

Doncaster Future Parks

Understanding Parks Usage



GET
DONCASTER
MOVING





“Get Doncaster Moving” Strategy Framework

PHYSICAL ACTIVITY WILL PLAY A PART IN DONCASTER'S POLICY PRIORITIES

Doncaster Learning

Doncaster Working

Doncaster Caring

Doncaster Living

THROUGH OUR VISION

HEALTHY AND VIBRANT COMMUNITIES THROUGH PHYSICAL ACTIVITY AND SPORT

AT EVERY STAGE OF PEOPLE'S LIVES

Early years

Children & Young people

Adults & Families

Older people

USING ENABLERS ACROSS THE 'WHOLE SYSTEM'

Policy

Physical Environment & Facilities

Organisations & People

Social Environment

Marketing & Communication

FOCUSING ON

Inactive people

People on low income

Keeping children and young people active

PLACING AT THE HEART OF WHAT WE DO

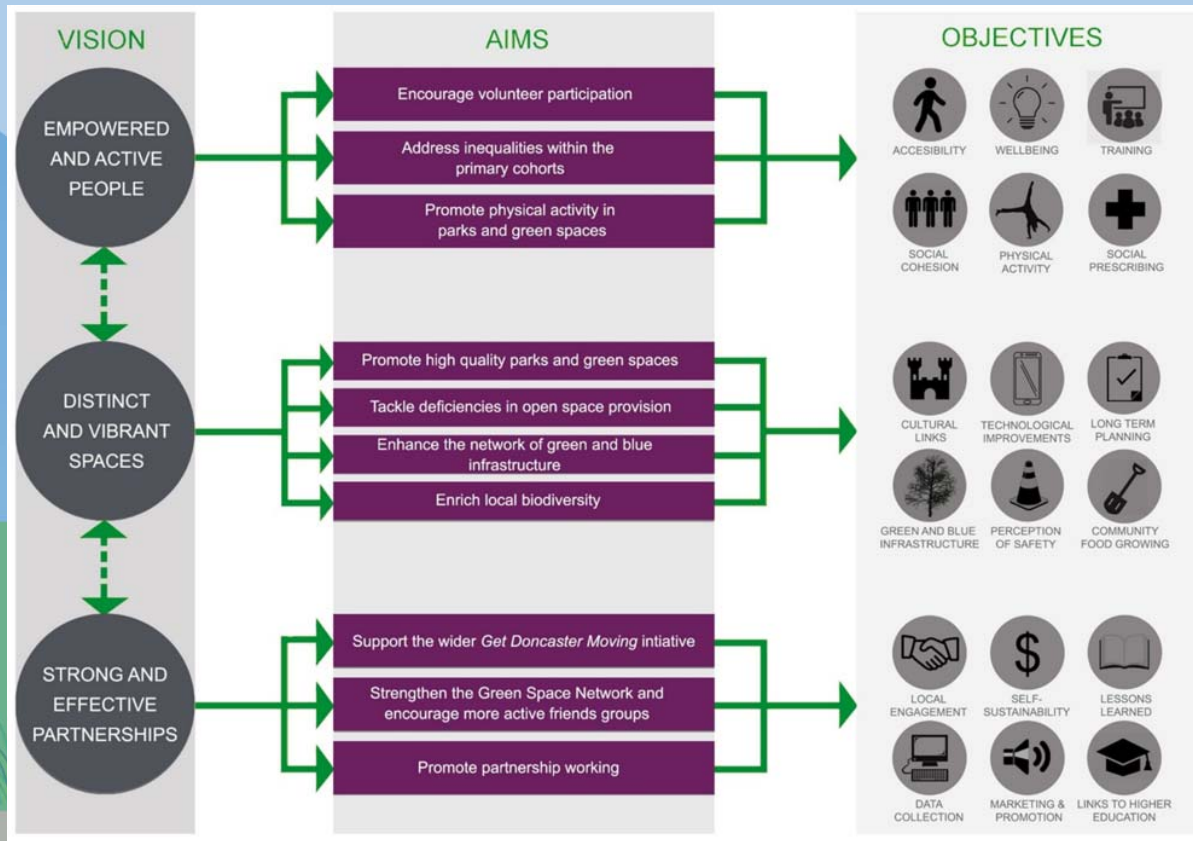
Individual's strengths and needs

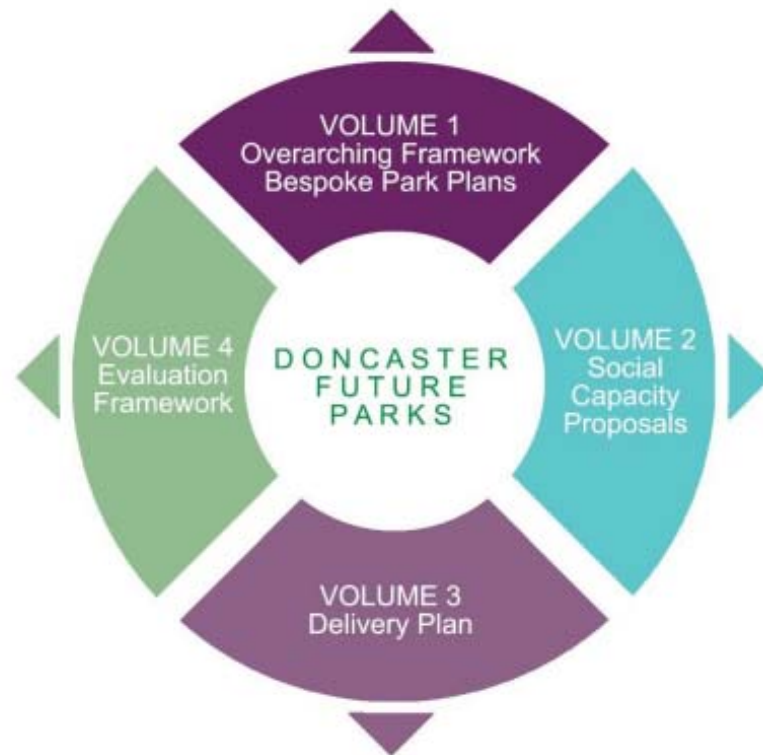
Working with communities and each other

Adopting a long term, viable approach

Use of data, research, insight, monitoring and evaluation







Physical Activity in Green Spaces.

Park: ELMFIELD Target Area Number: _____ Weekday: M_T_W_T_F_S_S Weather:

Observation Period: Morning - Midday - Afternoon - Evening Organised Sporting Event:

Organised Event Other: NONE Date: 7/12/17 Time: 11:30 AM Observer Name: A HARDING

Zone	Time	Gender		Age Group				Ethnicity?					Activity Level				
		M	F	Child	Teen	Adult	Senior	White	Mixed	Asian	Black	Other	S	W	V		
1	11:30	E				1		1							1		
2	11:32		F														
3	11:34	E															
4	11:35	E															
5	11:35	E															
6	11:39	E															
7	11:40	E															
8	11:42	E															
9	11:43		1			2		2								2	
10	11:45	0															
11	11:47	1	1				2	2								2	
12	11:49	2			1	1		2								2	
14																	
15																	
20																	
12																	
11																	
10																	
8																	

S = Sedentary
Sitting, Laying Down, Standing

W = Walking
Walking at a casual pace

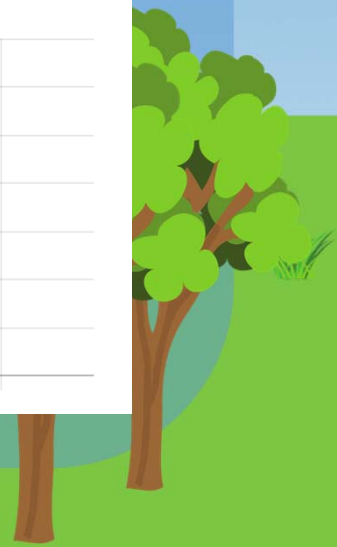
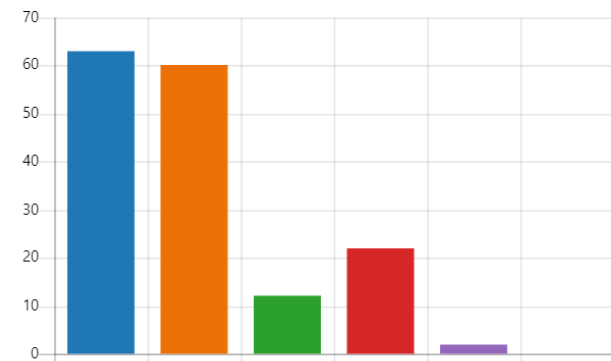
3. How often do you use Hexthorpe Park

[More Details](#)

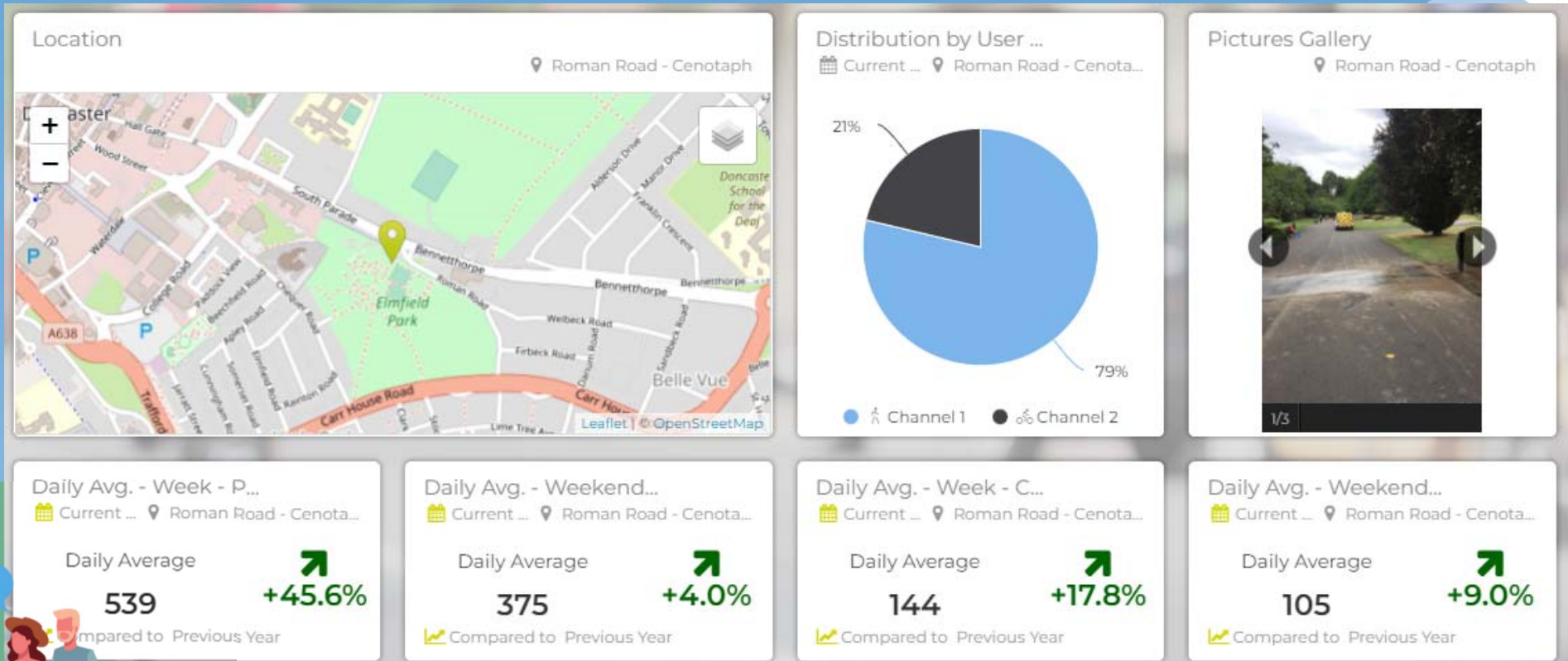
[Insights](#)

- Daily
- Weekly
- Fortnightly
- Monthly
- Yearly
- Never

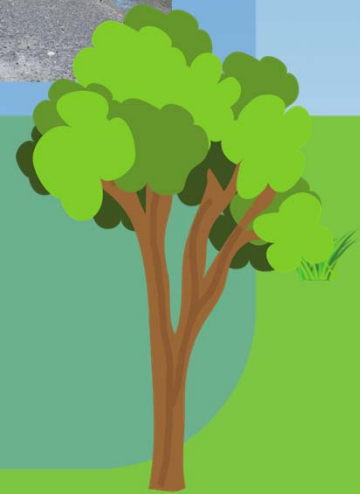
63
60
12
22
2
0



Footfall Counters – Elmfield Park.



Footfall Counters – Elmfield Park.



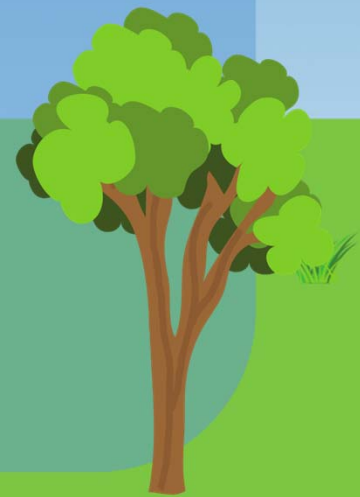
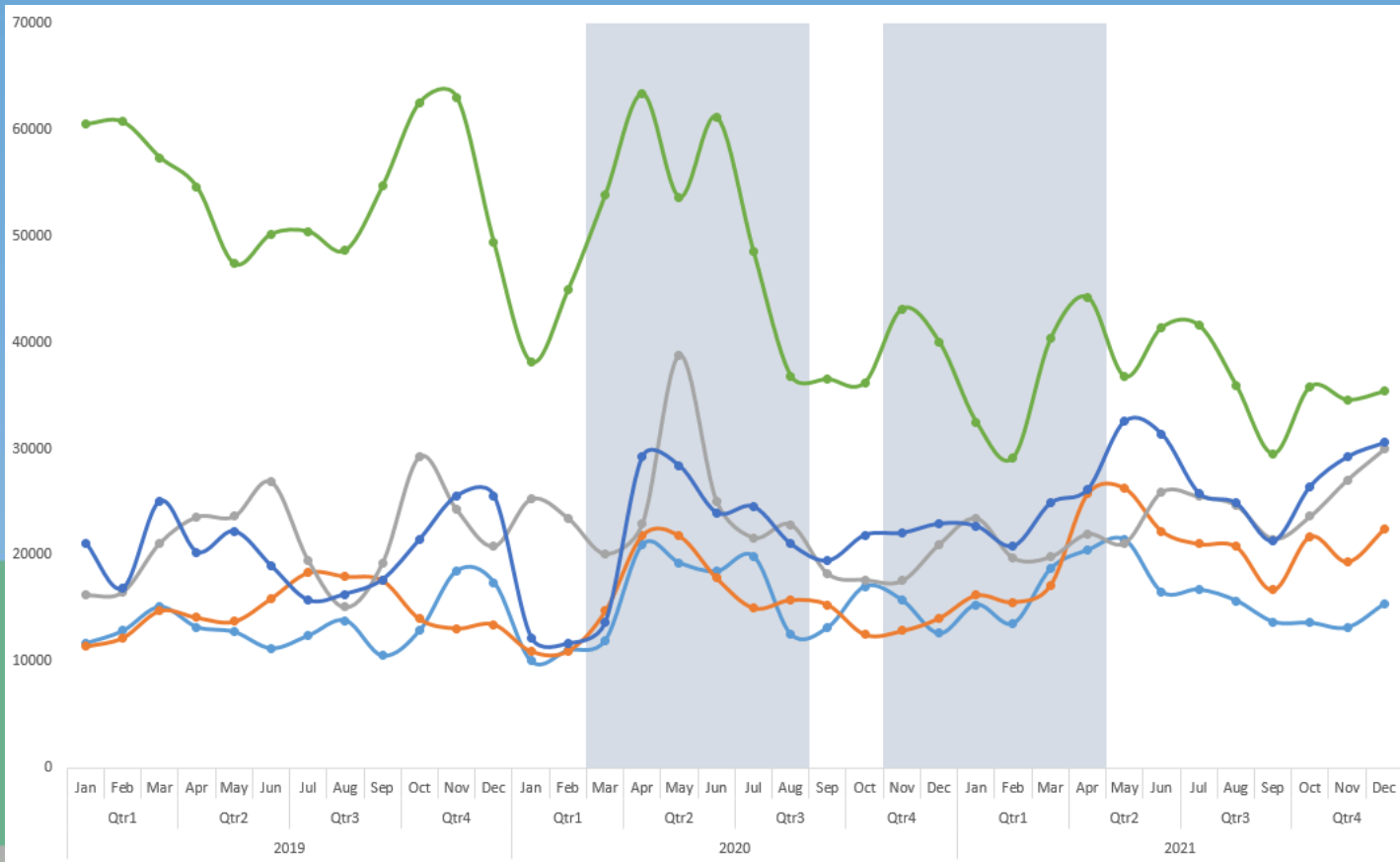
Huq Data

Utilises mobility to provide:

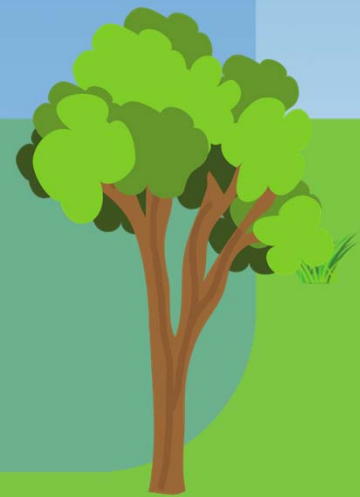
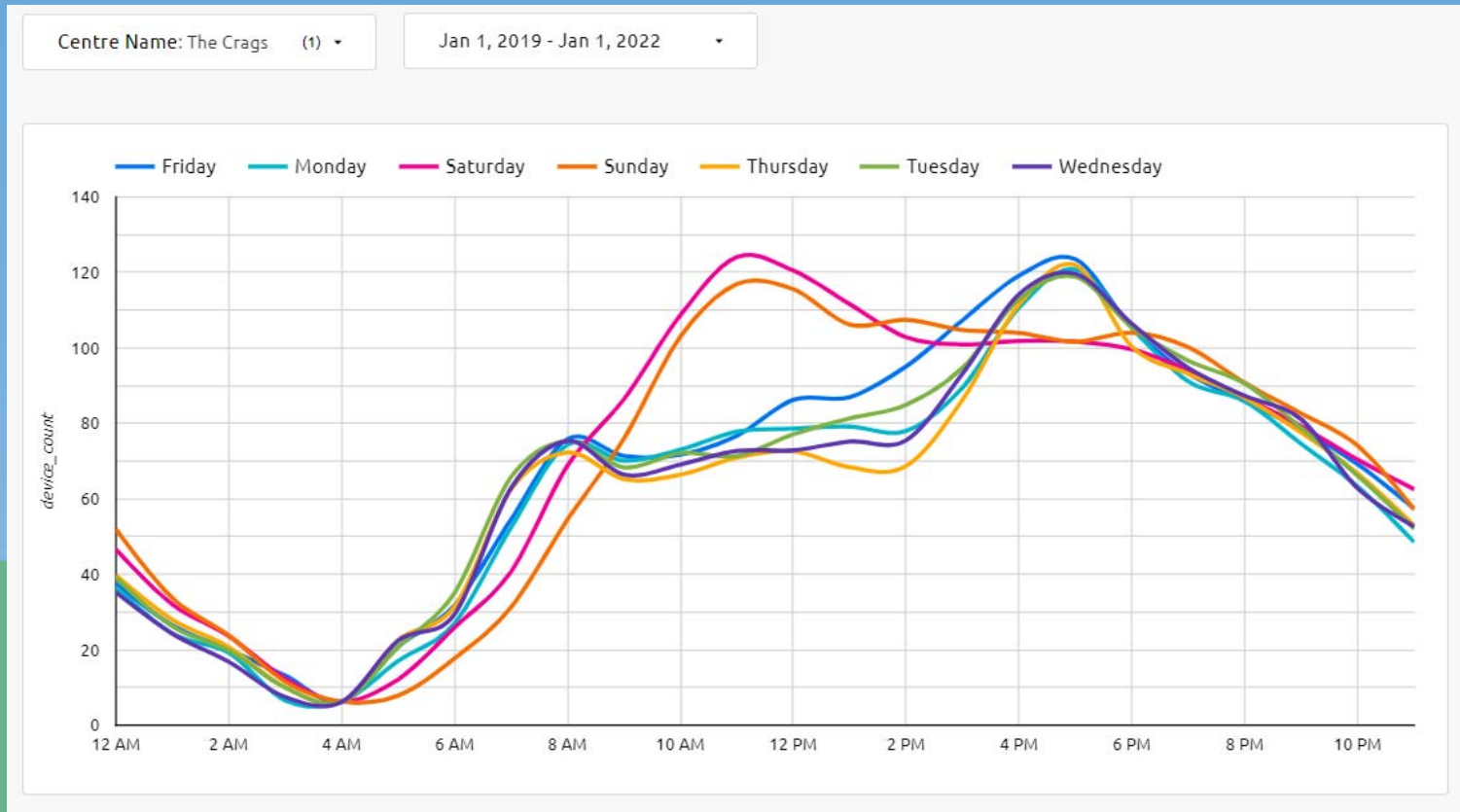
- Footfall Data on 15 parks
 - Hourly Usage
 - Dwell Time
 - Footfall Density
- GDPR compliant
- Backdated to 2019
- Ground truth tested



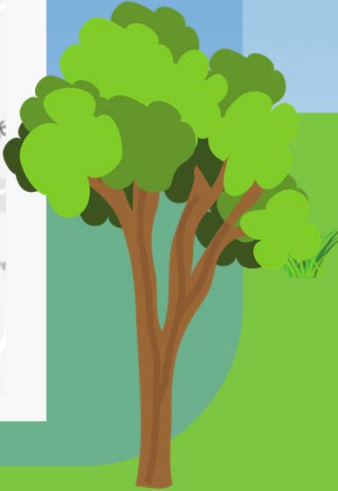
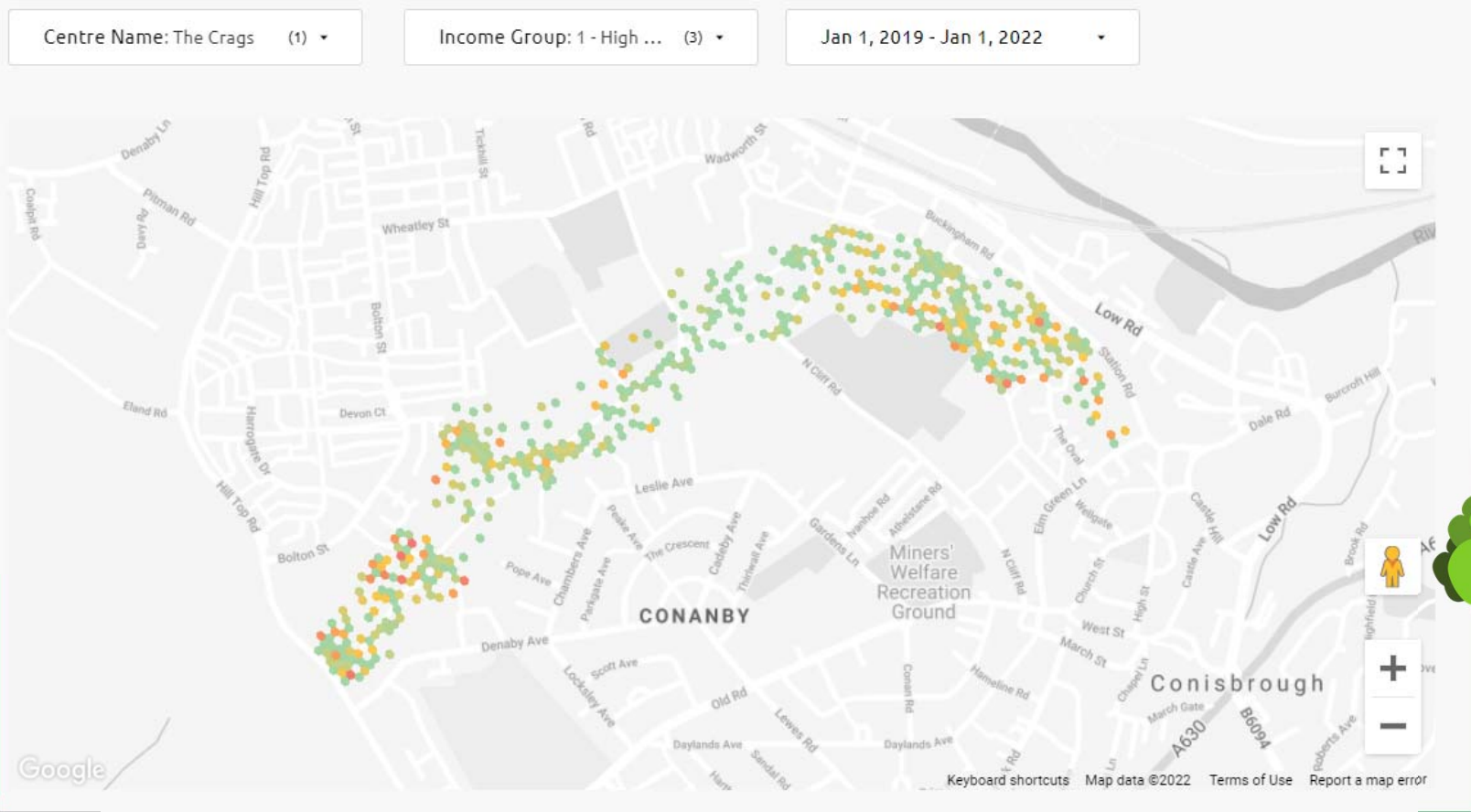
Set Baseline of usage



Trends and patterns of use



Huq Data



Application of the Data

Support Future Business Cases

Evidenced based approach for investment.

Design

Trends, patterns, flows and clusters can are being used to inform design.

Maintenance schedules

Community Engagement

Demographic data

Huq website: Parks and open Spaces through the pandemic

