

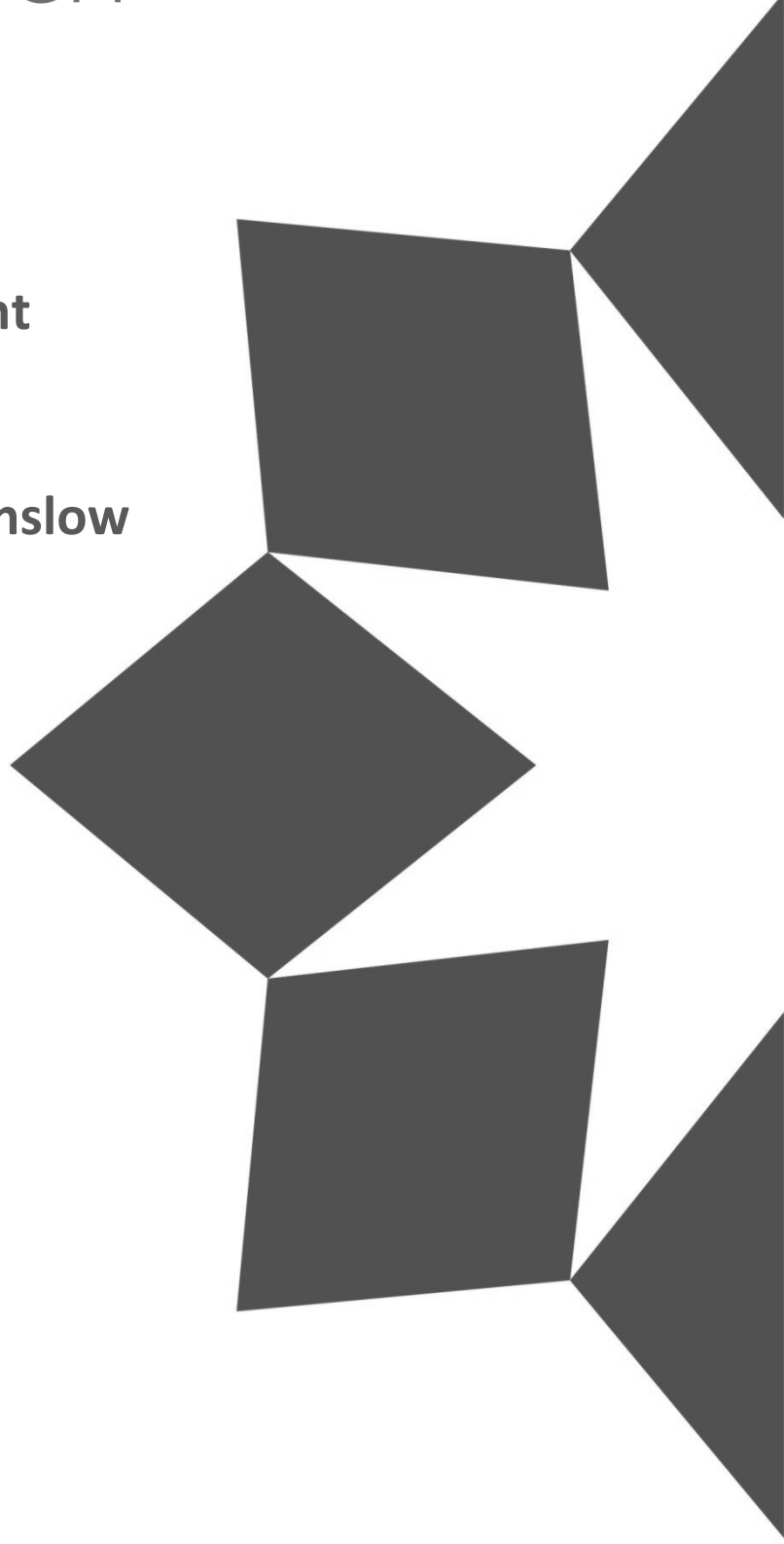


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research

## **Farnell Road engagement survey**

**London Borough of Hounslow**

**Final report  
July 2021**



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## Project details

<b>Title</b>	Farnell Road Engagement Survey
<b>Client</b>	London Borough of Hounslow
<b>Project number</b>	21077
<b>Research Manager</b>	Pinder Mahal
<b>Reviewer</b>	Adam Knight-Markiegi

### M•E•L Research

Somerset House, 37 Temple St, Birmingham, B2 5DP

Email: [info@melresearch.co.uk](mailto:info@melresearch.co.uk)

Web: [melresearch.co.uk](http://melresearch.co.uk)

Tel: 0121 604 4664



## Executive summary

M·E·L Research was commissioned to assist the London Borough of Hounslow with an engagement survey regarding Farnell Road open space. The aim of the survey was to find out what local residents value about Farnell Road and what they would like to see improved. The results of this engagement activity will be used to help the Council look for future funding opportunities to deliver park improvements based on the community needs. Leaflets were distributed to 1279 households surrounding the Farnell Road site (see map in appendix C). The survey was run online between 10<sup>th</sup> June and 9<sup>th</sup> July 2021 and a total of 127 completed responses were received.

### Key findings:

- The majority of respondents to the survey claimed to visit most days of the week (47%) or at least once a week (35%). A total of (42%) of respondents said a typical visit lasts less than 30 minutes, while 42% stated that their visit was 30 mins to an hour. The majority of respondents (66%) visited in the afternoon, followed by (55%) visiting in the morning.
- The top reason for respondents' most recent visit was for a walk (74%), followed by to get some fresh air (64%) and just under half (49%) visiting for peace and quiet.
- A total of 43% of respondents had children of school age, just under a quarter (23%) had children under school age, whereas 46% did not have children.
- The majority of respondents were in support for five of the potential projects identified by the Council as part of proposed works to help improve the offer within Farnell Road site. Support was highest for:
  - Wildflowers – 84%
  - Tree planting – 83%
  - More seating areas – 74%

# Introduction

The London Borough of Hounslow is fortunate to have high quality parks and open spaces. During the recent coronavirus pandemic more than ever it became evident just how much residents value these spaces. Investment in parks and open spaces is one of the Council's key priorities, in recognition of the fact that these spaces are a vital way of supporting the health and wellbeing of the community.

Farnell Road open space in Isleworth is an important asset for local residents who use the park for lots of different recreational activities. It is also a valuable green space to help the Council tackle the current nature and climate change emergency. The Council has identified a number of potential infrastructure improvements for Farnell Road. The improvements are directed at improving the offer for all those that use this green space.

## Resident engagement

In early 2021, M·E·L Research was commissioned to assist the Council with an engagement survey. The aim of the survey was to find out what local residents value about Farnell Road and what they would like to see improved. The results will help the Council look for future funding opportunities to deliver park improvements based on the community needs and to develop this green space.

There was wide communication with residents about the survey. Hounslow Council delivered leaflets promoting the survey to over 1,200 households surrounding the Farnell Road site (Appendix C).

The survey was run online between 9<sup>th</sup> June and 9<sup>th</sup> July 2021 and a total of 127 completed responses were received. A copy of the questionnaire is included in Appendix A.

## Analysis and reporting

The online survey is a self-selection methodology which means residents were free to choose whether to participate or not. The survey findings are based on a sample of Hounslow residents and therefore returned responses are not necessarily fully representative of the target population.

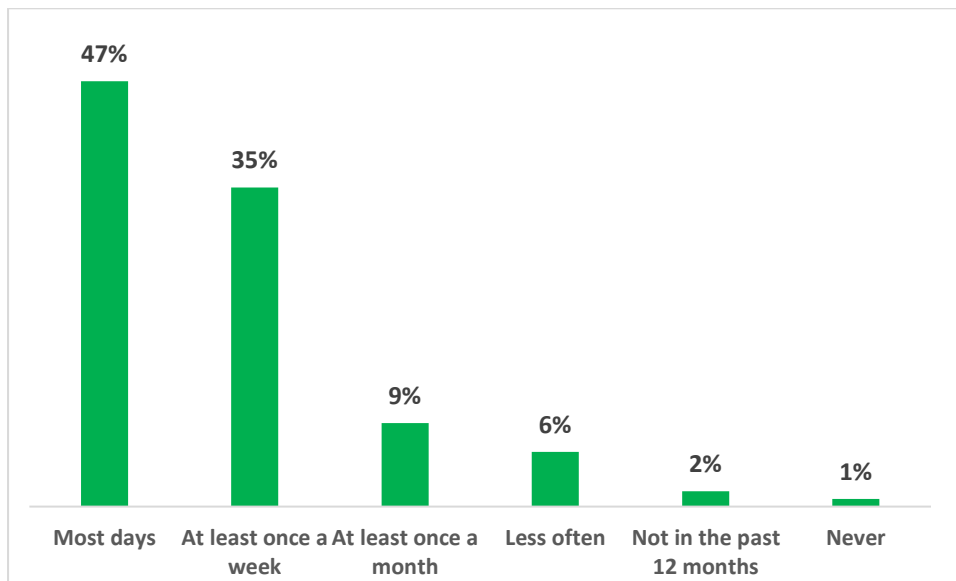
Owing to the rounding of numbers, percentages displayed visually on graphs and charts within this report may not always add up to 100% and may differ slightly when compared with the text. The figures provided in the text should always be used.

Appendix B, at the back of this report, shows the demographic profile of survey respondents.



**Figure 1: Frequency of visiting Farnell Road Space**

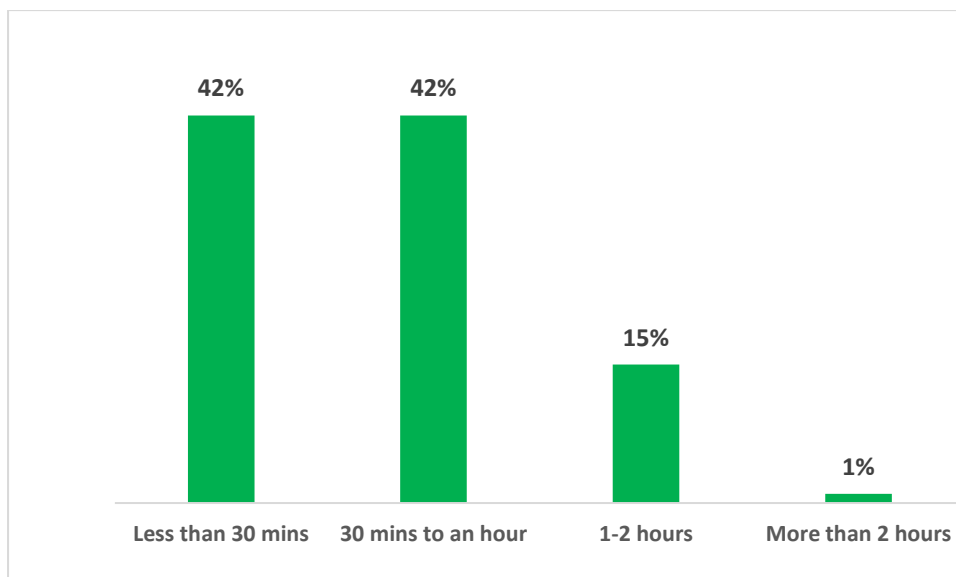
Base size: 126



To further explore usage, respondents were asked how long they spend at Farnell Road open space during a typical visit. The most common responses were less than 30 minutes (this was mainly to take a short cut (68%) and 30 minutes to 1 hour (81% stating that they take a walk). A further 15% of respondents said they spend 1-2 hours, this was mainly for a walk (74%), to get fresh air and children to play (both at 68%). Only a count of 1 said they typically spend 2 or more hours at the park.

**Figure 2: Time spent at Farnell Road on a typical visit**

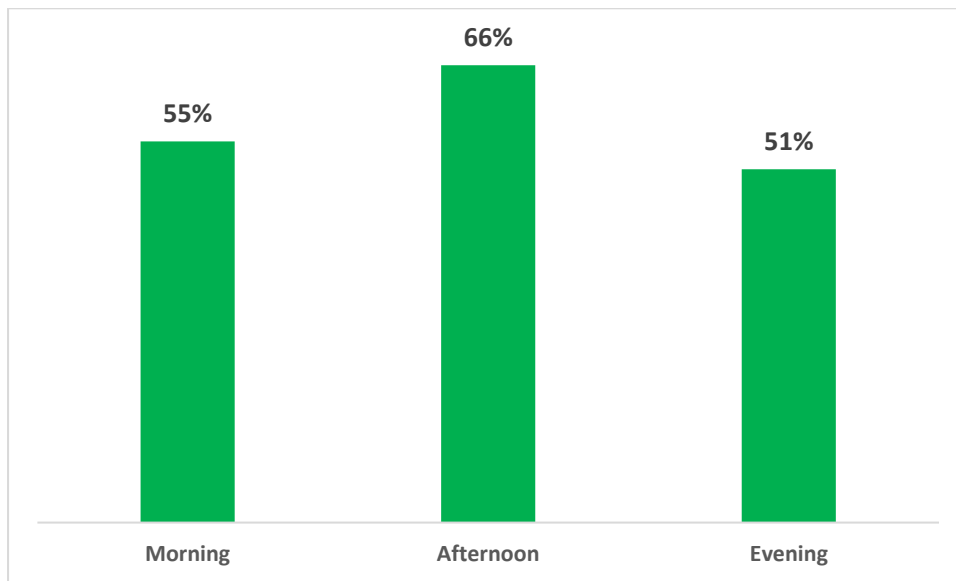
Base size: 126



Of those who did visit the site, the majority visited during the afternoon (66%), followed by 55% in the morning. Over half of respondents (51%) visited Farnell Road open space in the evening. As you can see from the percentages, many visited at more than one time in the day.

**Figure 3: What time of day do you visit?**

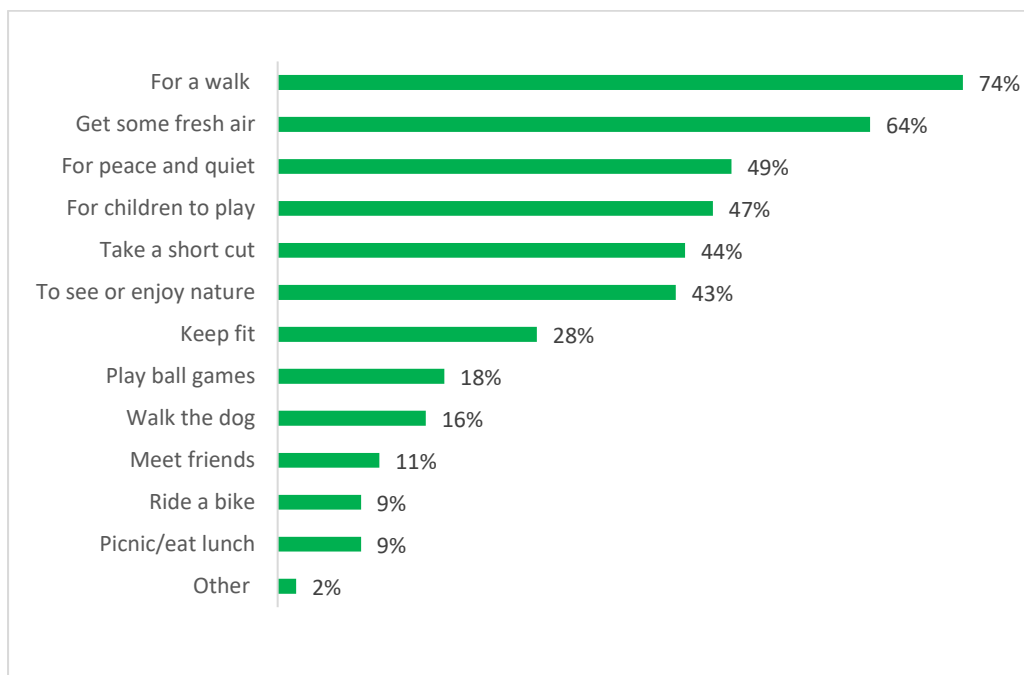
Base size: 126



To explore how Farnell Road open space is used, respondents were asked to state the main reason for their most recent visit, choosing from a set list of options. The most common reason was for a walk (74%), followed by to get some fresh air (64%) and for some peace and quiet (49%). Those that had children, three quarters (75%) used the space for a walk and (74%) used the space for children to play. Other less common reasons for the open space are presented in the chart below.

**Figure 4: What was the main reason for your recent visit?**

Base size: 127







**74%**

For a walk



**64%**

To get some fresh air



**49%**

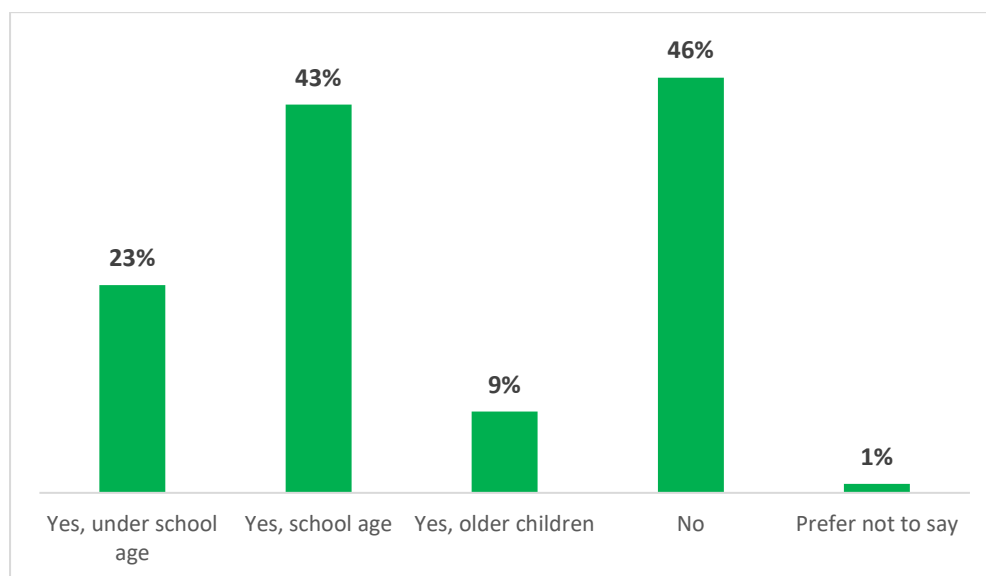
Peace and quiet

	%
Live near by	<b>2%</b>
Dogs should be banned	<b>1%</b>

All respondents who visited were asked if they accompanied children when visiting Farnell Road open space. A total of 43% of respondents had children of school age, just under a quarter (23%) had children under school age, whereas 46% did not have children.

**Figure 5: Do you accompany children?**

**Base size: 127**



## Proposed improvement works

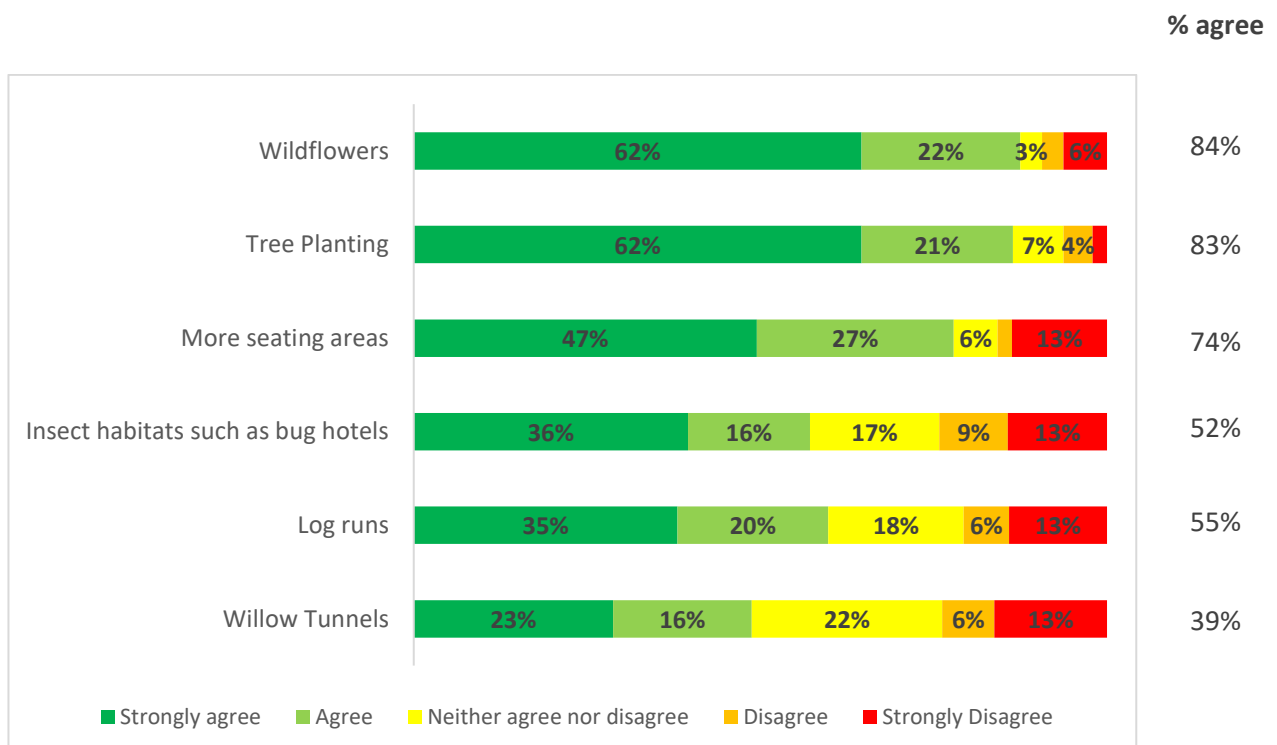
The Council has identified six projects as part of its improvements works to help improve the offer within the open space on Farnell Road:

- **Project 1:** Tree planting
- **Project 2:** More seating areas
- **Project 3:** Log runs
- **Project 4:** Insect habitats such as bug hotels
- **Project 5:** Wildflowers
- **Project 6:** Willow tunnels

There was broad support for most of the projects from respondents, as shown below in Figure 6. Support is greatest for wildflower planting, with 84% of respondents supporting it. Support for tree planting is also high, with 83% supporting it. Less supported projects included willow tunnels, although almost two-fifths (39%) of respondents supporting this.

**Figure 6: Agreement with proposed improvement works**

Base size: 122-127



The most common theme within the comments related to children's play areas (31% of comments). This was followed by needing signs for dog fouling (16%) with 13% of comments suggesting dog restrictions in the area.

A word cloud shaped like a dog, representing the 'Dog' category. The words are arranged to form the silhouette of a dog, with 'dog' being the largest word in the center. Other prominent words include 'park', 'children', 'space', 'road', 'bins', 'trees', 'field', 'track', 'grass', 'exercise', 'path', 'area', 'residents', 'open', 'play', 'fitness', 'paths', 'walk', 'kids', 'dog', 'path', 'area', 'residents', 'park', 'dog', 'children', 'space', 'road', 'bins', 'trees', 'field', 'track', 'grass', 'exercise', 'path', 'area', 'residents', 'open', 'play', 'fitness', 'paths', 'walk', 'kids', 'dog', 'path', 'area', 'residents'.

**Table 1: Comments on other aspects respondents feel should be improved**

	Count	%
Children's play areas	30	31%
Need signs for dog fouling	16	17%
Dog restrictions	12	13%
Proper path	11	12%
Signage – Do not feed birds	11	12%
Require litter bins	11	12%
Running track	10	10%
No benches	8	8%
Fence around park	8	8%
Better management of area	6	6%
Tree shrub planting	6	6%
Area for ball games	5	5%
Waterfall feature	3	3%
Remove stump	3	3%
Dog waste bins	2	2%
Other	10	10%

"Slides/small children area. Restrict it for dogs/pets so that children can play without any issues."

"I think the area also needs something for older kids (secondary school age), like a small 5-a-side football pitch/basketball court, gym equipment or a skate park. And areas of the larger area need to be kept dog free as there tends to be a lot of dog poo."

"More general purpose bins as there is currently only a dog waste bin."

"On seating it very much depends on where they are placed - benches put in previously were disabused particularly in the evenings and had to be removed because of the disturbance to residents in Farnell Road."

"There needs to be signs put up to stop people dumping food for the birds. It is a big problem, I live opposite the green and see people daily parking up and dumping food under the trees for the birds!! People should be fined for doing this and a sign should be put up stating this. It's not just bread, people are dumping rice, chicken peas, chicken and all sorts daily and it needs to stop."

"A footpath of some sort. When it rains, the current dirt footpath which goes across the length of the site gets very wet and muddy, making it difficult to cross without slipping or getting dirty."

# Conclusion

The findings from this engagement survey provides a useful understanding of the needs for those who use, and live near to, the Farnell Road open space.

The results show the importance of Farnell Road open space and how it is valued by residents with (82%) of respondents visiting the space at least once a week, many doing so daily. Results also show that respondents spend a good proportion of their time within the park and it is used for a wide variety of activities – most commonly for a casual walk or to get some fresh air, but also for activities for children to play (45%). A total of (66%) respondents had children that were school age or younger.

Five of the six possible projects to improve the offer within Farnell Road open Space have broad support from respondents and are viewed positively. The highest levels of support are for wildflowers and tree planting, although the majority of respondents supported all suggested measures except for willow tunnels.

Respondents were given the opportunity to suggest other improvements. Nearly a third of the suggestions (31%) was to have children play areas, this was followed by (17%) wanting signs around dog fouling.

## **Appendix A: Questionnaire**

## **Appendix B: Respondent profile**

## **Appendix C: Leaflet Distribution**

# Appendix A: Questionnaire

## Farnell Road Open Space

### Overview

The London Borough of Hounslow has a great variety of open spaces and during the pandemic, more than ever, it became evident just now how much you value them. We know that they can play a vital support for the health and wellbeing of the community and with small changes we can make a difference.

The Cabinet Member for Leisure is committed to improve our green spaces and working with local councillors she is hoping to make some small landscape changes at Farnell Road open space so that residents can make better use of it.



### Why we are consulting

This engagement survey aims to find out what you value about the Farnell Road site and what you would like to see improved. This will help us look for future funding opportunities to deliver these small improvements, based on community needs.

The improvements are directed at landscaping the area and improving the offer for those that use the important green space. We would like to gain your views on our upcoming improvements.

### Your privacy

Please read the privacy notice below and click 'I consent' to confirm that you give your consent to us using our data in line with the statement.



## Privacy statement

### London Borough of Hounslow Privacy Notice for Consultations and Surveys

By consenting to take part in a London Borough of Hounslow consultation or survey, whether online, on paper, in person or by telephone, you are giving permission for us (as data controller) or third parties acting on our behalf (as data processors, such as M·E·L Research) to collect and process the personal data that you provide as part of the consultation or survey. This may include personal data such as your first name, family name or surname, address, telephone numbers, date of birth, email address and IP address (if using our website). It may also include sensitive personal data such as your ethnicity, religion, gender, marital status or health information.

For consultations, processing means the organisation, retrieval, use and deletion or destruction of information and the use of that information in Council decision-making.

Unless you ask us to delete it before this time, we will keep your personal data for no more than two years after the closing date of a consultation, and will re-use it only to provide you with updates on the consultation you have taken part in or to inform you of related consultations. We will keep non-personal information you have provided for no more than seven years, and this is exempt from being deleted upon request by you if aggregated with other information.

Following the end of the consultation we shall publish the results and this may include quotes of comments or responses in full. These will be anonymous unless you are responding on behalf of an organisation, in which case the name of the organisation will be included with the response. If you reply to an anonymous survey then no personal details will be captured.

Information you provide in response to our consultations, including personal information, may be disclosed in accordance with the Freedom of Information Act 2000 and the General Data Protection Regulations 2018. If you want the information that you provide to be treated as confidential, including your contact details, please tell us why, but be aware that, under the Freedom of Information Act, we cannot always guarantee confidentiality.

For more information on how London Borough of Hounslow collects and uses personal data, request details of the information the council holds about you, withdraw a consent you have given or make a complaint see [www.hounslow.gov.uk](http://www.hounslow.gov.uk) <<http://www.hounslow.gov.uk>> .

### Use of third party web analytics

The Council's consultation webpages are hosted externally by an organisation called Delib. You can access Delib's privacy notice at the bottom of this webpage. When someone visits the Council's consultation website we use third-party services to collect standard internet usage log information. This information is only processed in a way which does not identify anyone.



**1** I confirm that I have read the above privacy notice and consent to the data I provide being used as set out in the policy.

☐ I consent (Required)

## Farnell Road Open Space

**2** What is the main purpose of your visit?

*Please tick all that apply*

*Please select all that apply*

- ☐ For peace and quiet / to relax   ☐ To see or enjoy nature   ☐ Get some fresh air  
☐ For a walk   ☐ Take a short cut   ☐ Ride a bike   ☐ Walk the dog  
☐ For children to play   ☐ Meet friends   ☐ Picnic/eat lunch   ☐ Keep fit  
☐ Play ball games   ☐ Other (please specify below)

Other (please specify)

**3** How often do you visit or use it?

(Required)

*Please select only one item*

- ☐ Most days   ☐ At least once a week   ☐ At least once a month   ☐ Less often  
☐ Not in the past 12 months   ☐ Never

## Farnell Road Open Space

**4** What time of the day do you normally visit?

*Please tick all that apply*

*Please select all that apply*

- ☐ Morning   ☐ Afternoon   ☐ Evening

**5** How long do you normally stay?

*Please select only one item*

- ☐ Less than 30 mins   ☐ 30 mins to an hour   ☐ 1-2 hours   ☐ More than 2 hours

## Improvements

We have identified some improvements we could introduce to improve the offer within Farnell Road Site (see corresponding images).

Please indicate the extent to which you agree or disagree that these projects should be focussed on.

- 6 We have identified some improvements we could introduce to improve the offer within Farnell Road Site (see corresponding images). Please indicate the extent to which you agree or disagree that these projects should be focussed on.

	Strongly Agree	Tend to Agree	Neither agree nor disagree	Strongly disagree	Tend to disagree	Don't know
Willow tunnels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wildflowers (pic 1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Log runs (pic 2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insect habitats such as bug hotels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More seating areas (pic 3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tree planting (pic 4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## 10 What is your race/ethnicity?

(Options derived from Census)

If you have chosen any of the "other" options above, please specify

*Please select only one item*

- ☐ Arab   ☐ Asian/Asian British - Indian   ☐ Asian/Asian British - Pakistani  
☐ Asian/Asian British - Bangladeshi   ☐ Asian/Asian British - Chinese  
☐ Asian/Asian British - Other   ☐ Black/Black British - African  
☐ Black/Black British - Caribbean   ☐ Black/Black British - Other  
☐ Mixed - White and Black Caribbean   ☐ Mixed - White and Black African  
☐ Mixed - White and Asian   ☐ Mixed - Other  
☐ White - English/Welsh/Scottish/Northern Irish/British   ☐ White - Irish  
☐ White - Gypsy or Irish Traveller   ☐ White - Other   ☐ Any other ethnic group  
☐ Prefer not to say

## 11 Disability: Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? (including any issues problems related to old age)

*Please select only one item*

- ☐ Yes, limited a lot   ☐ Yes, limited a little   ☐ No   ☐ Prefer not to say

**12** If you have answered 'yes', please select the boxes below that best describe your disability:

*Please select all that apply*

- ☐ Vision (e.g. due to blindness or partial sight) ☐ Hearing (e.g. due to deafness or partial hearing) ☐ Dual Sensory Loss
- ☐

Physical Disability (e.g mobility, such as difficulty walking short distances, climbing stairs, lifting and carrying objects)

- ☐ Learning or concentrating or remembering ☐ Mental Health
- ☐ Stamina or breathing difficulty
- ☐

Social or behavioural issues (e.g. due to neuro diverse conditions such as Autism, Attention Deficit Disorder or Asperger's Syndrome)

- ☐ Other ☐ Prefer not to say

If other, please write

**13** Do you live with children?

*Please select only one item*

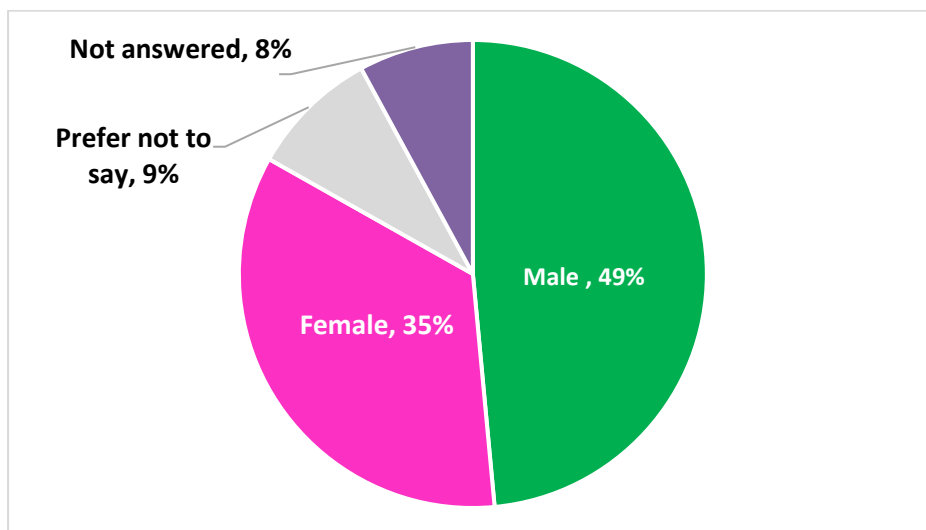
- ☐ Yes - under school age ☐ Yes - of school age ☐ Yes - older children ☐ No
- ☐ Prefer not to say

**14** What is your postcode?

Postcode

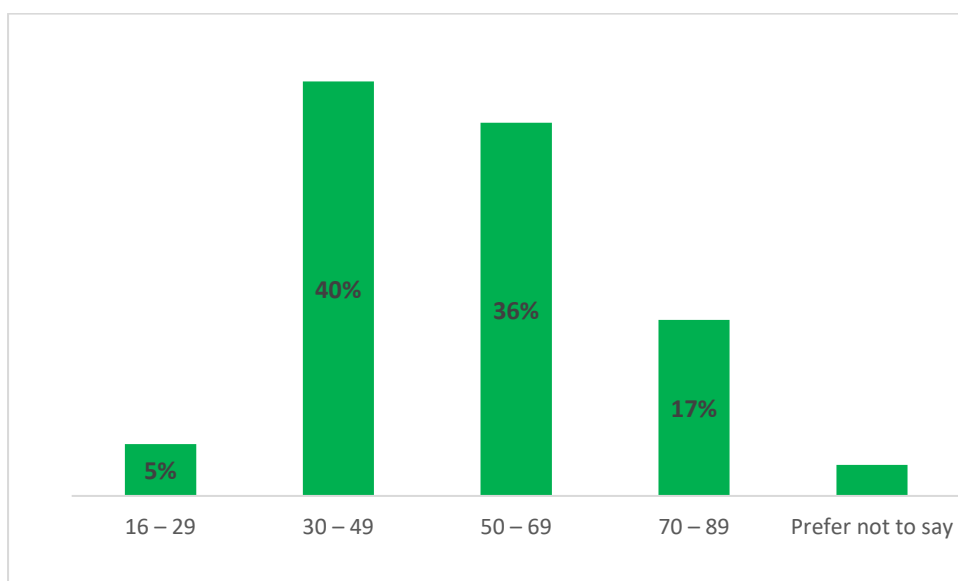
## Appendix B: Survey respondent profile

### Gender



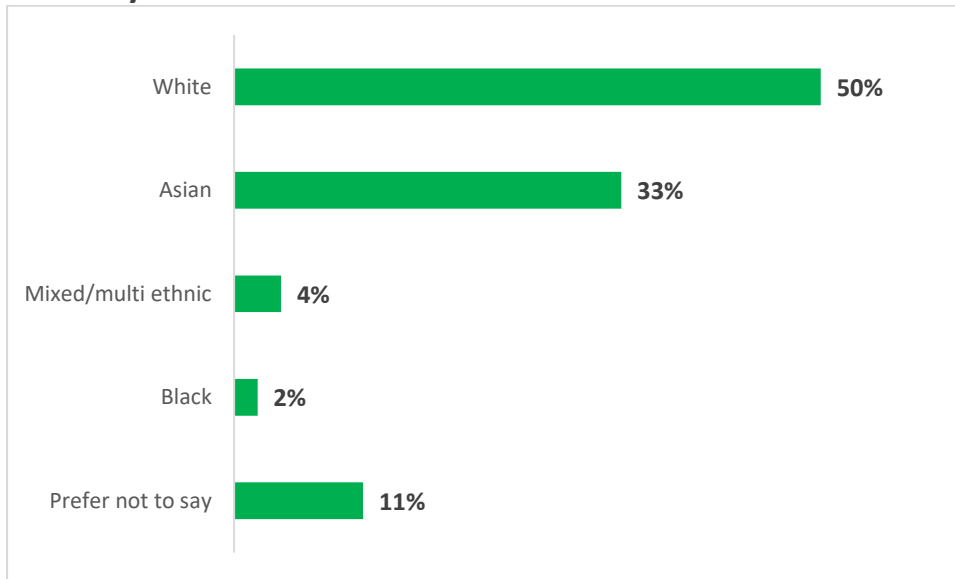
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### Age band



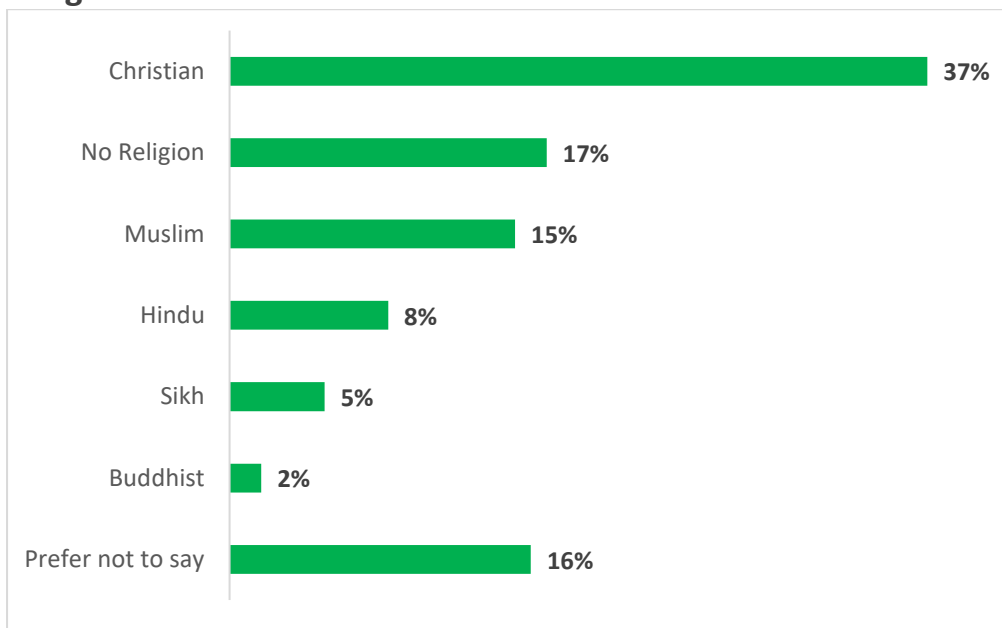
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## Ethnicity



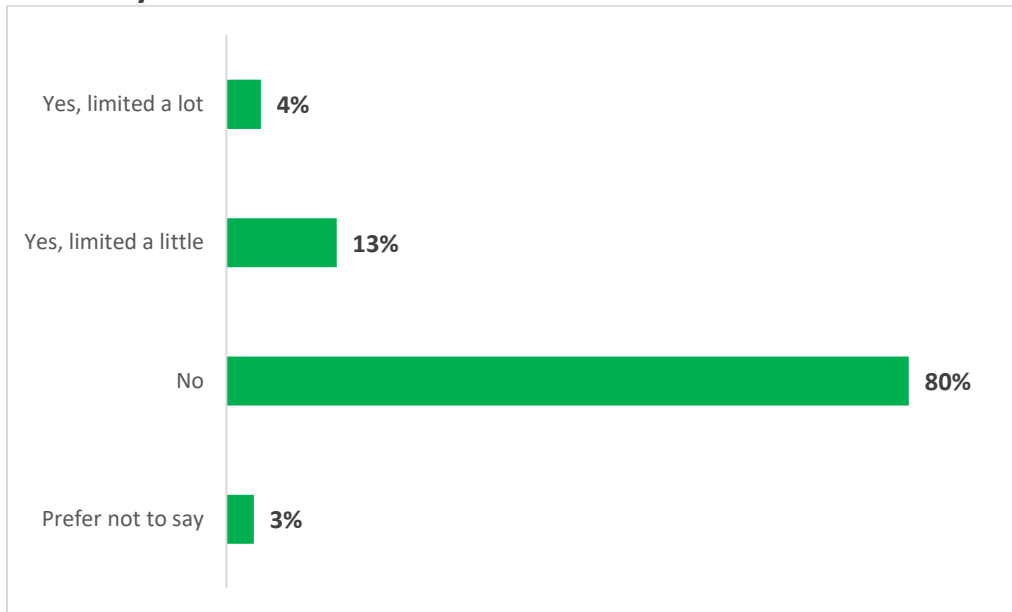
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## Religion



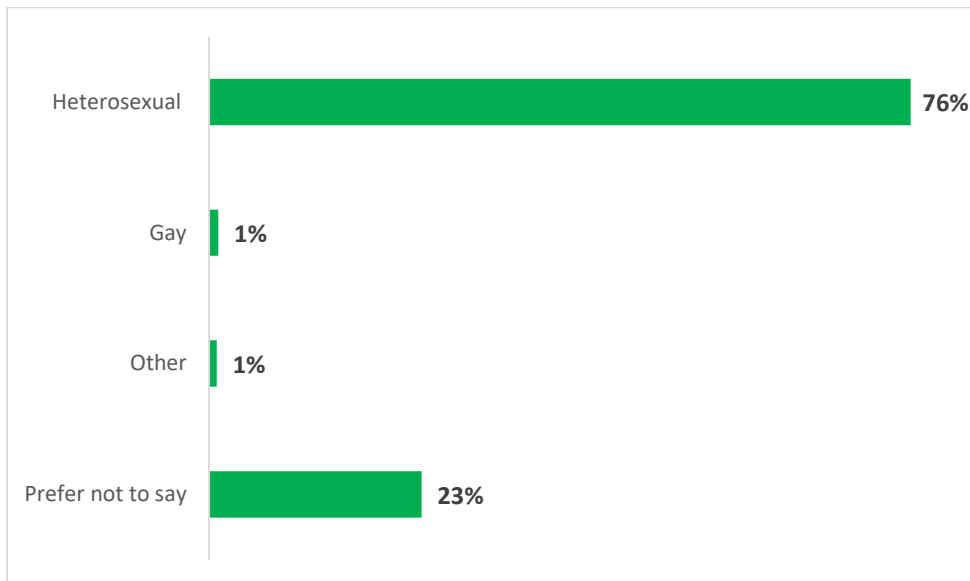
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## Disability



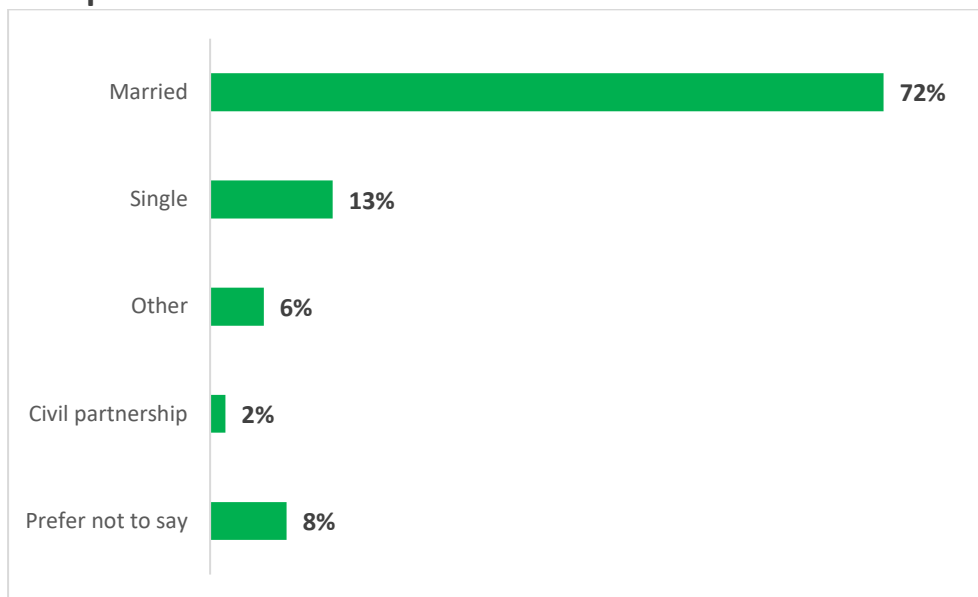
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## Sexual orientation



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## Relationship status



Base size: 123



## Appendix C: Leaflet distribution



