g. those exercising, playing sport, relaxing, dog-walking)?”

Respondents were provided an open-ended opportunity to describe any actions they believed could be implemented to improve the interaction between people using the park for different purposes.

A total of 116 responses were obtained from respondents and have been broadly categorised in the following table.

As is clearly evident, a significant number of respondents were in favour of dog-walking / exercising at the park and wanted to be able to let their dogs off the leash on the oval. That said, there were a number of respondents holding the opposite view, who felt that removing or reducing the access for dogs was an important improvement they wanted to see.

Improvements to be made for the interaction between people using park

City of Yarra - 2014 Citizens Park Survey

(Number of responses)

Response	Number
<i>Community</i>	
Different communities for different purpose should be created	6
Lots of groups	1
Should have a meeting with trainers and dog walkers	1
Some building for communities	1
We have a good community and people who have dogs should have a place/park for them to meet up	1
<i>Events/activities</i>	
Exercise	2
Kids events	1
More attraction for people to visit	1
<i>Facilities</i>	
Playing equipment & facilities for kids	5
More clean public toilets	4
Gym	2
More BBQ	2
Be good to organize soccer games/ training for kids because there's only footy in the park	1
Exercising facilities should be provided on the ground for adults	1
More instruments for kids	1
More space for runner and proper bike paths	1
More tracks, separate tracks for people who are running and kids who bike	1
More water fountains	1
Not enough space for kids to run around and the sports field always seems to be busy	1
Provide more shades	1
Rubbish bins should be provided and allocated all around	1
Sandbox for kids	1
Separate area for walking when cricket match is going on	1
Wider pavements / road to walk on	1

Improvements to be made for the interaction between people using park
City of Yarra - 2014 Citizens Park Survey
(Number of responses)

<i>Response</i>	<i>Number</i>
<i>Cleanliness, maintenance and greenery</i>	
More trees	4
Keep the area clean and keep improving	3
Trees, bush, flowers	2
Cut the grass, maintain the place and grounds better	1
Gardening	1
More green patch to relax	1
The ground should have more grass to sit and relax on	1
<i>Dog related</i>	
Dog walking	19
No dog walking	2
Dog walker should not use park	1
It has made the park safer for dogs and people	1
It should be a dog area	1
Many communities like people having dogs	1
People should be told not to leave their dogs here and go shopping	1
Separate ground for dogs	1
The grounds should be a bit dog friendly	1
Too many dogs	1
<i>Fencing & gates</i>	
Put the gates back	2
Fences	1
Make the park fully fenced, it doesn't make sense that the park is only fenced on one side	1
More fence around the play ground	1
The removal of gates has made it a little more dirty and unsafe than it used to be	1
<i>Other</i>	
Relaxing	7
Playing sports	6
Walking	3
During the evening don't feel very safe	1
Food and drink shops	1
Good enough	1
Half for trainers and half for dog owners	1
I feel like it has become a little unsafe for the children, its more crowded and dirty	1
If they could some how control the noise from the streets it would be perfect	1
It is safer to use especially for children from strangers	1
Keep it friendly	1
More time for training to access grounds	1
Morning food vans	1
On particular days kids should be allowed to play with the cricket players	1
Shadow	1
To put something for disable people for relaxing	1
Total	116

Suggestions or comments

Respondents were asked:

“Do you have any suggestions or comments about these or other issues about Citizens Park?”

Respondents were provided an open-ended opportunity to make other suggestions or comments about issues about Citizens Park.

A total of 89 comments were received from respondents, and these have been broadly categorised in the following table.

Suggestions or comments about issues in Citizens Park

City of Yarra - 2014 Citizens Park Survey

(Number of responses)

Response	Number
<i>Facilities</i>	
More equipment for kids to play	2
Water fountain	2
Lighting	1
Make running path wider	1
Need some improvements on walk path	1
<i>Fencing & gate</i>	
Fencing should be closed	1
Gate should be back in place	1
Inner fencing should be raised a bit higher in case of ball hitting people/ children/ animals	1
<i>Cricket club issues</i>	
The club members/cricket players can be rude at times	2
Complain about cricket clubs, they are not well behaved	1
Conflict with cricket clubs	1
Cricket club interfacing a lot, the ground can be shared	1
Cricket club members drink on the field	1
Cricket clubs serving beers and alcohol is very dangerous	1
Difference between club member and citizens is not accepted	1
Some misbehave with cricket club members and they serve beers in front of children which isn't good	1
Rude cricket players	1

Suggestions or comments about issues in Citizens Park

City of Yarra - 2014 Citizens Park Survey

(Number of responses)

<i>Response</i>	<i>Number</i>
<i>Dog related issues</i>	
Dog potty bags are often empty and are not available	2
Sharing the oval between dog owners and training people	2
Too many dogs	2
Dog should have separate area for play	1
Dogs need space, find people who bother about cricket training	1
Make it dog friendly	1
Make signs preventing owners to clean up after their dogs	1
No space for dog walking	1
Problems could be resolved between dog owners and citizens club	1
Provide ground for dog walkers and owners	1
Separate areas for dogs walking and training	1
Use half ground for dogs	1
Half ground for Council and other half for dog use	1
Its a small park so you can't really separate sports ground and dog walk, etc	1
<i>General positive</i>	
All good	4
Good park / oval	4
Great work	2
All good and appreciate change	1
Better walking path, really good	1
Council is doing well with the new rules but more improvement	1
First time here, park is very good to use	1
Good to have sports equipment	1
Great move by changing some rules	1
Great place for kids, many kids around	1
Great work done by improving the path	1
I like all the new rules and improvements	1
Its a lovely park and great for people to walk dogs	1
Its a nice park and it is close by	1
It's nice	1
Like the changes	1
Lovely park	1
Quite convenient	1
Relaxing park	1
Rules are good	1
Some nice improvement made	1
Sufficient parking	1

Suggestions or comments about issues in Citizens Park

City of Yarra - 2014 Citizens Park Survey

(Number of responses)

Response	Number
<i>Council decision / rules</i>	
Not happy with Council's decision	2
Council should take opinions before implementing any rules because some of us are daily users	1
Council should think about recent issue between dog owners and cricket clubs	1
Council should think about the regulation because the people training only use 25% of the ground	1
Councils nature towards dog owners not accepted	1
Need to think again on this decision	1
Not happy with Council's decision, should share ground between trainers and dog owners	1
Not happy with new rules	1
People don't like the new rules	1
Remove the regulations and Council needs to think about this because a lot of people are affected	1
<i>Other</i>	
Some people use the path for cycling and it is dangerous	2
Bird poop on BBQ table and benches	1
Change timing	1
Its not fair because the ground isn't fully occupied, so other parts should be allowed to use	1
Keep it cleaner	1
Moving food vans	1
No kids playing in the park	1
Not much change	1
Smokers should be fined	1
Training people don't have a problem sharing the grounds, so why should the citizens club	1
Training people should not use the whole park for training	1
Total	89

Appendix One – Survey form



Yarra City Council - 2014 Citizens Park Survey

1

How often do you visit Citizens Park?

Frequently (<i>at least once per week</i>)	1	Rarely (<i>at least once</i>)	3
Infrequently (<i>at least once a fortnight</i>)	2		

4

What is the main reason for you visiting the park today?

(*please select as many as appropriate*)

To play / support organised sport or club	1	To picnic / BBQ	5
For recreational sport / exercise	2	To sit and relax / enjoy the outdoors	6
To walk / exercise the dog	3	Commuting / just passing through	7
To use the playground	4	Other (<i>specify</i>) _____	9

2

Have you noticed any of the following changes in the park recently?

(*please select as many as appropriate*)

New signage notifying park users when sports training is occurring	1
New signage informing users about local laws (<i>e.g. no smoking in playground, personal trainers permit</i>)	2
Removal of gates onto Citizens Park oval	3
Other changes (<i>specify</i>):	9

3

Have any of these recent changes affected your use of the park?

Yes	1	No	2
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If Yes, in what way?

Council regulations are that “dog access is not allowed on the Oval during times when allocated sports club training and games are occurring”

4

Are you aware of Council regulations around dog access to Citizens Park Oval?

Yes	1	Can't say	9
No	2		

5

What do you believe could be done to improve the interaction between people using the park for various purposes (*e.g. those exercising, playing sport, relaxing, dog-walking*)

6

Do you have any suggestions or comments about these or other issues about Citizens Park?
