

# Investing in a greener Greater Manchester

## Parks and Greenspace User Survey Results

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## About the IGNITION project

The IGNITION Project aims to **encourage innovation** and enable **investment in nature-based solutions** to climate change. Increasing urban green infrastructure to ensure the city region is resilient to the impacts of climate change.

IGNITION is a three-year project due for completion in April 2022 involving 12 partners backed by £4 million from the EU's Urban Innovation Actions initiative.





The IGNITION Greater Manchester (GM) Parks and Greenspace User Survey ran from July to October 2020.

Aim: To gather data on how parks users currently value public parks and greenspaces, and how they think they should be supported.

- The survey was a joint project between the RHS Salford City Council and Greater Manchester Combined Authority (RHS are the data holders).
- A total of **2,184** surveys were completed
  - 1734 respondents provided postcode data which confirms they are GM residents.

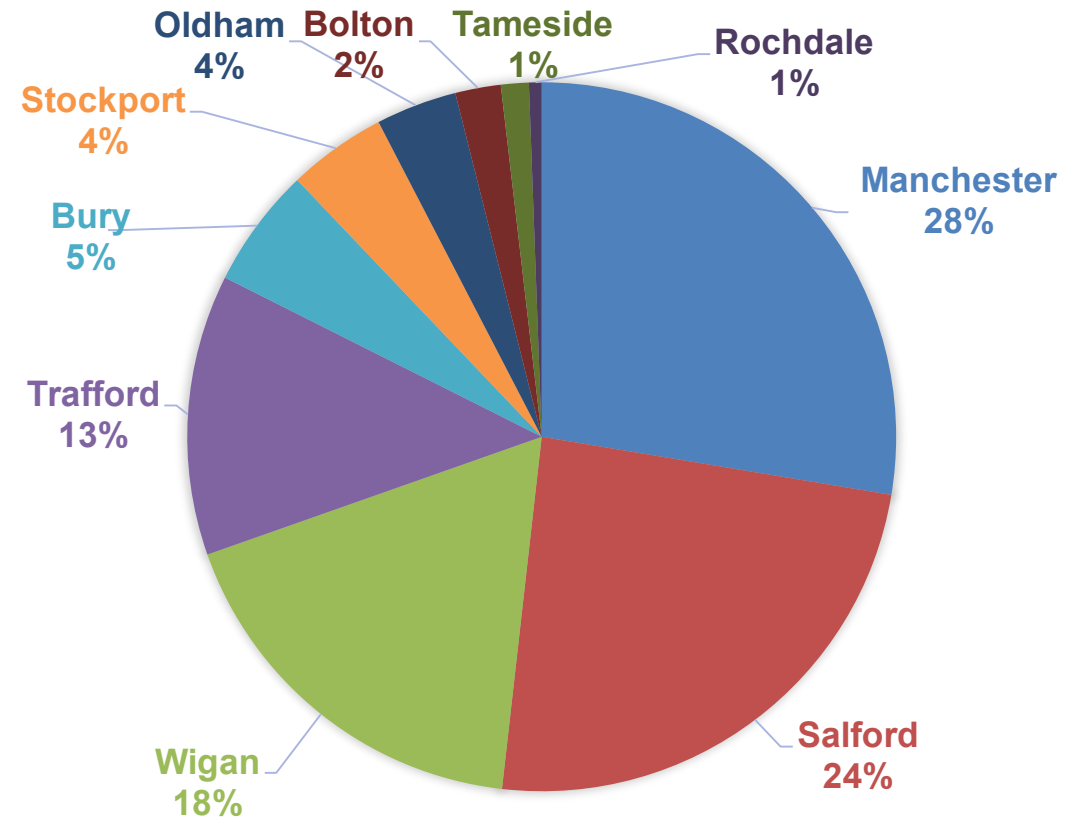




## Area based breakdown

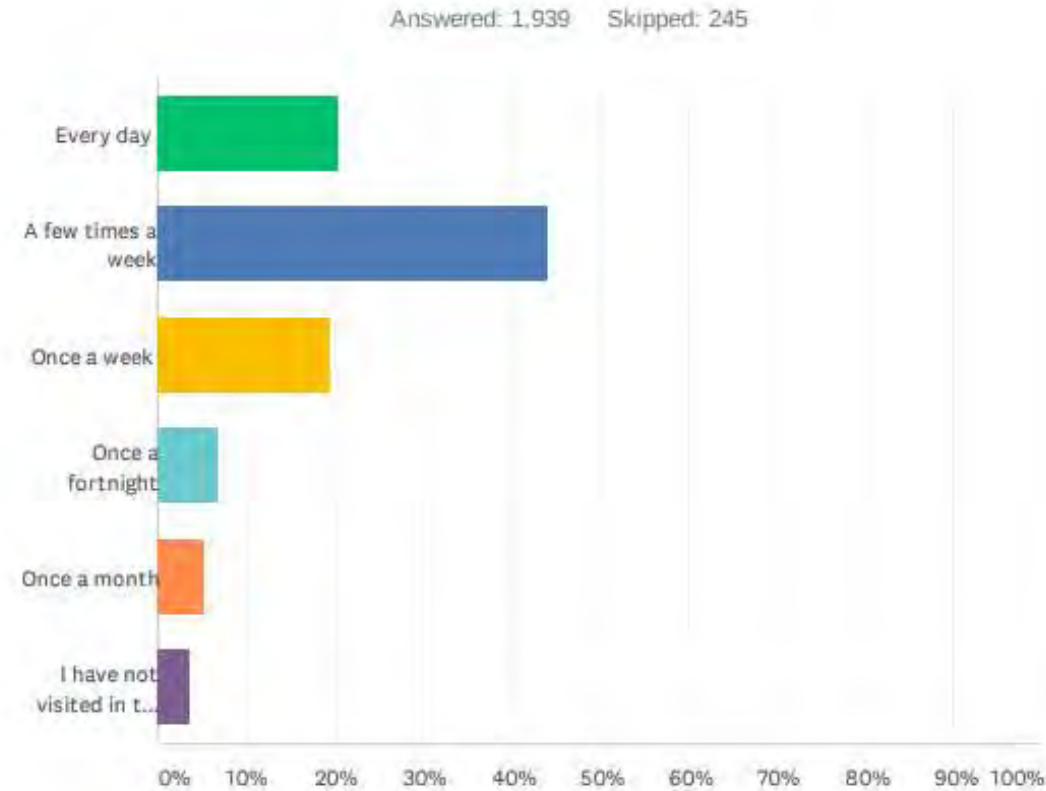
The following numbers of completed surveys were received from each Greater Manchester district

GM District	Total surveys
Manchester	479
Salford	419
Wigan	309
Trafford	222
Bury	95
Stockport	78
Oldham	64
Bolton	36
Tameside	22
Rochdale	10
<b>Total</b>	<b>1734</b>





## Q. How often have you visited this park or greenspace during the last month? [Oct-July 2020]



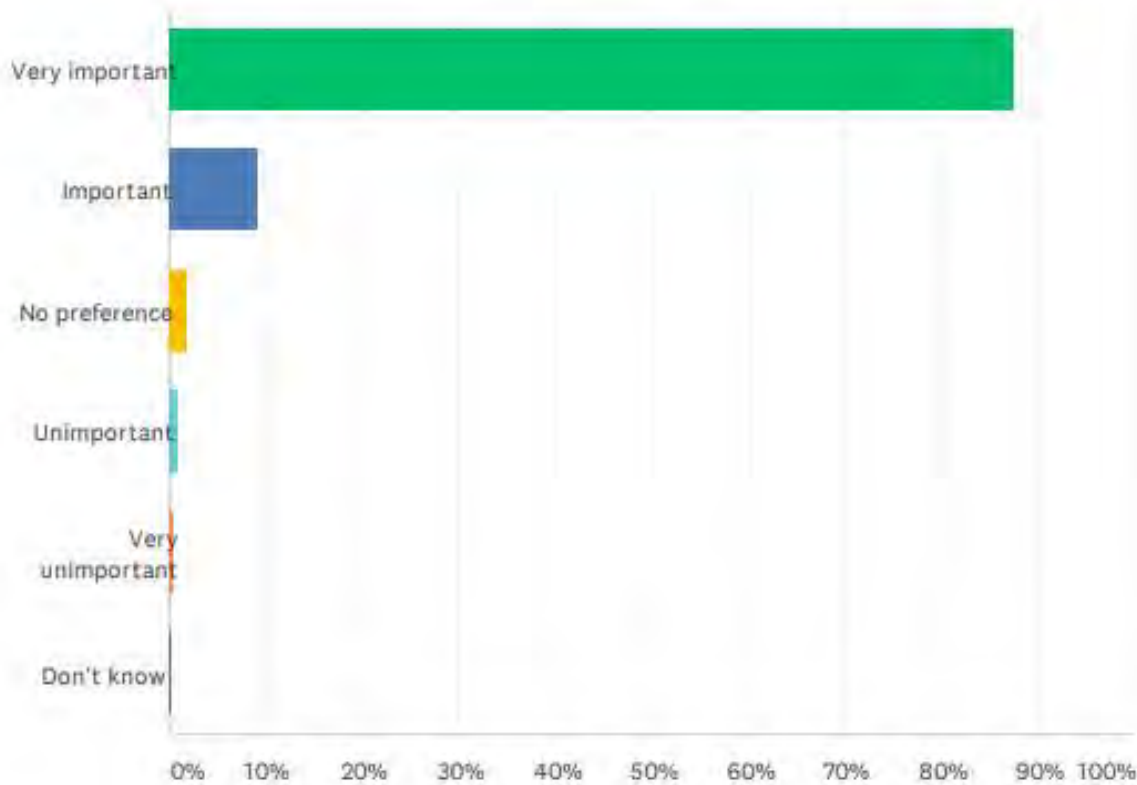
Answer Choices	Percentage	Number
Every day	20.58%	399
<b>A few times a week</b>	<b>44.20%</b>	<b>857</b>
Once a week	19.39%	376
Once a fortnight	6.96%	135
Once a month	5.31%	103
I have not visited in the last month	3.56%	69
<b>TOTAL</b>		<b>1,939</b>

Main reasons for not visiting included accessibility / disability, Covid, crime, poor quality, dogs, location, no time and nothing of interest



## Q. How important to you is being able to access public parks and greenspaces during the COVID-19 restrictions?

Answered: 1,944 Skipped: 240

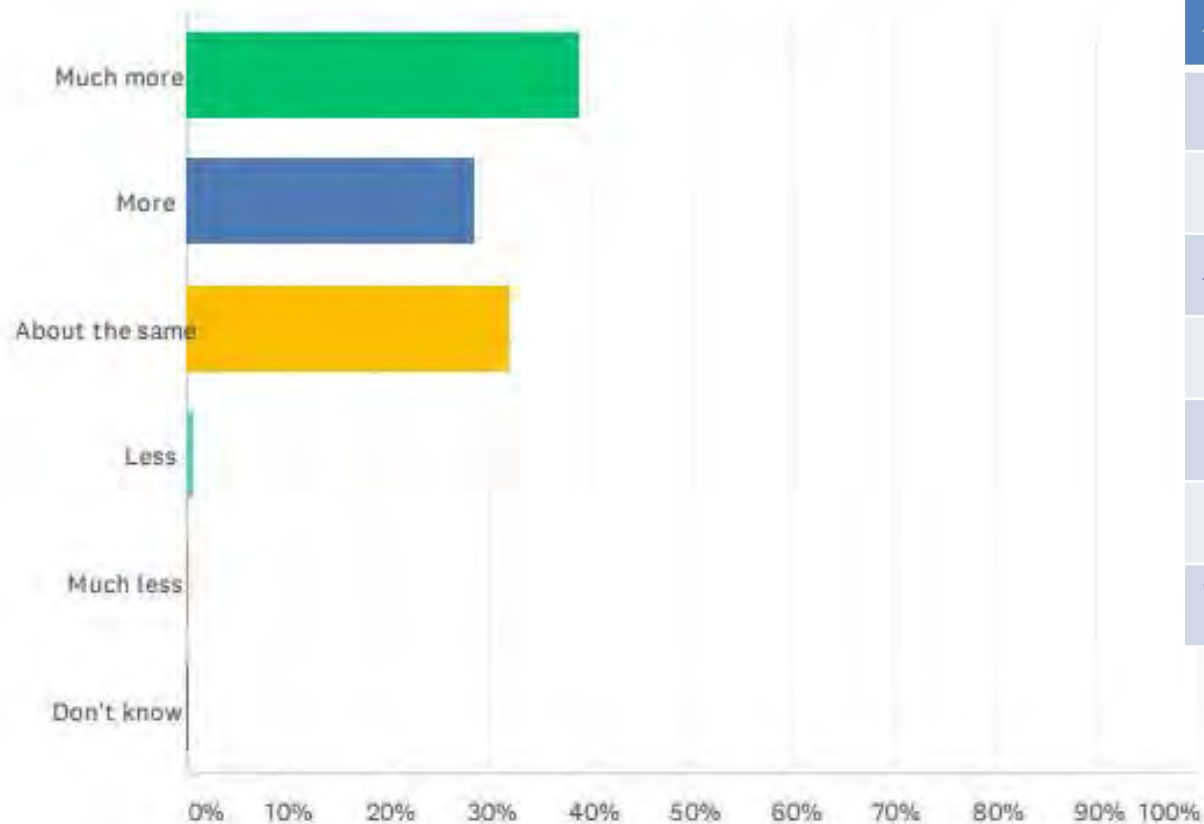


Answer Choices	Percentage	Number
Very important	87.40%	1,699
Important	9.21%	179
No preference	1.80%	35
Unimportant	0.87%	17
Very Unimportant	0.51%	10
Don't Know	0.21%	4
TOTAL		1944



## Q. How much do you value public parks and greenspaces compared with before the COVID-19 restrictions?

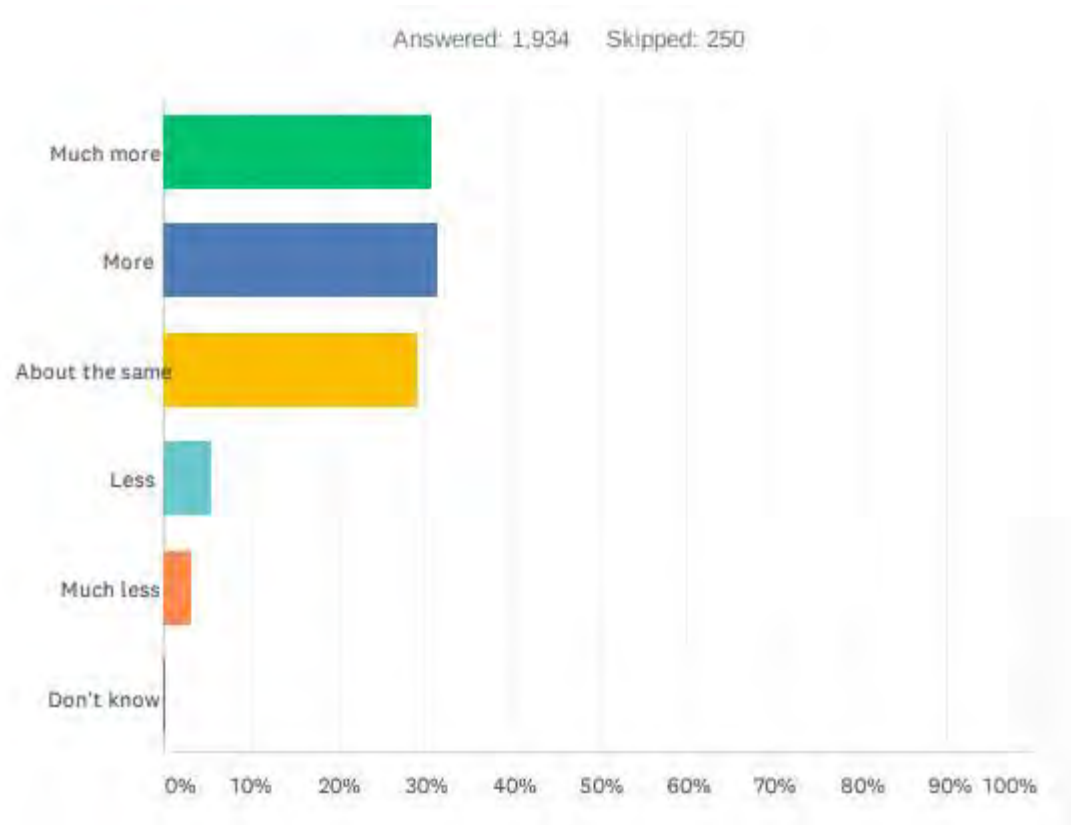
Answered: 1,945 Skipped: 239



Answer Choices	Percentage	Number
Much more	38.77%	754
More	28.48%	554
About the same	31.77%	618
Less	0.57%	11
Much less	0.21%	4
Don't know	0.21%	4
TOTAL		1945



## Q. Have you visited public parks and greenspaces more or less often than before COVID-19 restrictions?

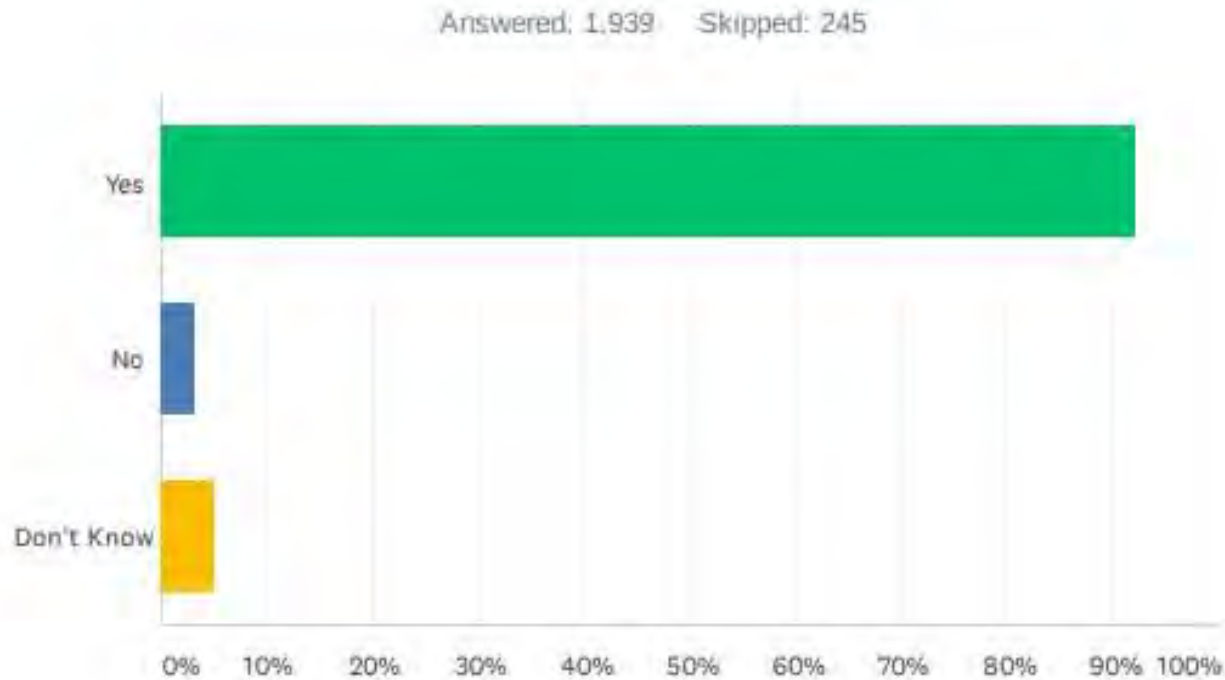


Answer Choices	Percentage	Number
Much more	30.66%	593
More	31.39%	607
About the same	29.11%	563
Less	5.53%	107
Much less	3.10%	60
Don't know	0.21%	4
TOTAL		1934





Q. Do you think you will **continue to visit** public parks and greenspaces this frequently after the COVID-19 restrictions?



Answer Choices	Percentage	Number
Yes	91.95%	1,783
No	3.04%	59
Don't know	5.00%	97
TOTAL		1939



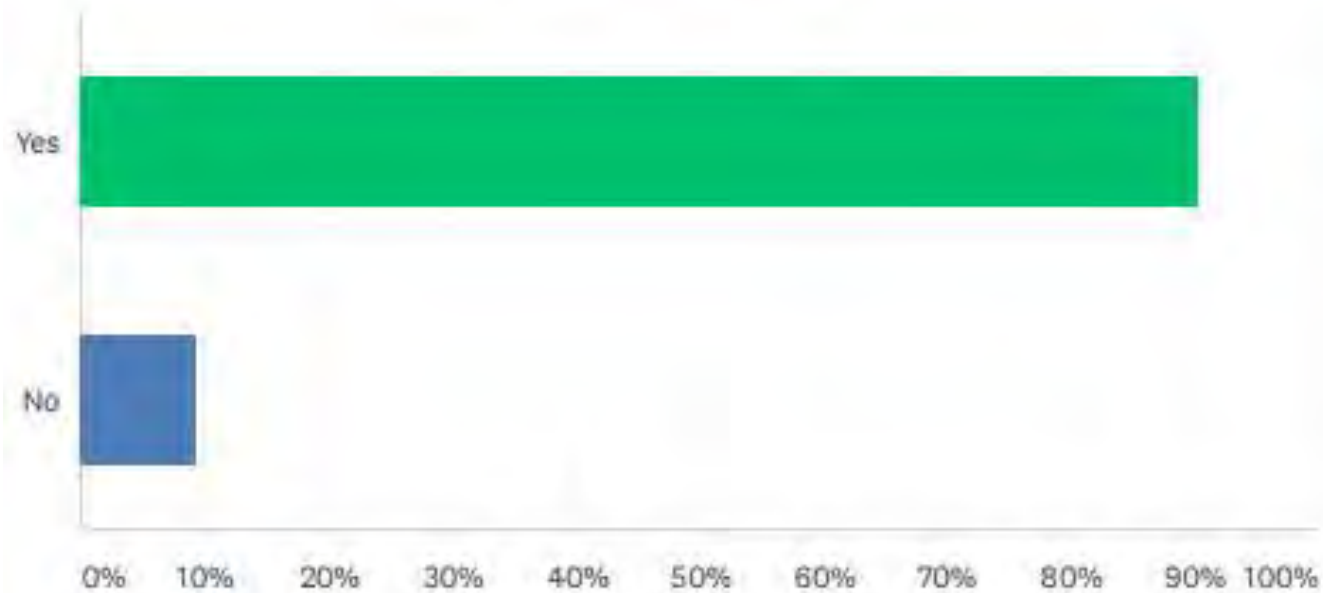
## Q. Who do you think should do the following in our public parks and greenspaces?

	Essential maintenance e.g. Cutting grass and emptying bins	Park Improvements e.g. New play areas or wildlife planting	Events and activities e.g. Family fun day or exercise classes	Services e.g. café or cycle hire	Total respondents
Councils	<b>98.44%</b>	<b>84.38%</b>	33.71%	32.74%	1,857
Charitable trusts	11.53%	43.73%	<b>82.07%</b>	53.73%	1,500
Other charities	12.15%	39.66%	<b>81.90%</b>	54.86%	1,276
Private contractors employed by councils	<b>52.43%</b>	50.86%	28.81%	58.60%	1,215
Not for profit groups / social enterprises	14.40%	43.70%	<b>83.37%</b>	<b>68.73%</b>	1,618
Community groups	14.52%	46.81%	<b>88.73%</b>	54.82%	1,660
Volunteers and friends of groups	17.36%	<b>55.73%</b>	<b>83.08%</b>	47.43%	1,613



**Q. Although local authorities will not charge for access to parks and open spaces, would you be prepared to pay for other items or services during a visit to a public park or greenspace?**

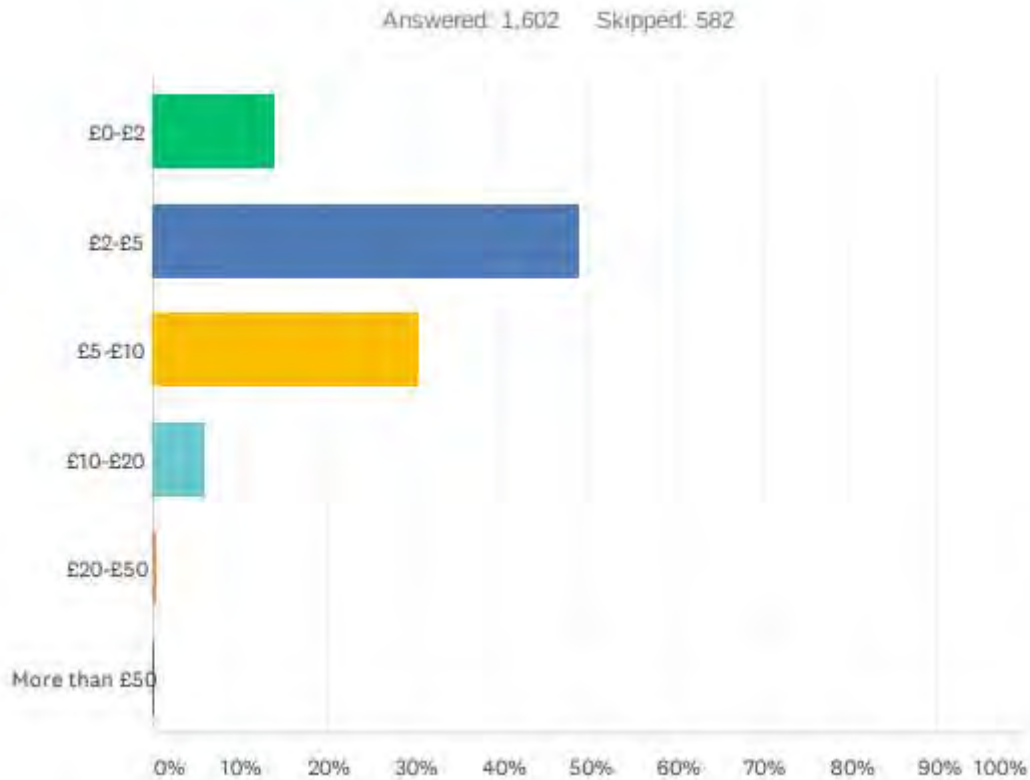
Answered: 1,879 Skipped: 305



Answer Choices	Percentage	Number
Yes	90.58%	1,702
No	9.42%	177
TOTAL		1,879



**Q. To support public parks and greenspaces how much in total would you be willing to spend per person per visit on services or items such as food and drinks or activities?**

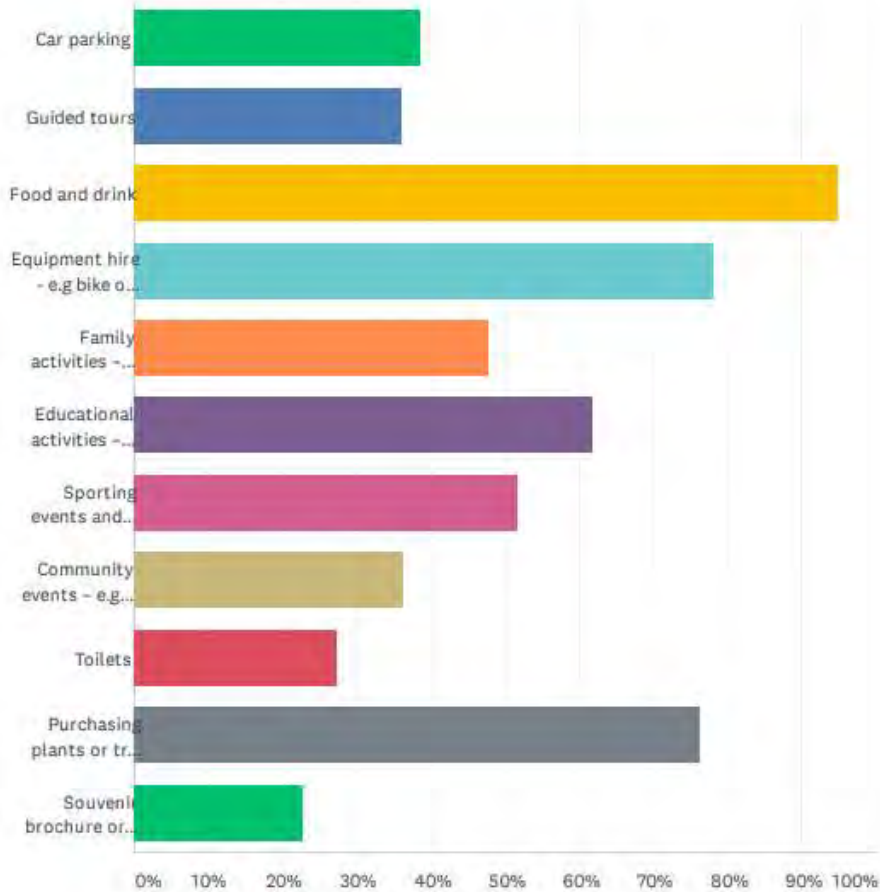


Answer Choices	Percentage	Number
£0 - £2	14.04%	225
<b>£2 - £5</b>	<b>49.00%</b>	<b>785</b>
<b>£5 - £10</b>	<b>30.46%</b>	<b>488</b>
£10 - £20	5.87%	94
£20 - £50	0.50%	8
More than £50	0.12%	2
TOTAL		1605



## Q. What services and activities provided in public parks and greenspaces would you be willing to pay for?

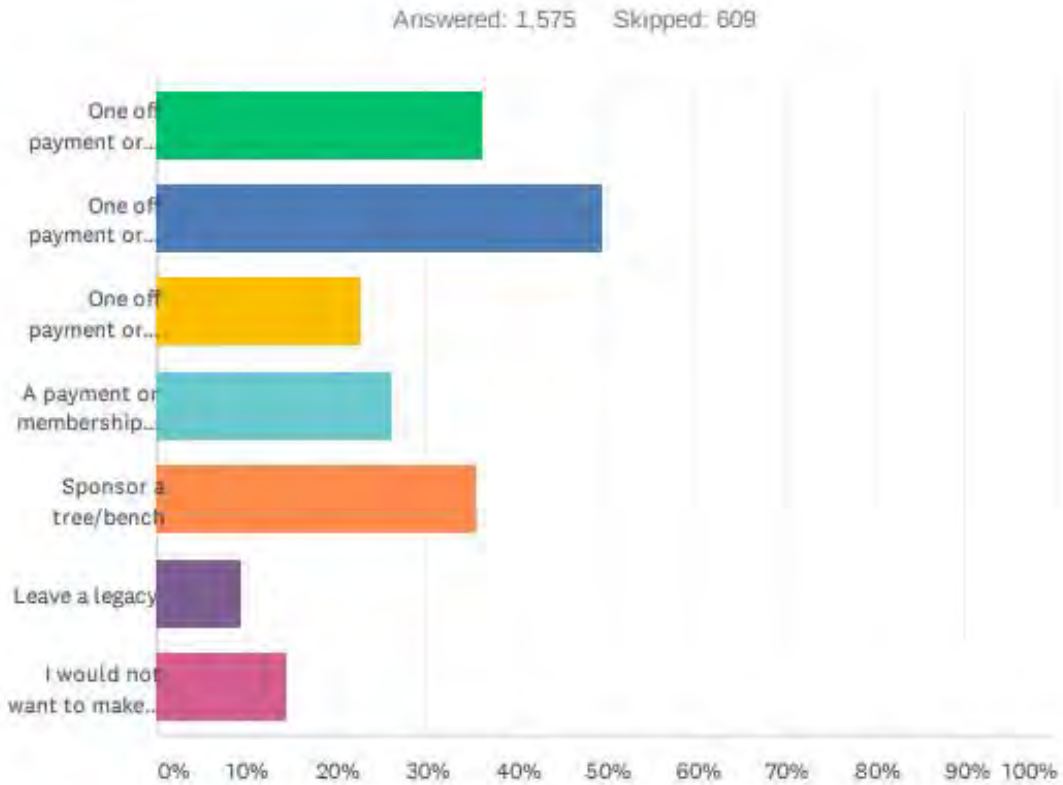
Answered: 1,604 Skipped: 580



Answer Choices	Percentage	Number
Car Parking	38.53%	618
Guided tours	35.91%	576
<b>Food and drink</b>	<b>94.89%</b>	<b>1,522</b>
<b>Equipment hire – e.g. bike or boat</b>	<b>78.30%</b>	<b>1,256</b>
Family activities – e.g. treasure hunts	47.69%	765
Educational activities – e.g. workshops	61.78%	991
Sporting events and activities	51.62%	828
Community events – e.g. picnics	36.10%	579
Toilets	27.18%	436
<b>Purchasing plants or trees to take home</b>	<b>76.37%</b>	<b>1,225</b>
Souvenir brochure or visitor guide	22.76%	365
<b>TOTAL 1604</b>		



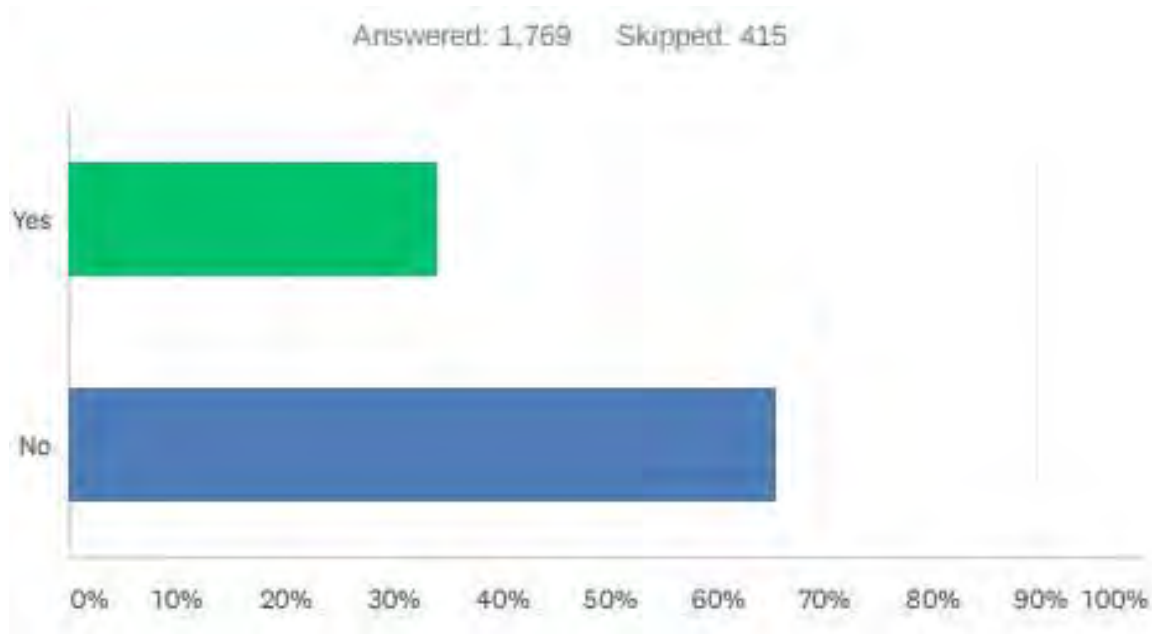
## Q. If you would be willing to make donations to support public parks and greenspaces what would be your preferred methods?



Answer Choices	Percentage	Number
One off payment or donation – cash box	36.1%	569
<b>One off payment of donation – contactless donation</b>	<b>49.52%</b>	<b>780</b>
One off payment or donation - Mobile app donation	22.67%	357
A payment or membership scheme for regular visitors	26.10%	411
Sponsor a tree/bench	35.56%	560
Leave a legacy	9.33%	147
I would not want to make a donation	14.54%	229
<b>TOTAL 1,575</b>		



**Q. We believe that entrance to Greater Manchester public parks and greenspaces should remain free to enable all our citizens to access them. Would you be put off from visiting a public park or greenspace if there was a charge for some of the facilities or activities, for example toilets or bike hire?**



Answer Choices	Percentage	Number
Yes	34.37%	608
No	65.63%	1,161
TOTAL		1,769



## Q. What public park or greenspace projects would you be willing to support with a donation?

Answer Choices	Percentage	Number
<b>Wildlife projects</b>	<b>71.51%</b>	<b>979</b>
<b>Projects to reduce the effects of climate change</b>	<b>57.34%</b>	<b>785</b>
<b>Planting trees or creating woodlands</b>	<b>75.09%</b>	<b>1,028</b>
Formal planting	20.60%	282
<b>Community growing spaces</b>	<b>39.66%</b>	<b>543</b>
Play areas or skate parks	27.10%	371
Outdoor gyms or sports areas	17.53%	240
Outdoor furniture e.g. benches, bins and signs	30.09%	412
Sculptures or art projects	21.91%	300
Heritage projects	30.31%	415
<b>Events and activities</b>	<b>36.23%</b>	<b>496</b>
Toilets	30.75%	421
General park maintenance	27.61%	378
TOTAL 1,369		





## In summary

- The majority of respondents were visiting parks at least once a week (84% July to October 2020)
- Parks have played a vital role during lockdown, 97% of people who replied felt being able to access parks and greenspaces during COVID restrictions was of importance
- 62% of respondents were visiting parks and greenspaces more or much more compared to pre-COVID
- Parks are going to continue to play a key role in individuals lives with 92% of respondents stating that they will continue to visit public parks and greenspaces as frequently even after the COVID restrictions have lifted
- It was very clear that respondents felt councils should take the lead on essential maintenance (98%) and parks improvement projects (84%)
- 91% of respondents would be willing to pay for items and services and would be willing to spend between £2 and £10 per person per visit
- Most would be willing to make a donation to support a park or greenspace with only 15% stating they would not want to make a donation



Thank you



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