

August 2016

JUBILEE GARDENS

User Survey Report into the role & uses of Jubilee Gardens

Commissioned by the Jubilee Gardens Trust
February to April 2016



Jubilee Gardens Report
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1 | SUMMARY

1.1 | EXECUTIVE SUMMARY

The Jubilee Gardens Trust is the local charity responsible for the management of Jubilee Gardens, the extremely busy green space on London's South Bank which was re-landscaped for the Queen's Diamond Jubilee in 2012.

In Spring 2016, the Trust commissioned Soundings to undertake research amongst the users of Jubilee Gardens, who comprise residents in the surrounding area, local employees and visitors from London, the rest of the UK and abroad. The aim was to understand more about how the Gardens are perceived by their users and others in the local area, and to seek views on what should be included in the Gardens in any enlargement.

Overall, the Trustees were very encouraged by the extremely high levels of satisfaction with the Gardens amongst users, including local residents and employees. This was true of responses about both the standard of management and maintenance, and about the positive impact the Gardens are seen to have on the quality of the local neighbourhood. The Trust also welcomes the reported views on priorities for enlargement as very useful input into work on future improvements and possible extension.

The results of this large-scale survey demonstrate that users in all categories - residents, local employees and visitors - perceive Jubilee Gardens as:

- maintained and managed to a very high standard
- extremely clean and safe
- providing good facilities for users of the Gardens
- making a very positive contribution to the area.

In terms of perceptions of the Gardens the responses were very positive, with over 90% rating them as good or very good, 98% in the case of visitors to the area. Similar very high percentages saw the Gardens as well maintained, free of litter, safe, improving the quality of the South Bank area, and good for the local community. Strong perceptions of safety were encouragingly the same for male and female responders.

In spite of their heavy usage, the Gardens are not generally seen as too crowded or 'touristy', and the playground is an asset, particularly for visitors to the area who form the majority of users. Not surprisingly those with children were both very positive about the playground and most keen on additional play facilities in any extension. There was a view, however, that the Gardens do not have enough plants or flowers.

Those who work in the local area are the most positive of all users, appreciating the Gardens as a green space to relax and eat lunch. Local residents are also positive (83% rating the Gardens as good or very good) but have some reservations - they are more likely to think that the Gardens are too crowded and cater more for the large numbers of visitors to the area than for them. Mainly for this reason, but also because of distance, they tend to favour larger local parks further from the river such as Geraldine Mary Harmsworth Park and Archbishop's Park. Nevertheless Jubilee Gardens was still, by a small margin, the local open space visited by the highest proportion of those residents responding to the surveys.

When it comes to possible enlargement of the Gardens, the three most widely supported options (with more than 60% of respondents saying that they are important or very important) were the provision of wild/natural space and quiet spaces, and extending the Gardens in their current style. Creating new raised areas with views was also popular. Over half were in favour of providing additional play facilities with visitors more enthusiastic in this regard than local residents and workers.

Overall, only around 35% of users felt that food and drink outlets on an extended Gardens were important, though the figure for visitors was nearer 50%. There were also a large number of qualitative responses about the priorities for and character of any future enlargement which are included in the main report.

2 | METHODOLOGY

2.1 | OUTLINE OF METHODOLOGY

The programme of research into Jubilee Gardens comprised a combination of quantitative and qualitative studies. There was an emphasis on quantitative research for which a series of structured surveys were created (see Table 1). As well as these elements of structured questions, in each of the surveys there were open ended questions which encouraged respondents to flesh out their responses. A number of interviews were also held with local stakeholders and these findings have also been incorporated into the research.

2.2 | USER GROUPS

The research analyses feedback from four main user groups which has been taken from across the four different survey types.

Thus, in addition to the combined results of the individual surveys, (in so far as this is possible) many of the questions are then assessed in terms of these four groups which have been created as shown in the table below.

(respondent numbers are shown in brackets)

a robust sample size, the exercise required that each of the User Groups gathered a minimum of 100 responses (see Table 2). The exercise achieved a total of over 600 respondents across four different surveys.

2.3 | SURVEYS

A minimum overall target of 400 completed in person surveys (surveys 1 and 2 below) was set for the project. In order to provide

Table 1. The four quantitative surveys were structured as follows:

SURVEY TYPE	TARGET GROUPS	HOW RESPONSES WERE OBTAINED	NUMBER OF RESPONSES -TARGET AND ACTUAL	DATES
Local Residents: in person	Local residents	In-person paper survey undertaken at Lower Marsh Market	Target: 100 Actual: 102	Fieldwork undertaken – Saturday 19th and 26th March 2016
Jubilee Gardens – Users: in person	Users Local workers (surveying during commuter hours)	Pop-up stall on Jubilee Gardens.	Target: 300 Actual: 321	Fieldwork undertaken – Tuesday 22nd and Sunday 27th March 2016
Businesses and Local Workers: online	Local businesses and workers in those businesses	Promoted to local businesses including through a feature in the SE1 Community website ¹ using a specially created JG survey website ²	Target: N/A Actual: 97	From 23rd March 2016 to 22nd April 2016
Local Residents: online	Local residents and members of local tenants and residents' associations	Participants encouraged to visit the JG survey website (see above)	Target: N/A Actual: 104	From 23rd March 2016 to 22nd April 2016

¹ <http://www.london-se1.co.uk/news/view/8724>

² <http://www.jubileegardenssurvey.co.uk/>

Table 2. User Groups, respective survey types and key:

SURVEY TYPE	USER GROUPS	KEY
On site paper survey undertaken at Lower Marsh Market (102)	Residents (102)	A1
On site pop up stall on Jubilee Gardens (321)	Businesses/ Local Workers (37)	B1
	Residents (19)	A2
	Visitors from London (103)	C1
	Visitors from rest of the UK/Overseas (162)	C2
Online Survey on the Jubilee Gardens website (97)	Businesses/ Local Workers (97)	B3
Online Survey on the Jubilee Gardens website (104)	Residents (104)	A3

*Analysis has been carried out by combining responses from the different survey types and user groups. Throughout the report each chart includes the above key to indicate which user group(s) data has been interpreted.



DRAW YOUR FAVOURITE GARDEN!



2.4 | ENGAGEMENT

A number of methods outlined below were used to engage with local people and users of the Gardens and in order to encourage them to take part in the surveys some incentives were used. The on-site research was conducted by three postgraduate students from Year Here.

Garden Gazebo

Whilst surveying in Jubilee Gardens, the students created a pop-up stall complete with gazebo, banner, garden furniture and decoration to create a sense of place and legitimacy. The Garden Gazebo became an inviting pop-up stall that attracted visitor attention and encouraged people to come forward to respond to the survey. The Lower Marsh Market residents' survey had the same setup but with the market's own stall structure.

Eggs and Seeds

As the surveys took place over the Easter period, respondents were offered a free chocolate egg. This proved effective in enticing people to the gazebo, and reassuring respondents that it was not a selling exercise. It also ensured a mutual interaction, which appeared to the interviewers to encourage more thoughtful responses. Free packets of sweet pea seeds were also on offer, as a way in which to encourage respondents to engage with the themes of gardens and green spaces. This had positive effects, and appealed more to adults, for whom the eggs were not such an obvious incentive.

Spring Board

Over the Easter weekend, the students brought a large blackboard, with the question 'Draw your favourite garden', for people to draw on. This encouraged thoughts about the gardens in a different medium and allowed respondents to be creative in their consideration of an enlarged gardens.

3 | USAGE

Responses relating to the usage of Jubilee Gardens have been derived only from 321 Garden users surveyed.

As expected, the initial research showed that users of the Gardens are overwhelmingly visitors from outside the local area (fig.1). Of the 321 people met in the Gardens, the majority of these identified themselves as visitors from outside of London, which included visitors

from overseas and outside of London. A large number of people met in the Gardens were also visiting from another part of London. Just under a fifth of people met in the Gardens identified themselves as either local residents or people who worked in the area.

Figure 1. Reason for Visiting Jubilee Gardens (B1, A2, C1, C2)

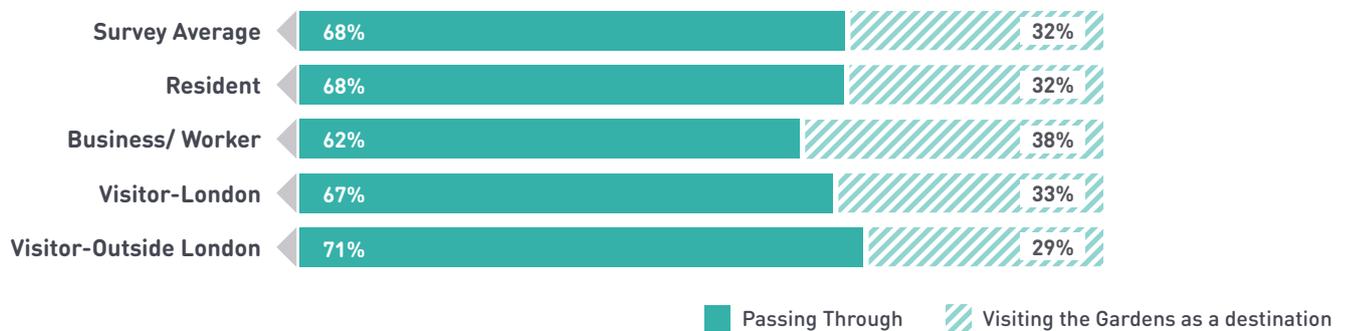


The Gardens as a Destination or for Passing Through

When asked about their primary motivation for using Jubilee Gardens, as a destination or passing through (fig.2), combined responses from the Local Residents and Jubilee Gardens

User surveys indicate that the majority of people pass through the Gardens rather than use it as a destination. This response is consistent across the user groups with those working in local businesses having the highest levels of visiting the Gardens as a destination.

Figure 2. Structure of Users in Terms of Passing through or Using the Gardens as a Destination (B1, A2, C1, C2)

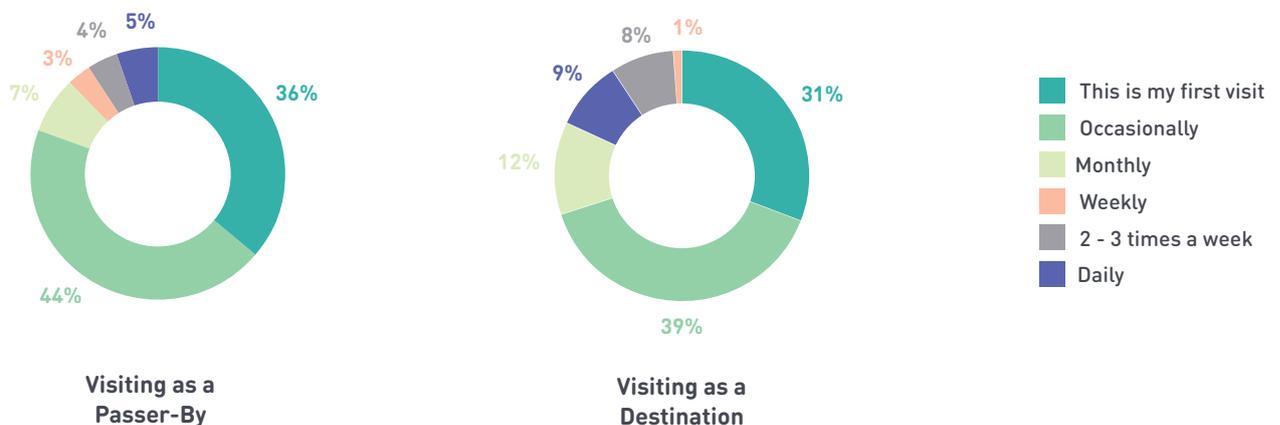


Frequency of Visiting

On a whole the frequency of visits between users who passed through the park and those who travelled to the park as a destination was relatively similar, the vast majority of

users being infrequent users (first visit, visit occasionally, monthly). Of those visiting the Gardens as a destination almost a fifth of users visited frequently (weekly, 2-3 times a week or daily)

Figure 3. Frequency of Visiting Jubilee Gardens (B1, A2, C1, C2)

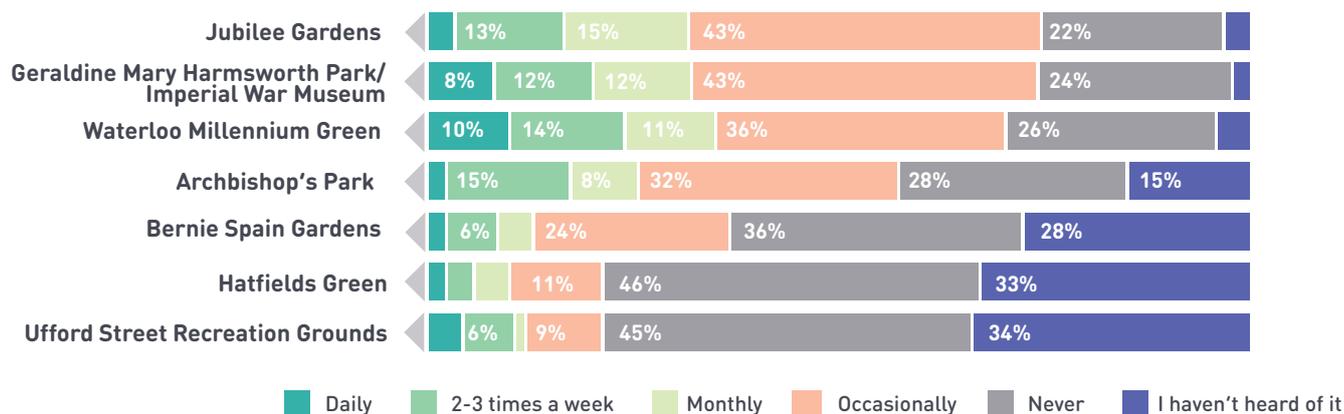


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Figure 4. Frequency with which Green Spaces are used (A1, A2, A3)

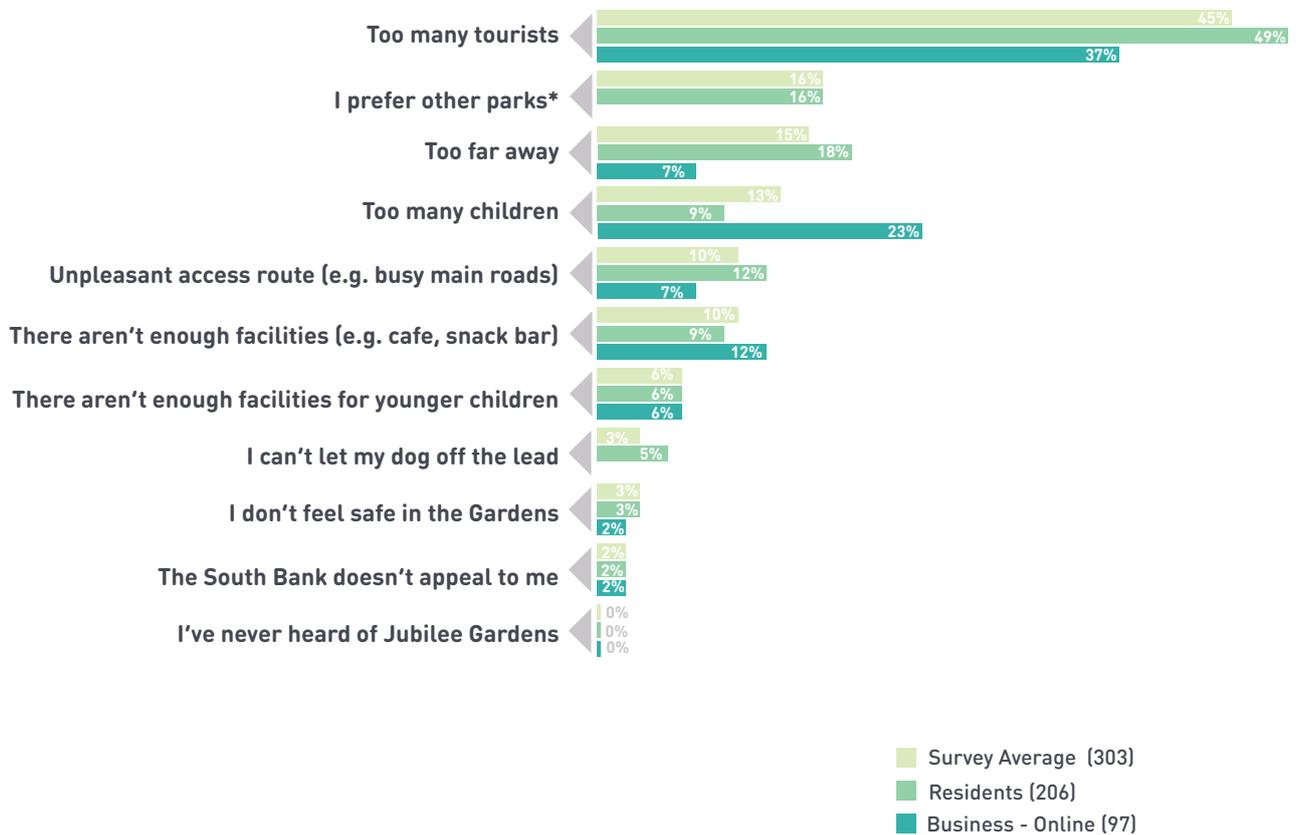


Green Space Usage

Of the green spaces in and around the South Bank area (investigated in the Local Residents; in person and the Local Residents; online surveys), Jubilee Gardens was the one that the most people ever visited or had heard of with 74% of all respondents ever visiting it. In terms of more frequent visits (more

often than once a week), 16% of respondents visited Jubilee Gardens more frequently than once a week but this figure was lower than Waterloo Millennium Green (24% visiting more than once a week), 20% Geraldine Mary Harmsworth Park and 17% Archbishop's Park (fig. 4).

Figure 5. Barriers to Visiting Jubilee Gardens More Often (A1, A2, B3)



* Only asked of the local Residents in Person Survey (N=102)

Barriers to Usage

Respondents (taking part in the Local Resident Online Survey, Local Resident In Person Survey and the Local Businesses and Workers Online Survey) indicated that what deterred them the most about using Jubilee Gardens was; the amount of perceived tourists using the space, a preference of other parks, and the Gardens being too far away.

Interestingly, for local workers issues such as; too many children, and not enough food and drink facilities, were seen as a deterrent (fig.3).

3.1 | MOTIVATION FOR VISITING

In three of the four surveys, respondents were asked about their motivation for visiting the Gardens. These surveys were the residents online (104 completed responses about motivation) and paper (68 completed responses) surveys and the business/local worker surveys (97 responses).

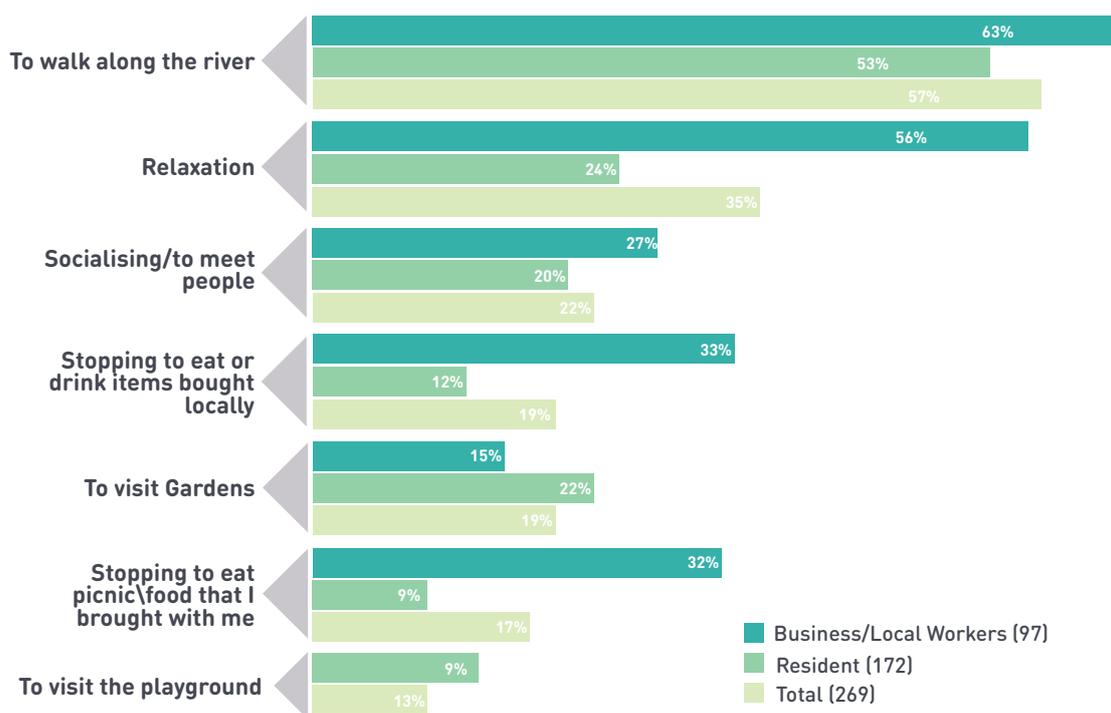
Respondents indicated that their principal reason for visiting Jubilee Gardens was as part of a wider experience – enjoying a walk along the river. Visiting to relax was the second highest motivation for visiting the Gardens, particularly amongst local workers (fig.6).

Around a fifth of visitors said that they enjoyed using the Gardens to socialise. Some also indicated that they enjoyed having a bite to

eat and drink in the Gardens, again this was slightly more popular amongst local workers.

A few respondents indicated that visiting to use the playground was a reason for visiting the Gardens. Interestingly, for local workers the Gardens have a more specific role as a place where they can relax and where they come to enjoy food and drink.

Figure 6. Motivations for Visiting Jubilee Gardens (A1, A2, A3, B3)



Motives for Visiting - Passers-By

In the fourth survey, that of the users of the Gardens, potential reasons for visiting were divided between those who were passing through and those who were visiting the Gardens as a destination. Out of the total of 321 respondents of the Jubilee Gardens Users, 214 (67%) defined themselves as passers-by and 107 (33%) as coming with Jubilee Gardens as their destination.

The reasons for the visits of these passers-by were structured as shown in Figure 7 (respondents were permitted to give one reason only for their visit).

Figure 7. Reasons for Visiting Jubilee Gardens of those Passing By (B1, A2, C1,C2)

REASON	%
A local attraction (e.g London Eye, Sea Life London Aquarium, London Dungeon)	39%
Other destination	23%
A cultural attraction (e.g Southbank Centre, BFI Cinemas, National Theatre, Royal Festival Hall)	3%
A restaurant/café	5%
A hotel	4%
Another local institution (e.g St Thomas' Hospital)	4%

³Other destinations focused principally on heading home, the South Bank more generally, Waterloo Station and a number of Central London destinations such as Oxford St

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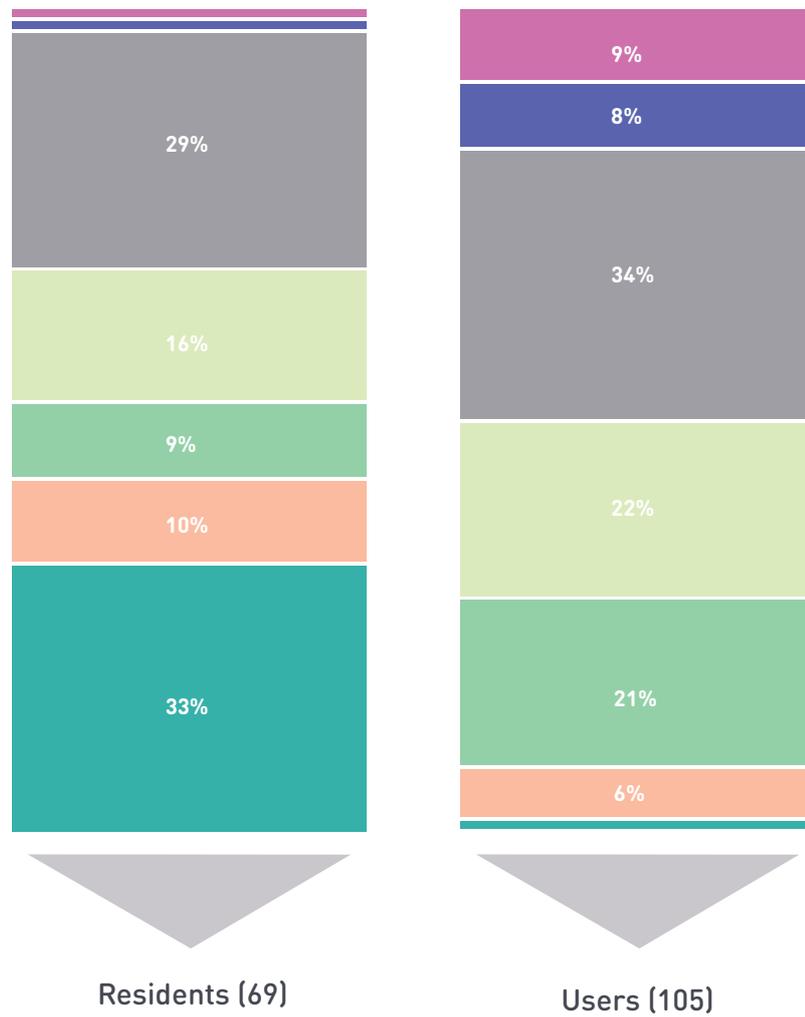
These passers-by were relatively infrequent visitors with only a fifth visiting at least monthly and for more than a third this was the first time that they had visited Jubilee Gardens.

Respondents to two of the surveys were asked about the duration of their visit. In the Jubilee Gardens Users survey, respondents who said that Jubilee Gardens was their destination on the day of the survey (105 respondents) were asked about “how long they expected to stay in Jubilee Gardens today”. In the Local Residents Survey those who ever visited Jubilee Gardens (69 respondents) were asked “how long they typically spent in Jubilee Gardens when they visited”. Those taking part in the User survey as passers-by and those responding to the two online surveys were not asked about visit duration.

As the questions for each of the two groups are worded slightly differently, the structure of the responses of the Users and Local Residents is shown separately in the chart below (fig. 8).

It is clear that those users visiting Jubilee Gardens as a destination are spending more time in it than are local residents (fig. 8). A third of local residents who use Jubilee Gardens typically are passing through and two-thirds (68%) are using it for up to one hour when they visit. Half of those visiting Jubilee Gardens as a destination are using it for more than an hour with a third (34%) using it for between 1 and 2 hours and the remaining 17% staying for 3 hours or more.

Figure 8. Duration of Visits to Jubilee Gardens (A1, A2, B1, C1, C2)



- Just passing through
- Less than 15 minutes
- Between 15 and 30 minutes
- Between 30 minutes and 1 hour
- 1 to 2 hours
- 3 to 4 hours
- More than 4 hours

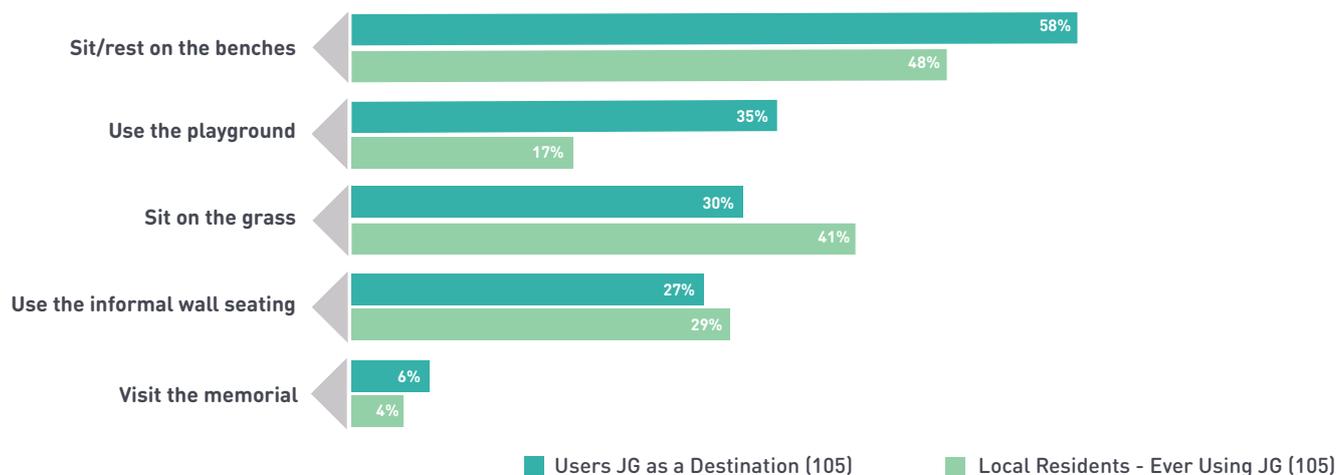
3.2 | ACTIVITIES IN JUBILEE GARDENS

Respondents to the Local Residents Survey and the Jubilee Gardens Users surveys were asked about the activities they undertake in the Gardens; they were able to state that they were taking part in more than one activity.

Most popular with both of the groups is sitting or resting on the benches followed by sitting on the grass and using the informal wall

seating (fig. 9). Visiting the memorial is less common with fewer than 1 in 10 of either group undertaking this activity. The most significant difference is in the usage of the playground where more than a third (35%) of those using Jubilee Gardens as a destination make use of the playground compared to less than a fifth (17%) of the local residents who ever visit the Gardens.

Figure 9. Activities Undertaken in the Gardens (A1, A2, B1, C1, C2)







4 | PERCEPTIONS

4.1 | OVERALL RATING

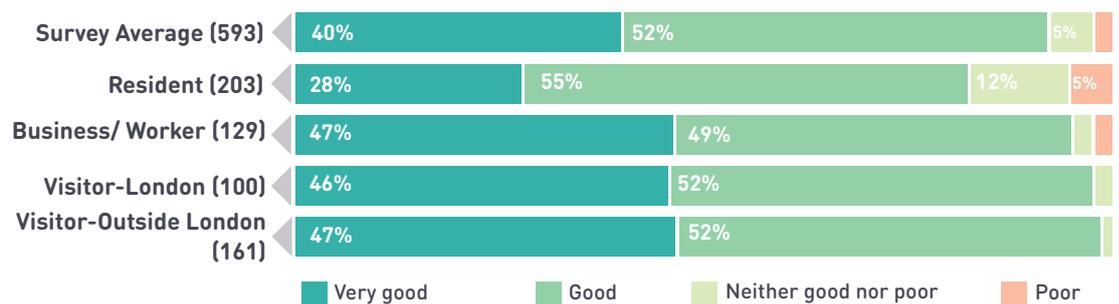
A question was asked in the survey about the respondents overall assessment and rating of the Gardens. A five point scale was used which ranged from 'Very Good' to 'Very Poor'.

As figure 10 shows, the overall ratings of the Gardens were extremely high, with more than 90%

stating that they rated the gardens as good or very good. Two fifths rated the Gardens as very good.

Amongst the user groups only local residents gave a slightly lower rating of the Gardens. However, 83% rated the Gardens as good or very good.

Figure 10. Overall Rating by User Groups (A1, B1, A2, C1, C2, B3, A3)



4.2 | PERCEPTIONS OF THE GARDENS

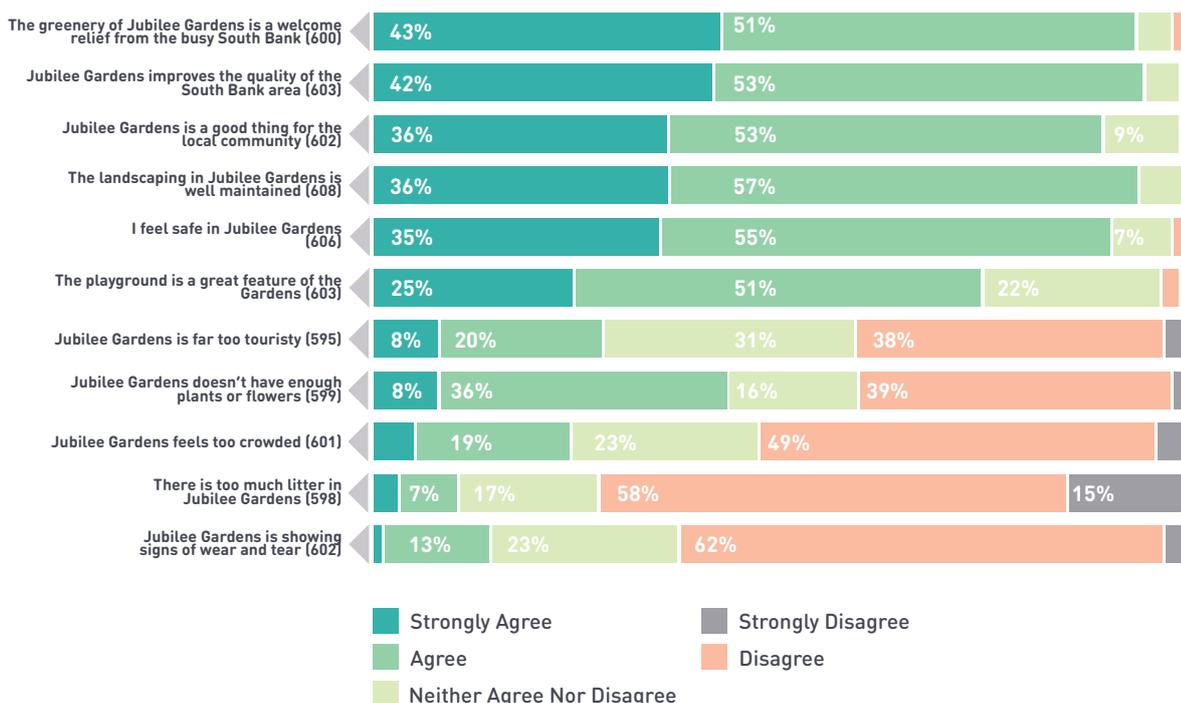
Perceptions of Jubilee Gardens are drawn from responses to attitude statements that covered a wide range of issues (11 in total) and which respondents were asked how strongly they agreed or disagreed with. The attitude statements made use of a five-point scale which ranged from:

- Strongly Agree
- Agree
- Neither Agree Nor Disagree
- Disagree
- Strongly Disagree

The very small number of other responses (e.g. don't knows) have been omitted from the analysis. On occasion, comparison has been made between the sum of those who agree with a statement (agree strongly and agree) and those who disagree with a statement (disagree strongly and disagree).

Figure 11 shows that overall levels of agreement with the individual statements match the high rating that respondents have given to the Gardens.

Figure 11. Perceptions of Jubilee Gardens - Overall Levels of Agreement with Attitude Statements (A1, A2, A3, B1, B2, C1, C2)



Around 90% agree that Jubilee Gardens plays an important role in the South Bank area and that they feel safe in the Gardens. The Gardens are well maintained and stand up well to the high levels of usage that they face. Litter is also well managed. A majority feel that the Gardens are not too touristy or too crowded. The playground is acknowledged as an important feature of the Gardens. In relation to planting, a small majority feels that there could be more flowers.

Identity & Role of Jubilee Gardens

A number of the statements addressed the role that the Gardens play as part of the South Bank and their sense of identity.

The Gardens play an important role in bringing greenery to the otherwise hard landscaping of the South Bank and they improve the quality of the area.

In response to the statement “The greenery of Jubilee Gardens is a welcome relief from the busy South Bank”, well over nine out of ten respondents agreed with this statement (94%) with 43% agreeing strongly (fig.12). This factor is particularly appreciated by those working in the local area with two-thirds of this user group agreeing strongly with this statement.

There are even higher levels of agreement with the statement that Jubilee Gardens improves the quality of the South Bank with 95% of respondents agreeing with the statement; of these more than two-fifths (42%) agree strongly (fig.13). Once again it is local workers who show the greatest appreciation for the role the Gardens play with 95% agreeing of which 63% agree strongly.

There is a strong feeling too that the Gardens are good for the surrounding area with nine out of ten respondents agreeing that the Gardens are a good thing for the local community (fig.14). The highest levels of agreement once again come from local workers with almost half (48%) strongly agreeing with this statement.

Figure 12. Levels of Agreement with the Statement “The greenery of Jubilee Gardens is a welcome relief from the busy South Bank” (A1, A2, A3, B1, B2, C1, C2)

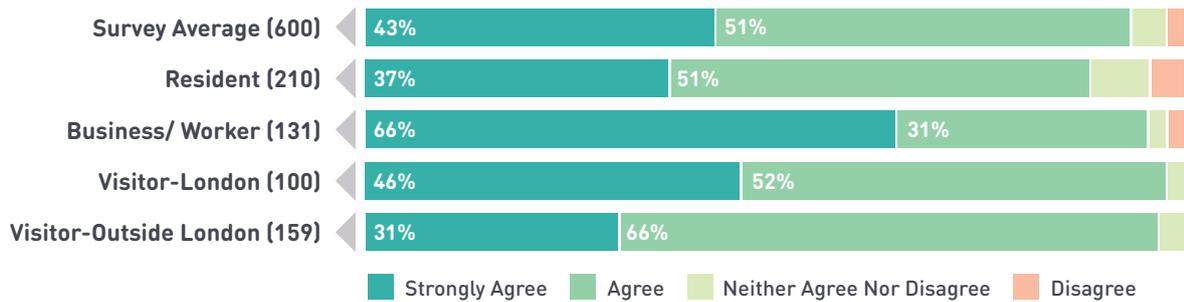


Figure 13. Levels of Agreement with the Statement “Jubilee Gardens improves the quality of the South Bank” (A1, A2, A3, B1, B2, C1, C2)

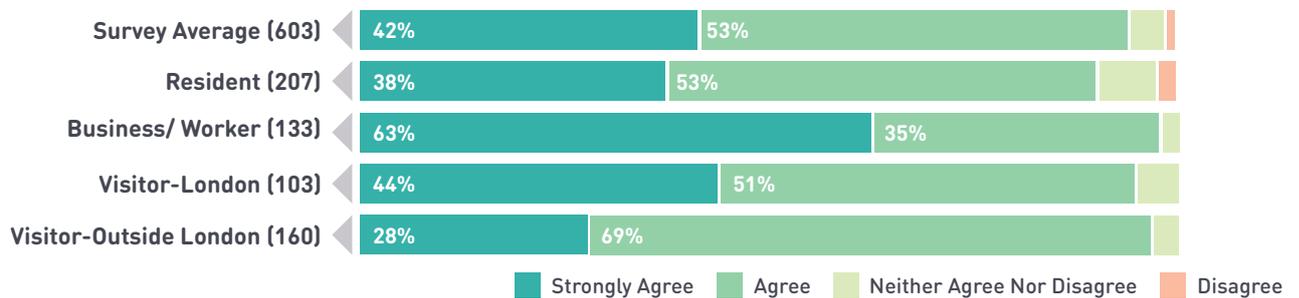


Figure 14. Levels of Agreement with the Statement “Jubilee Gardens is a good thing for the local community” (A1, A2, A3, B1, B2, C1, C2)

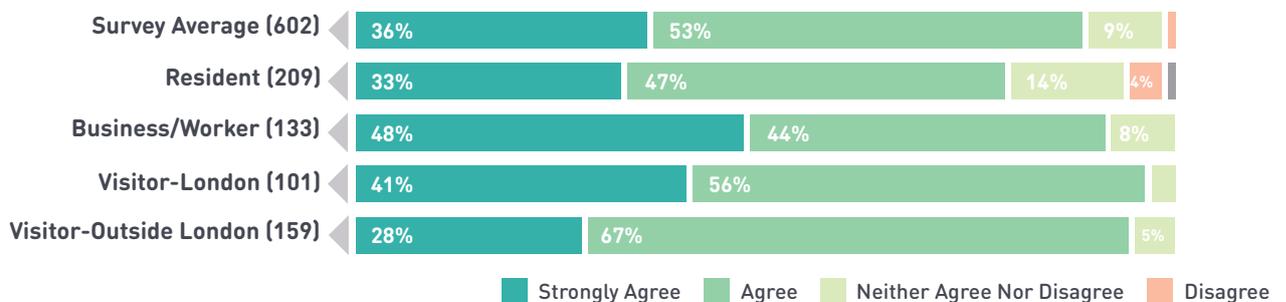
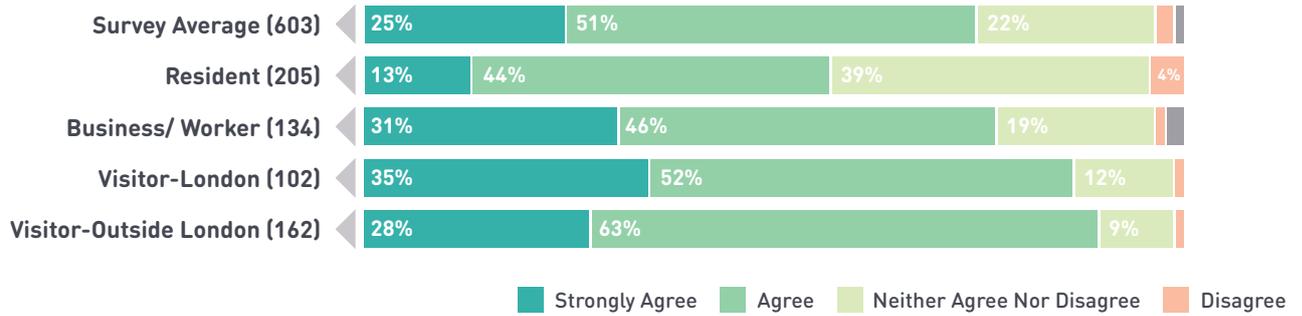


Figure 15. Levels of Agreement with the Statement “The playground is a great feature of the Gardens” (A1, A2, A3, B1, B2, C1, C2)



The Playground

The playground is felt to be an important part of the Gardens and three-quarters (76%) of respondents agree that “The playground is a great feature of the Gardens” (fig. 15). Visitors are more likely than average to agree with

the statement and residents are less likely to agree with just 13% agreeing strongly with the statement compared with more than 30% amongst visitors from London.



Tourism

The research shows that high usage of the Gardens by tourists, affects the perceptions of local people and that this impacts on the usage local people make of the Gardens and perhaps also the enjoyment that they have of them.

28% of respondents agreed that Jubilee Gardens is far too touristy (fig. 16). Of those identified as residents, however, a total of 48% agreed with this statement; this figure being made up of 20% who agree strongly and a further 28% who agreed with it.

Postcode analysis shows that local respondents living closer to the Gardens, within the SE1 postcode, were more likely to agree that the Gardens were too touristy than resident respondents from outside of the SE1 postcode (fig. 17).

If we further restrict the local residents to those only living in SE1, the total number in this category falls from 205 to 142 but the structure of the responses remains similar shown in figure 16 with 20% Strongly Agreeing, 26% Agreeing, 30 % Neither Agreeing nor Disagreeing and 24% Disagreeing.

Figure 16. Levels of Agreement with the Statement “Jubilee Gardens is far too touristy” (A1, A2, A3, B1, B2, C1, C2)

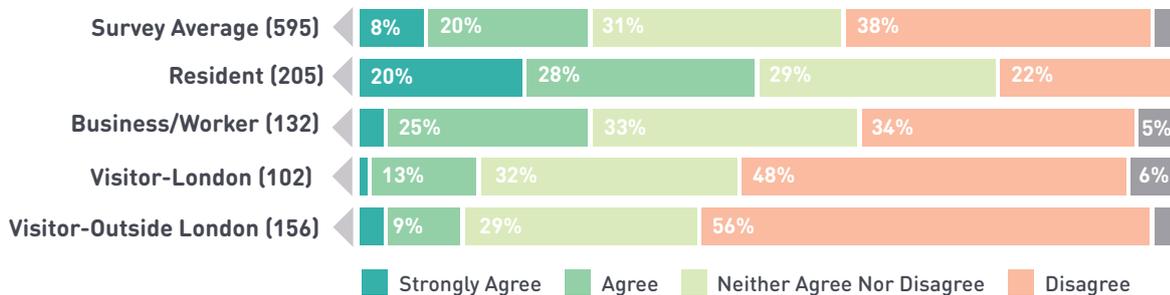
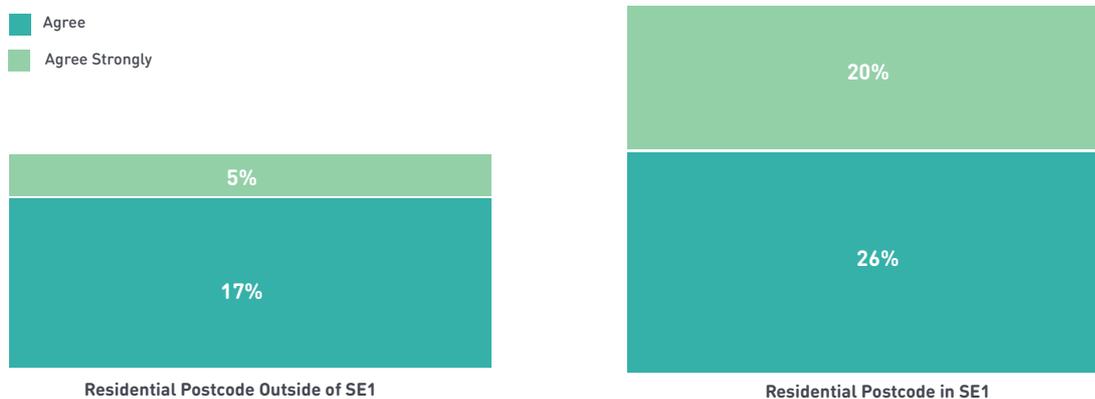


Figure 17. Levels of Agreement with the Statement “Jubilee Gardens is far too touristy” by Residential Postcode - where provided (A1, A2, A3, B1, B2, C1, C2)



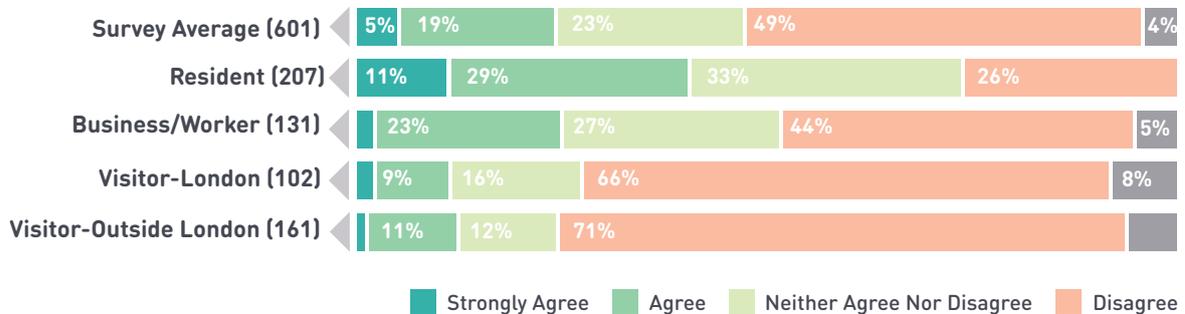
Crowding

Across all user groups a majority of respondents felt that the Gardens did not feel too crowded (fig. 18).

Amongst residents, however, a greater proportion of respondents agreed rather than disagreed that the gardens felt too crowded.

40% agreeing with the statement compared to just 26% who disagree.

Figure 18. Levels of Agreement with the Statement “Jubilee Gardens feel too crowded”(A1, A2, A3, B1, B2, C1, C2)



The result of this is that local residents and to a lesser extent those who work in the area are significantly more likely than visitors to feel that the Gardens are crowded (see figure 19).

While some 12% of visitors from the rest of London and from outside London agreed that Jubilee Gardens is too crowded, this proportion

rose to 25% for businesses and local workers and to 40% for local residents.

Again a higher proportion of residents living within the SE1 postcode agreed that the Gardens were too crowded.

Figure 19. Agreement that “Jubilee Gardens feel too crowded” by Residential Postcode - where known (A1, A2)

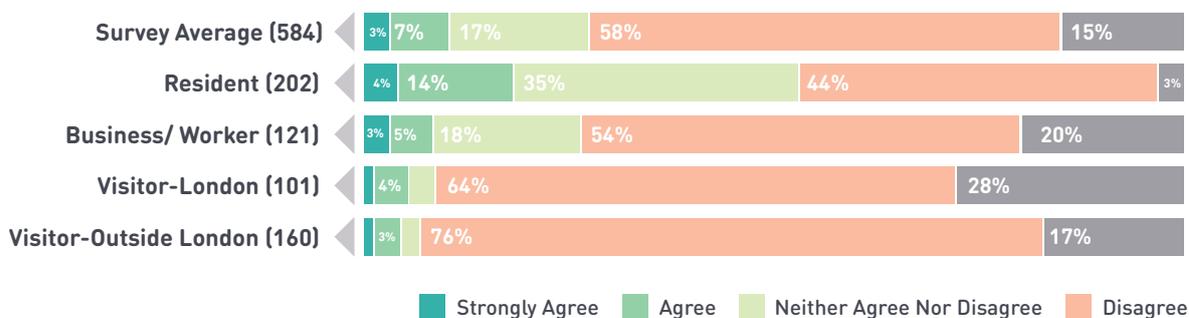
	RESIDENTIAL POSTCODE OUTSIDE SE1	RESIDENTIAL POSTCODE IN SE1
Agree Strongly	2%	11%
Agree	16%	24%
Total Agree	18%	35%

³Other destinations focused principally on heading homes, the South Bank more generally, Waterloo Station and a number of Central London destinations such as Oxford St

These views from the structured survey questions are also supported by a number of the comments local people made about the contrast between locals and tourists and the interplay between tourists and this sense of overcrowding:

- Some can feel that the Gardens are crowded "Too many tourists. It is too crowded."
- The area around the Millennium Wheel is particularly problematic "The crowdedness depends on the time of the day, but weekends and Bank Holidays are very crowded" (Local Resident - Interview), "It's become crowded because of the wheel and the queues for the wheel" (Local Representative - Interview).
- Local people can feel that the Gardens are dominated by tourists "I don't stop there in Jubilee Gardens. As a local I do not feel welcome; it caters more for tourists. When it's busy you see far more tourists than locals." (Local Resident - Interview).
- There are concerns too that current levels of overcrowding will be exacerbated by new developments in the area. "Early evenings and lunch times are busy too, and that's going to get incredibly worse when the Shell complex and Elizabeth House are finished, because there is a lot of office space in there" (Local Representative - Interview).
- When it came to enlargement, some felt that these factors meant that there was little that could be done to address the fact that the Gardens's intrinsic purpose was heavy usage by tourists "Nothing can improve it - too many people at the Eye and South Bank" (Resident).
- It was this aspect that reduced the attractiveness of Jubilee Gardens "To be honest, to make the gardens more desirable to us you'd have to reduce the number of people who use the area" (Local Representative - Interview).
- Others felt that a different approach as to who the Gardens were aimed at could increase their appeal to local people "If you had a rose garden or something enclosed, it could overcome the problem of overcrowding and encourage us to visit." (Local Representative - Interview).
- Not all local people who made comments were negative about the busyness of the area. Some liked both its liveliness and just how cosmopolitan it was "The main reason you come here is to relax and see and meet people and see the mix of nationalities... it's nice to see different people from different countries" (Local Representative - Interview).

Figure 20. Levels of Agreement with the Statement “There is too much litter in Jubilee Gardens” (A1, A2, A3, B1, B2, C1, C2)



Management of Jubilee Gardens

A number of the attitude statements addressed perceptions of the quality of the management of the Gardens. This is investigated both through the statements themselves and a number of the comments that people made that touched on these issues.

Litter Management

Overall litter is felt to be well managed with almost three-quarters (73%) of respondents disagreeing (58%) or disagreeing strongly (15%) that “There is too much litter in Jubilee Gardens” (fig. 20).

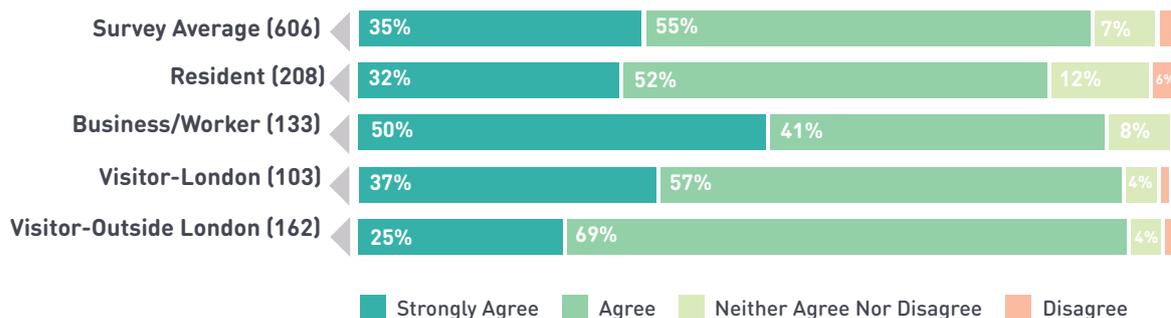
Local residents are liable to be more critical of the amount of litter in the Gardens with less than half (47%) disagreeing that there is too much litter.

As we have seen, the proportion of respondents who feel that litter management in the Gardens is of a good quality outstrips those who feel that this is a problem by a considerable margin. The comments that people made also back this up “I’m impressed with the quality of the maintenance, every time I go there” (Local Representative –

Interview), “Maintenance is very clean; cannot keep it more clean” (Local Representative – Interview).

There are some concerns about the management of the litter and suggestions as to how it could be improved “Litter is oriented by the time of day. But one thing we’ve talked about is that it’s stupid to have litter pickers done by the number of residents, not the number of visitors. Bins are often full, and it looks really untidy and horrible, especially if you have family visiting on a Sunday, because they don’t have as many people clearing litter” (Local Representative - Interview).

Figure 21. Levels of Agreement with the Statement “I feel safe in Jubilee Gardens” (A1, A2, A3, B1, B2, C1, C2)



Personal Safety

Perceptions of personal safety are extremely high in the Gardens with 90% of all respondents stating that they feel safe (fig. 21). While the level of agreement is slightly lower amongst local residents (perhaps wishing to use it more after dark), the levels of agreement are even higher for local workers and visitors.

Comments also emphasised these feelings of security “I think it’s safe, I enjoy it more at night time, because it’s incredibly well lit and much quieter” (Local Representative – Interview) although some can feel less safe after dark, “I don’t feel safe here at night” (User).

Wear & Tear

The theme of the Gardens being well managed continues in terms of the perceptions people have of them bearing up well under the pressure of the significant usage. In response to the attitude statement “Jubilee Gardens is showing signs of wear and tear”, almost two-thirds disagreed with this statement (63%) with 60% disagreeing and 3% disagreeing strongly (fig. 22). By contrast only 14% were in agreement with the statement.

Maintenance

In terms of maintenance, the vast majority of respondents feel that the Gardens are well maintained with 93% agreeing with the statement “The landscaping in Jubilee Gardens is well maintained” with 57% agreeing with this and 36% strongly agreeing (fig 23). Local residents are slightly less likely to be in agreement but 84% still agree with the statement. Local workers are the most enthusiastic user group with half (50%) strongly agreeing with the statement.

Planting

There is less agreement about the amount of planting and flowers with 44% agreeing with the statement “Jubilee Gardens doesn’t have enough plants or flowers” and 40% disagreeing (fig. 24). There is little variation in the responses of the user groups although local residents are more likely to agree with the statement than the average. This is a theme that will be taken up again in relation to the enlargement of the Gardens.

Figure 22. Levels of Agreement with the Statement - "Jubilee Gardens is showing signs of wear and tear" (A1, A2, A3, B1, B2, C1, C2)

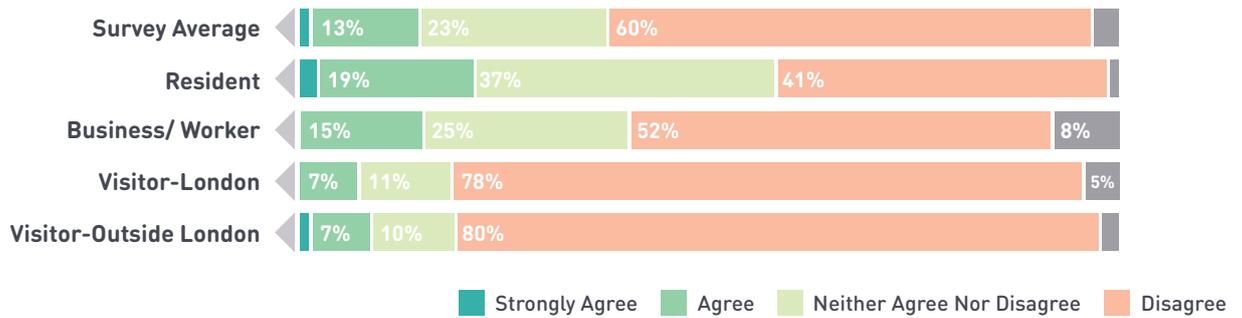


Figure 23. Levels of Agreement with the Statement - "The landscaping in Jubilee Gardens is well maintained" (A1, A2, A3, B1, B2, C1, C2)

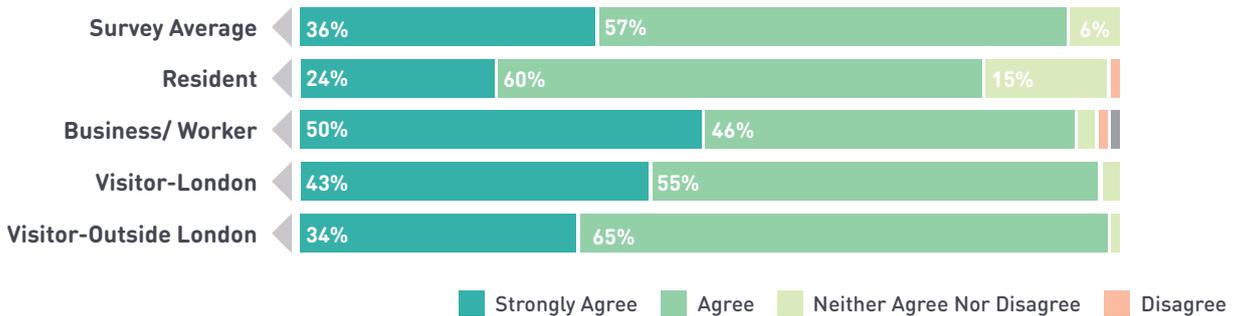
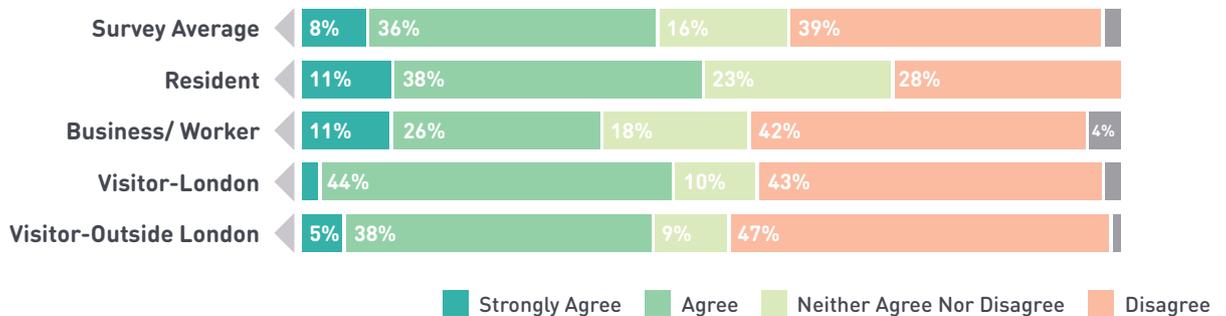


Figure 24. Levels of Agreement with the Statement "Jubilee Gardens doesn't have enough plants or flowers" (A1, A2, A3, B1, B2, C1, C2)



4.3 | PERCEPTIONS OF LOCAL GREEN SPACES

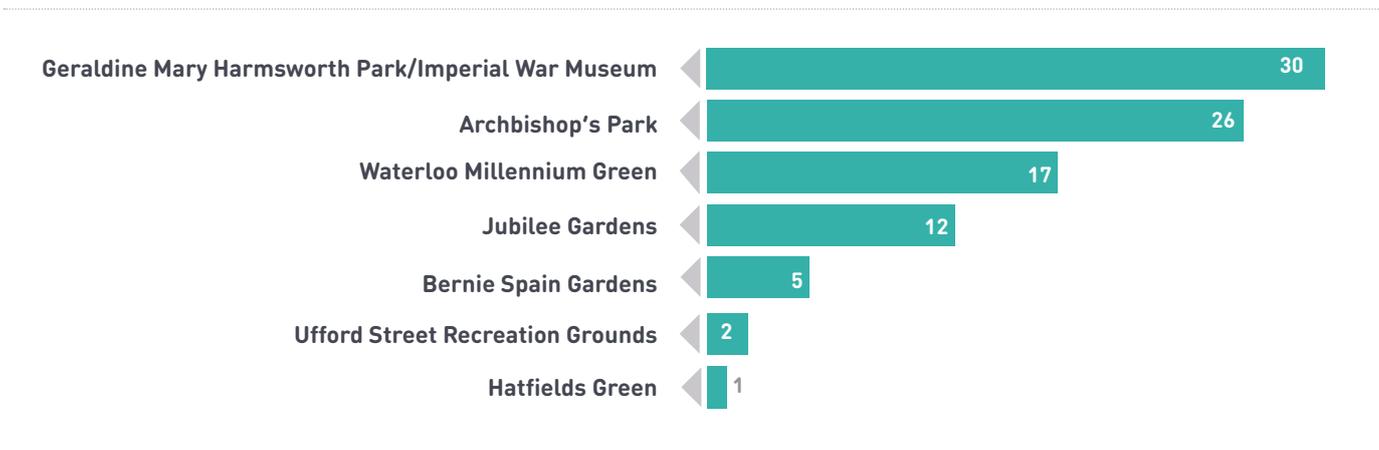
Questions referring to preference of other local parks and green spaces were only asked in the Local Residents, in person survey (undertaken in Lower Marsh).

The 102 respondents to this survey were asked which of seven green spaces (see fig. 25) they were likely to use in the South Bank area.

93 of these respondents named a favourite green space with the clear favourites being Geraldine Mary Harmsworth Park and Archbishop's Park.

In a tier below these parks were the Waterloo Millennium Green and Jubilee Gardens.

Figure 25. Favourite Green Spaces - Number of Mentions (A1)



Residents were also asked to elaborate on what made each of these spaces particularly attractive (fig 26).

Figure 26. Local Green Spaces - Themes and Comments (A1)

PARK/GREEN SPACE	THEMES & COMMENTS
Archbishops Park	<ul style="list-style-type: none"> • Good For Children; "good playground", "more for kids", "great for children". • Historic Interest; "atmosphere and inclusive walkway with info on it", "Lambeth Palace", "historic path where they are all marked where they came from". • Tranquil; "lovely and peaceful", "quiet and elegant", "really quiet", "most peaceful". • Planting; "corner planting". • Space For Activities; "outdoor gym", "tennis". • Good Size; "larger and more pleasant", "lots of space", "it's a good size to let your dog off the lead" (Local Representative - Interview). • Hidden Gem; "Archbishop's Park is a nice one, because it's off the beaten track and nobody knows it exists." (Local Representative - Interview). • Negative side to seclusion. There can be negative elements to the seclusion of the park "The only thing is the drinkers there. They are not troublemakers but there are a lot of them and I don't feel it's very nice as a woman" (Local Resident - Interview).
Bernie Spain Gardens	<ul style="list-style-type: none"> • Local Park; "close", "on route to work", "well used by locals". • Quality Of Maintenance And Planting; "planting".
Hatfields	<ul style="list-style-type: none"> • Adjacent To River; "near river".
Geraldine Mary Harmsworth Park/ Imperial War Museum	<ul style="list-style-type: none"> • Size And Proximity; "biggest", "closest to where I live", "on my way home", "vast". • Tranquil; "peaceful", "quieter", "calming", "away from crowd", "relaxing". • Planting; "wild flowers and tropical gardens", "bigger trees" • Maintenance; "clean", "well maintained". • Historic Interest; "has a history", "big museum", "fantastic museum nearby", "historical reasons". • Sports Activities; "sports facilities", "tennis courts".
Jubilee Gardens	<ul style="list-style-type: none"> • Maintenance; "grass is green and well kept", "well maintained". • Location as part of the South Bank; "iconic location", "atmosphere", "people", "sites", "near to things to do". • Activities; "lots going on", "music". • Personal Safety; "safe".
Ufford Street Recreation Ground	<ul style="list-style-type: none"> • Proximity; "close by", "ease of access", "I walk through it every day and it feels familiar".
Waterloo Millennium Green	<ul style="list-style-type: none"> • Features; "water features", "things happen, food, yoga", "active". • Atmosphere; "chill, quiet, big", "not crowded", "society". • Other More Negative Associations; "People exercise their dogs there and there are homeless people and vagabond. People are making a nuisance of themselves."

5 | ENLARGEMENT

The survey looked at the preferences that respondents had for the potential enlargement of Jubilee Gardens. Responses to the survey questions were also supplemented by a wide range of additional comments that respondents made.

5.1 | SPATIAL CHANGES

Attitudes to the enlargement of the Jubilee Gardens were studied through a series of options which asked respondents how important they thought it would be to include certain features in the enlarged gardens ("If Jubilee Gardens could be enlarged, how important might each of the following be"?).

A total of eight options were put to the respondents across all of the four surveys (fig. 27).

Each suggested feature could be scored using a four-point scale which ranged from, Very Important, Important, Not Important through to Not At All Important.

The very small number of other responses (e.g don't know/can't say) have been omitted from the analysis.

Comparison has been made between the sum of those who felt that

the inclusion of certain features was important (made up of Very Important and Important) against those who thought it was not important (made up of Not Important and Not At All Important).

More than three-fifths of the respondents thought that it was important to see wild/natural green space, quiet spaces or to extend the gardens in their current style.

More than half felt it was important to create more raised areas with opportunities to view and provide additional play facilities.

Fewer than half felt that it was important to create outdoor recreation facilities or food facilities or drink facilities. For each of these three options with these lower levels of interest, a far greater proportion felt that these were not important than felt that they were important to be included in an enlarged Gardens.

Figure 27. Views on Enlargement of Jubilee Gardens: Importance of Potential Options (A1, A2, A3, B1, B2, C1, C2)

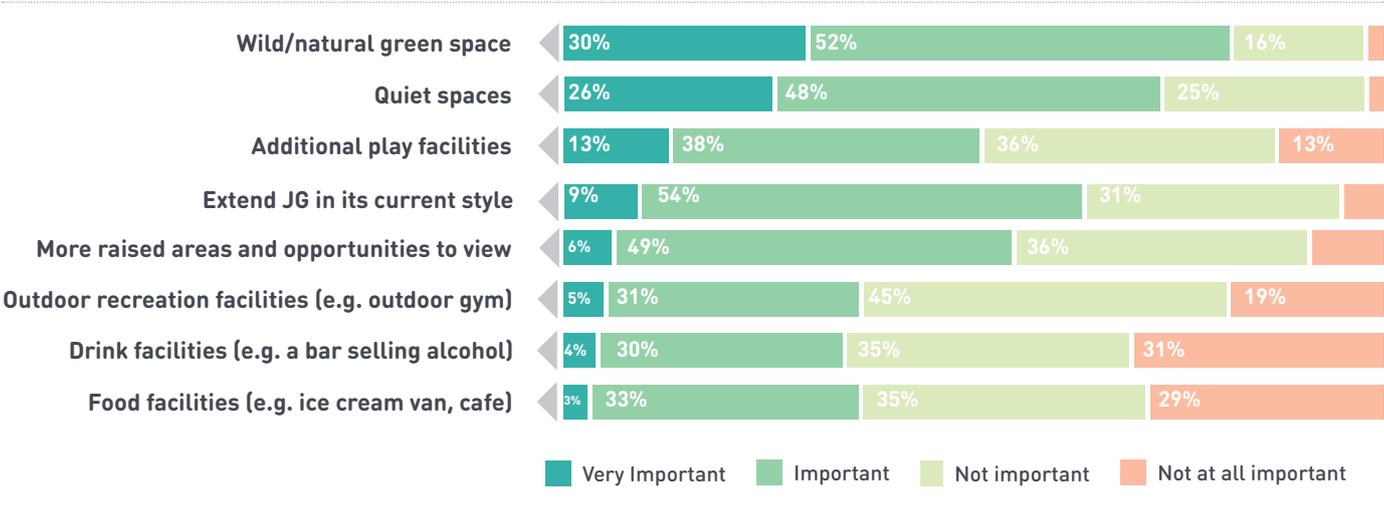
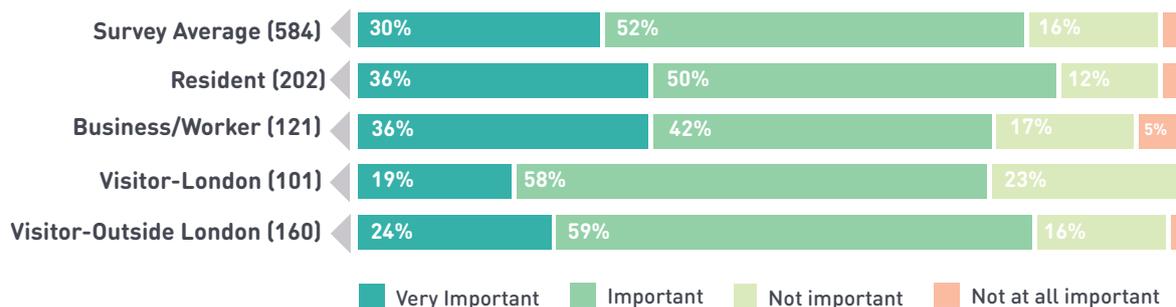


Figure 28. Attitudes to Enlargement: Wild/Natural Green Space (A1, A2, A3, B1, B2, C1, C2)



Wild Natural Green Space

Of the eight options for enlargement that respondents were invited to rank in terms of importance, the option rated as most important was the creation of wild/natural green space. Overall more than four-fifths (82%) of all respondents felt that it was important or very important to create wild/natural space (fig. 28). This strong support for greenery and planting chimes well with the almost unanimous agreement there was that the greenery of the Gardens offers a welcome relief from the busy South Bank.

Other suggestions from the comments on creating more of a wild/natural green spaces included:

More flowers and plants. There was a strong demand simply for more flowers and planting in the enlarged space "Needs more flowers" (User), "More species of plants and labelling of plants" (User), "Sensory garden with smelly plants" (User).

This could also have the benefit of introducing more colour into the Gardens and counter some perceptions of a relative sterile green space at present "More colour of flowers" (User), "Less manicured, more wild, more flowers, more colour" (User) and address the perception that the Gardens can appear over-managed "Less managed and neat, feels like you cannot walk on the grass currently" (User), "Bit bleak at the moment because people have to walk in line" (User). There is a sense that enlargement may overcome the insufficient space that there is for flowers and planting at present "People do like flowers, and we don't really have space for those at the moment" (Local Representative – Interview).

Trees

A number of residents suggested more trees for the enlarged space "More trees", "Plant more trees" (User), "Bigger trees" (User).

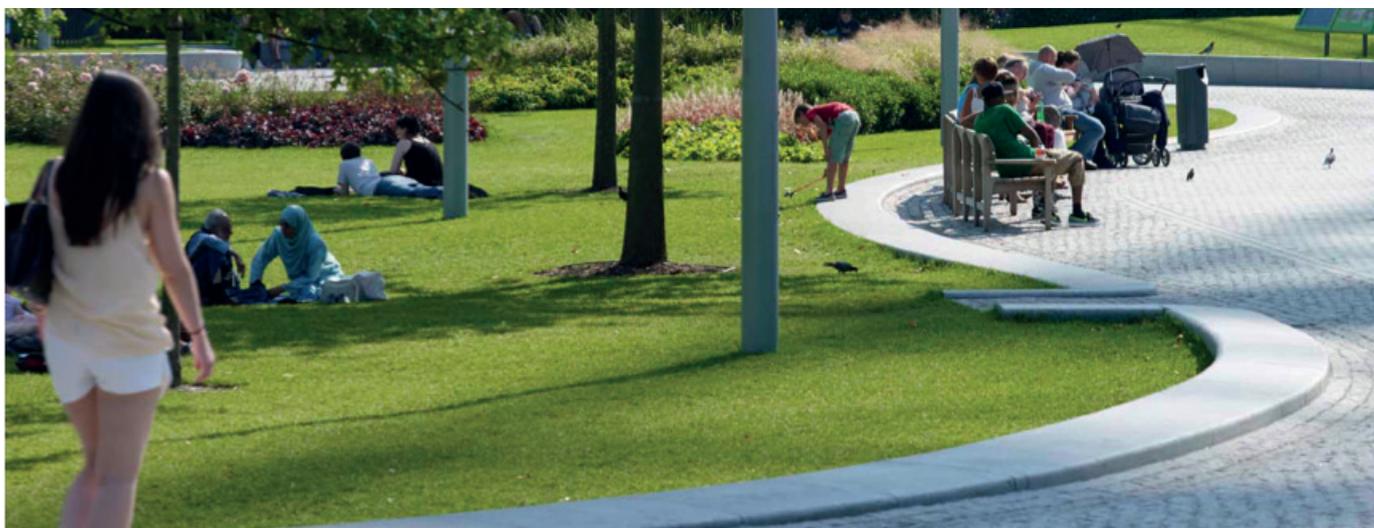
Style of planting. "Hedges around it, dividers between space, rooms, different raised areas, a tasteful commercial café, varied planting (Resident)

For some residents the idea of the wild space represented a contrast with the existing feel of the Gardens and the way in which it was managed "Better public consultation, wild area would be best, currently over managed, dog unfriendly, too much interference from staff, not friendly" (Resident), "Not too manicured, more trees and plants, more natural" (Resident).

Others felt that owing to the high volumes of users, wild planted areas would struggle to survive "I think wild space would get wrecked" (Resident),

"More flower borders would be inappropriate and impractical in such a heavily used space. Its great value is its trees and green space in a very central riverside location" (Resident).

And that the space was large enough to accommodate wild flower planting "Too small to have wild space" (User), "Too small for meaningful wild space" (User), "I like the wild look, but the Gardens are too small to do anything with. I think flowers are important" (Local Representative – Interview).



Quiet Spaces

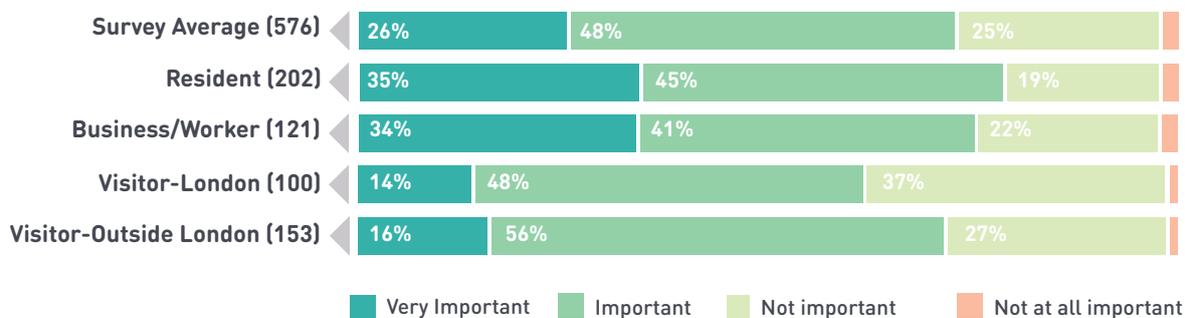
Almost three-quarters of respondents felt that creating quiet spaces was important. Residents and local workers were markedly more likely to feel this was very important compared to visitors to the Gardens (fig. 29).

There were a range of comments in favour of creating quiet spaces. Many were noting the need for a quiet environment as a contrast to the crowding they currently perceived in the gardens “A restful place for O.A.Ps” (Resident), “Few more seats for older people”

(User), “Make it feel like you can linger more, sanctuary from hustle and bustle” (Resident), “Quiet spaces, peace gardens, respite areas” (Resident), “If extended there could be quiet area with no children, no dogs.” (Resident), “Place to contemplate” (User).

For others though, there was a recognition that the Gardens were never going to be a space where there was peace and tranquillity and that other spaces could better provide that role “Some sort of social space or activity - sorry but this is NOT a local park, it is next to top tourist spots” (Resident).

Figure 29. Attitudes to Enlargement: Quiet Spaces (A1, A2, A3, B1, B2, C1, C2)



Current Style

Almost two-thirds of respondents (63%) felt that extending the gardens in its current form was important (fig. 30). Comments indicated people felt the Gardens should capitalise on such a significant location in London "On weekends and holidays, Jubilee Gardens is full...an extension of grass, trees, a playground with old-fashioned swings, and more area to relax and enjoy such an iconic part of central London" (Resident).

Respondents felt that a continuation of the current style would be positive. "Just more of same" (Resident), "does not need anything else" (User)

Respondents also noted that the grass and open space and wide walls worked well "Keep grass open space, always be able to go on grass, really like the wall edges, seating" (User).

For some the key was to extract the maximum usable space possible in any enlargement "Extend it over the entire Hungerford Carpark" (Resident), "Extend it to the car park area!!" (Resident).

There were a number of other suggestions based around extending the garden in its current style:

- Seating. There was an interest from a number of the workers in the local area for more seating "More seating areas always welcome", "more seating, the benches are all in lines and can't sit and enjoy".
- Maintaining a green and open space. "In reality all green open spaces should be left just as that, green and open" (Resident).

Figure 30. Attitudes to Enlargement: Simply extending Jubilee Gardens in its current style (A1, A2, A3, B1, B2, C1, C2)

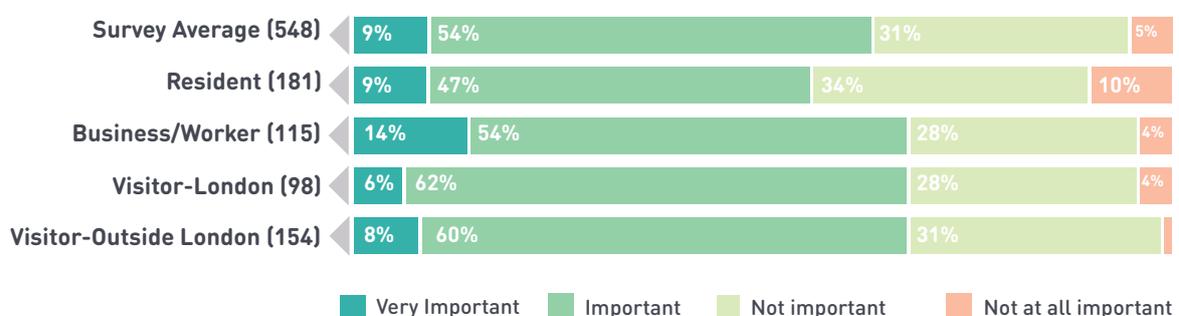
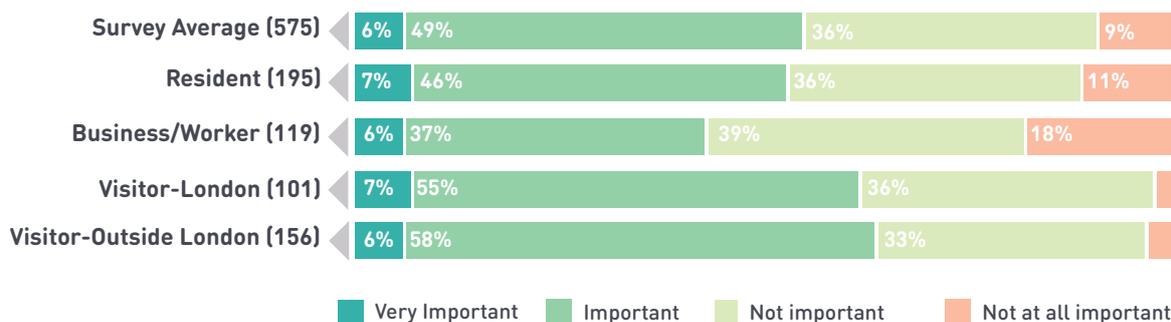


Figure 31. Attitudes to Enlargement: More raised areas and opportunities to view areas and opportunities to view (A1, A2, A3, B1, B2, C1, C2)



More raised areas and opportunities to view

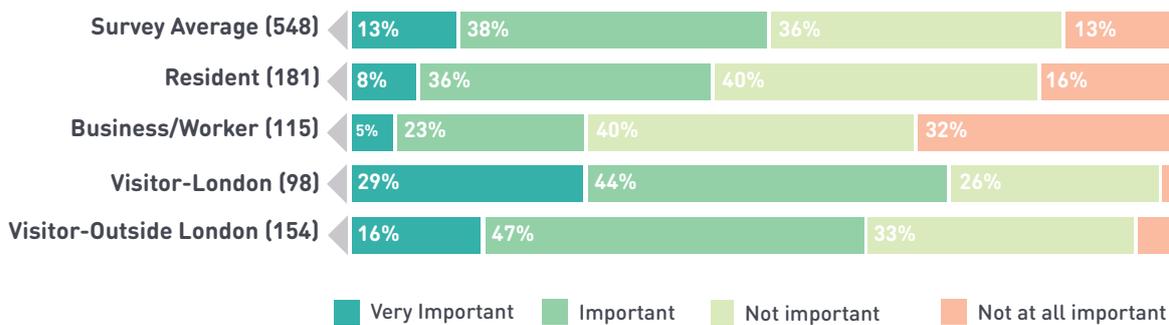
Just over half (55%) of respondents felt that it was important to create more raised areas and opportunities to view. This is slightly higher than the proportion who thought that this element was not important (45%) (fig. 31).

Respondents did not comment in large numbers on the option to create more raised areas and opportunities to view, although some supported at least a trial of a viewing facility “trial a viewing platform” (User), “create a raised viewing area, e.g a larger hill” (User).

Some did not see the need for such a facility “Raised space...not keen on that. The river is very close by; you just need to walk there” (Local Representative – Interview).

Participants made a number of suggestions about how they might be able to gain a greater understanding of surrounding locations and their significance “You need plaques that tell people more about the features on the other side of the river”, “plaques of landscape”, “viewing plaques for across the river”.

Figure 32. Attitudes to Enlargement: Additional play facilities (A1, A2, A3, B1, B2, C1, C2)



5.2 | ADDITIONAL FACILITIES

Play Facilities

There was an even split in terms of feeling that additional play facilities were important (fig. 32). Visitors were much more likely than residents and local workers to believe that additional play facilities were important in any enlargement. Some felt that the provision of play facilities was a core part of the what the Gardens have to offer not only for visitors to the area but also for local residents “The park acts best as a place for parents to take children so they can run around safely outdoors. It is the only such space in the area” (Resident), “A large area for smaller children” (Resident).

There was wide demand for enlarged play space in the Gardens: “Larger play area”.

Other suggestions on play facilities included:

- Play facilities for younger children “Under five play area!” (Resident), “More play facilities for under 4’s, climbing stuff for small kids” (Resident), “The playground is not good

for younger children and is too ‘samey’” (Resident), “There needs to be more play equipment for the under 5’s” (Resident), “Play for younger children e.g. sandpit” (User).

- Increasing the interest of the play equipment aimed at older children “The existing climbing frame structure also gets quite boring for children over 7 years. It is obviously expensive equipment but can’t have been adequately researched when installed” (Resident).
- Adventure play “Climbing wall, trees to climb, tree house”, “Zip wire”, “Go ape” (Local Business Representative - Interview).
- Wild play “When they cut down trees, use the excess branches as activities”.
- Water play “Wet play for kids”, “Paddling pool”.
- Play for particular groups “Playground area for disabled children”.

Outdoor recreation facilities e.g. outdoor gym

Overall two-thirds (64%) felt that the creation of outdoor recreation facilities was not important (fig. 33). Some supported the provision of further recreation facilities, "Outdoor exercise equipment is really important...nothing like that in the area, proper gym equipment, stuff that will give you a general workout, push ups, sit ups, replicate Primrose Hill." (Resident). Others, however, felt that an outdoor gym would struggle to fit with the current role of the Gardens and the high numbers of visitors that it received "An outdoor gym would be great but it probably isn't the right location given the high volume of tourists". (Resident).

Some respondents felt that there were already sufficient sports facilities in the local area and that the priority was green space rather than additional sports "There is enough tension already between greenery and sports, so sports facilities or an outdoor gym isn't important." (Local Representative – Interview). Others felt that seasonal facilities might be more easily integrated into the Gardens "Gym for summer only" (User).

Food and Drink

There was a largely negative response to the idea of introducing food and drink facilities into the expanded Gardens with less than 50% of each user groups rating either as important or very important. The proportion who rated food (fig. 35) or drink (fig. 34) facilities as not or not at all important was larger than the proportion who rated them important or very important. A number of the respondents who rated food or drink facilities as important also stated that prices should be kept low and the facilities should not be too commercial.

Those who lived or work locally and were more in opposition to food or drink facilities than were visitors to the area. While it may be possible to raise revenue from food or drink facilities there may be a risk of further increasing the sense that residents have that the Gardens are more for tourists than residents.

Of the people who gave a home postcode, 41% of those living in SE1 said drink facilities were not at all important compared to 23% of those living outside SE1 (see table below).

As we have seen, amongst residents in particular, a greater proportion feels that the provision of food and drink is not an important part of the enlargement of the gardens.

Some are emphatic that commercialisation and in particular provision of drink should not be part of the mix of the gardens "DEFINITELY no alcohol!" (Resident), "Please don't commercialise it with alcohol /cafes!" (Resident), "Nothing commercial" (User), "No to commercial shops, plenty already" (User).

While people could understand the desire to generate revenue in the space, they did not feel that this was the priority for the local area "You absolutely do not need food or drink facilities. Everybody wants to do the profit-making stuff, but it's the non-profit-making stuff you need to fight for" (Local Representative – Interview).

Others think that there are already sufficient facilities in the area and more do not need to be included in the Gardens "There's enough food and drink facilities. If you want them you can go elsewhere. You don't need a kiosk or anything else. You've got enough." (Local Representative – Interview).

Figure 33. Attitudes to Enlargement: Outdoor recreation facilities (A1, A2, A3, B1, B2, C1, C2)

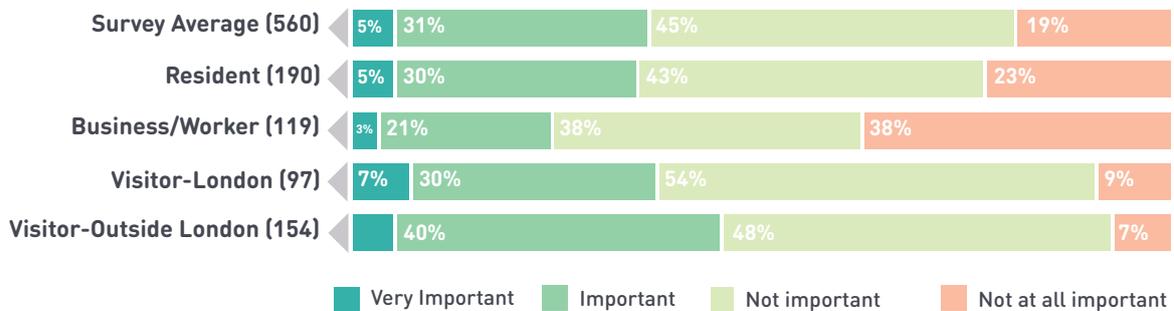


Figure 34. Attitudes to Enlargement: Drink facilities (A1, A2, A3, B1, B2, C1, C2)

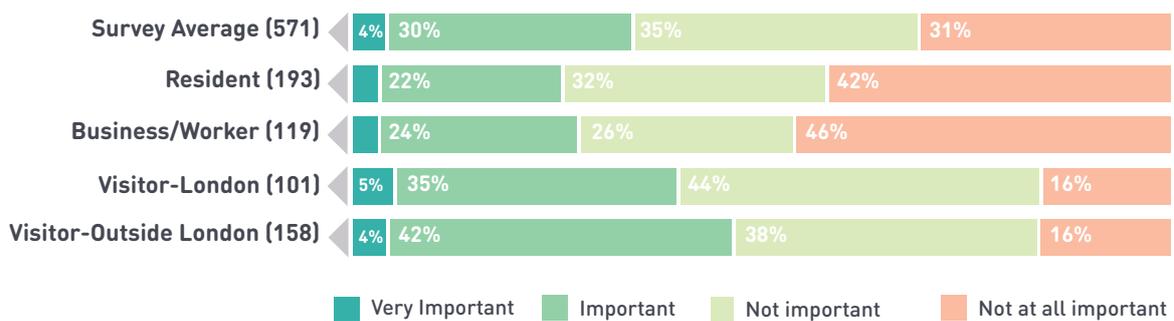
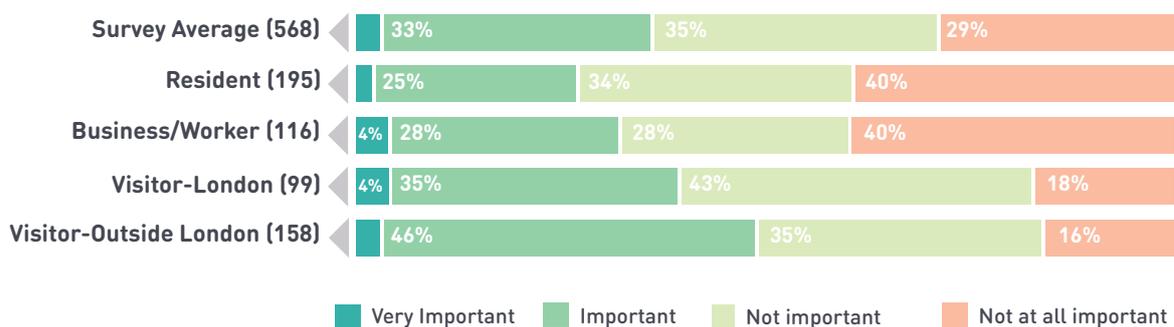


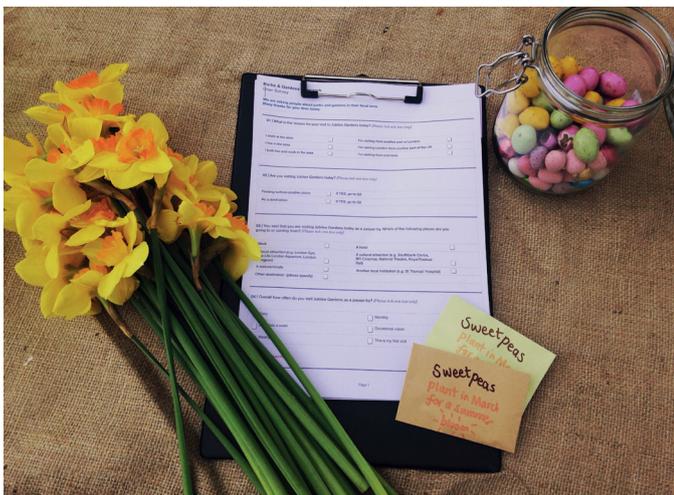
Figure 35. Attitudes to Enlargement: Food facilities (A1, A2, A3, B1, B2, C1, C2)



SAYING NOT AT ALL IMPORTANT	LIVE IN SE1	LIVE OUTSIDE SE1
Drink facilities (e.g. a bar selling alcohol)	41%	23%
Food facilities (e.g. ice cream van, cafe)	38%	22%
Outdoor recreation facilities (e.g. outdoor gym)	21%	12%

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Others felt that the creation of a café would be more appropriate, "A cafe would be nicer than a bar" (Local Worker), "Cafes with a mix of food" (Resident), "Nice coffee please! (User).

There were residents who supported the creation of food and drink facilities if this could be done:

- imaginatively and distinctively "Tasteful selling points, coffee, beer, wine, nice café, micro brewery" (Resident).
- with good quality/healthy foods "healthy options" (User).
- at a price that was affordable for local people "Food and drink reasonably priced, accessible to local people, more things for local people to feel catered for." (Resident), "The drinks here are too expensive, bring local business to the South Bank, a local council funded café equals reasonable priced food and drink, not for tourists" (Resident), "The eateries there are very expensive. It would be nice to go there to

buy items such as an ice cream but you can't because it's so expensive" (Local Resident – Interview).

- in locations that did not detract from the garden space itself "Food and drink on the edge, not in park" (Resident).
- executed in a way that fitted well with the feel of the Gardens "Have food and drink outlets around the side of the park and only if aesthetically pleasing, e.g with a wooden front which blends in with park" (User).
- Another way to approach this might be through the creation of a temporary or pop-up bar open at certain times of the year "A pop up bar in the summer months would be great" (Resident).
- A concern might be the link between the sale of food and drink and the production of more litter "More food etc, would equal more litter" (User), "Food and drink in the park would create more litter" (User).

5.3 | OTHER SUGGESTIONS

Other Suggestions for Enlargement

There were a number of other (unprompted) suggestions of the sorts of things that might be included in the enlarged space:

- An expansion of Public Art. "Sculpture Gardens", "Additional sculpture, to be part of a South Bank Sculpture Walk, running from St Thomas's to Bernie Spain Gardens", "Reproduction Skylon Sculpture" (Residents).
- Art more generally. "mosaics from local community".
- Statues. "Create the area as a destination, dedicated to Women of the World - as a compliment to all the men in statue in Parliament Square." (Local Worker).
- Water feature. "A Fountain", "...include a fountain or two, with water from the roofs of the new tower blocks being built by Shell" (Local Worker), "Drinking fountain, a gated off bit for reflection" (User). For those with children this could be related to children's play "Water feature". If there was not the desire to accommodate this all year round, then it could be introduced for the summer only "It would be good to have a water fountain for the summer" (User). Others, however, were less sure about the need for a water feature given the proximity of the Gardens to the river "I have issues with a water feature - you have to maintain it. Personally I think you should have a water feature that just goes back into the river" (Local Representative - Interview).
- Sports facilities. "Table tennis, basketball court", "sports playground with basketball nets" (User).
- Performance. "Festivals", "Circus or Theatre tent but not with high tourist prices", "Open Air Dancing", "Yoga tai chi", "Outdoor theatre", "School children doing a show...you've got the Globe Theatre and the Old Vic and Young Vic being in the area" (Local Business).
- More musical activities. "Performances from bands - military rather than rock!", "Performers, buskers, like on river bank", "busking in the gardens, music in here" (User).
- Links to heritage and the past of the area. "Rediscover political history", "Histories of London, info on what has been here, film location map" (Users).
- Provision for dogs. "Enclosed dog exercise area."
- Animals. "Petting zoo".
- Visual Entertainment. "Stage and cinema", "Performances, little stage in the summer, school kids performing, area for poetry, plays".
- Toilets. "More toilets, especially for summer".
- Food Growing. "Vegetable garden" (User).
- Accommodating those with Special Needs. "Community group that maintains a garden, e.g. for people with special needs, have a market, sell and make revenue"
- Improving Wayfinding. "Signpost to Waterloo" (User).



There were also suggestions for how the management of the space could alter:

- Lighting. "Remove the unsightly floodlights facing the Shell Building" (Resident).
- Sculpture. "Removing that upside down cow, it's an eyesore! (Resident).
- Catering for Dog Exercise. "Safe areas for the responsible dog walking community" (Resident), "Yes, allow dogs to go where humans can go" (Resident).
- Be less landscaped "It is far too landscaped - no natural areas you can sit in without feeling you are in some no-access area" (Resident).
- Maintenance and the use of quieter methods. "The noisy and inefficient use of the leaf blower really spoils the peace and quiet for me. What is wrong with a broom?" (Resident).
- Reduce/remove cycling through the gardens. "There has to be a way of preventing cyclists from riding through the Gardens" (Resident).
- Shaded area for both good and bad weather. "Shaded area for when its sunny", "Shelters, canopy for rain", "Under cover area for winter picnic area", "Shade for playground, raised canopy" (User).
- In any enlargement, there were suggestions that the way walking routes were provided. The walking routes that are created should be direct "Smoother and more direct walkways" (Resident), "I would walk through it and enjoy it more if there was a direct walk through rather than having to walk all the way around the cobbled curves that annoy me" (Resident).
- In any enlargement there was an opportunity to create more direct routes and these would help to reduce the damage that occurred to the Gardens at present "The layout of pedestrian routes does not in any way match natural desire lines between the riverside walk and the areas behind the river. This means that the landscaping is damaged by short cuts" (Resident), "short cut through the gardens, the pathway is too meandering" (User).
- In addition any routes through the space could be tied in to other networks of walking

routes in the area and play a role in making them more attractive "Connect the station approach to the gardens, make a station approach that is magical and beautiful, bring view into the gardens more" (User).

- A major theme on enlargement focused on the issue of who the Gardens were for and whether the enlargement could contribute to their playing more of a role for local people both workers and residents. As we have seen residents have a greater level of concern about the Gardens being too touristy and too crowded compared to the survey averages.
- The enlargement offered an opportunity to redress the perceived imbalance in the area between the needs of tourists and other visitors and local people "Just cut down on tourists and jugglers, human statues etc. It used to be lovely to walk along the river - these days it's only tourists as any locals cannot bear it!" (Resident), "I for one, and I think it's true for many residents, don't go there on weekends or holidays. We're much more likely to go to the parks around here" (Local Representative - Interview).
- In relation to enlargement, the idea of the enlarged area having a great meaning for themselves was significant "Design it so it does not feel so touristy" (Resident), "benches, grass, child free zone, quiet spaces" (Resident).
- There was a sense that local residents may have lower levels of income and spending power than visitors to the area and this should be embraced in future provision "Important to cater for local people, nothing you have to pay for" (User-Resident).
- There is, however, a tradition of affordable entertainment from the organisations in the local area although the sense is that this is something that has somewhat fallen by the wayside in recent years "I normally go there for the family orientated events; free events going on around the National Theatre... street entertainment and stalls. I go there mainly for the market...normal people you can get on with...discuss recipes and they have handcrafted hats" (Local Resident - Interview), "The National Theatre used to do a poetry group. You could write poems... they used to keep in touch with me. We won a competition at the National Theatre" (Local Resident - Interview).
- This desire to cater to different groups to the one that residents current felt were the target then brought forward ideas for the sorts of elements they would like to see. There was a strong focus on meeting the needs of local people:
 - More events and attractions. "More community projects and events" (Resident), "Festivals, events within park involving local community" (Resident), "Local community events" (User).

6 | OTHER ISSUES

6.1 | BUSINESSES AND LOCAL WORKERS

The online survey that was aimed at local businesses and workers coupled with the participation of local workers in the Jubilee Gardens Users survey allows the Trust to gain a greater sense of the distinct needs of this group.

Overall there are a number of differences in their relationship with Jubilee Gardens compared to other groups and these may be summarised as:

- Motivation: Local workers are more likely to be visiting the Gardens for relaxation and to stop to eat and drink.

- Perceptions: Overall local workers are amongst the most positive about the Gardens. They give it the equal highest rating of any of the user groups for being Very good (47%); they are less likely than local residents to find it too crowded or too touristy and score it highly for its contribution to the South Bank and the quality of its maintenance and management.

- Enlargement: The profile of responses of local workers was very similar to that of local residents. They were, however, slightly more supportive of extending Jubilee Gardens in its current style and less

keen on additional play space or outdoor recreation facilities than any of the other three user groups. Like the residents they were less keen on the creation of food and drink facilities than were visitors.

Their comments amplify their sense of the value of the Gardens in relation to its being a pleasant route to pass through "Preferring the gardens because they are more scenic than some of the roads", "Pleasant route to/from the office at lunchtime".

In terms of the enlargement the comments of local workers focused on some smaller elements that they might find of value in the space:

- Seating was valued as local workers are looking for somewhere for a break from work and to eat their food: "More seating areas always

6.2 | THE IMPACT OF DEMOGRAPHIC DIFFERENCES

This section briefly assesses the points at which there are significant differences in the responses between the major demographic indicators which were captured (gender, age and presence of children) and where sample sizes are sufficiently robust to permit analysis.

Gender

There are only relatively small differences in terms of perceptions of Jubilee Gardens by

gender with, for example, the overall rating for the Gardens being almost exactly the same for both males and females (fig. 36).

Encouragingly when it comes to issues such as personal safety the ratings remain similar between women and men (fig. 37).

In terms of enlargement, the only significant gender differences are in women being more likely to feel that play facilities are a very important part of the enlarged gardens (Female 19% Very important; Males 8%).

Figure 36.

SAYING NOT AT ALL IMPORTANT	MALE	FEMALE
Overall how would you rate Jubilee Gardens	40%	41%
Food facilities (e.g. ice cream van, cafe)	52%	54%

Figure 37.

I FEEL SAFE IN JUBILEE GARDENS	MALE	FEMALE
Strongly Agree	36%	34%
Agree	55%	56%

Age group

The older that people are the more likely they are to agree strongly that: Jubilee Gardens is a good thing for the local community, that the Gardens improve the quality of the South Bank area and that people feel safe in the Gardens (fig. 38).

In terms of enlargement, older people are more likely to find quiet spaces very important (fig 39).

Figure 38.

AGREE STRONGLY	UNDER 25	25-34	35-44	45-54	55+
Jubilee Gardens is a good thing for the local community	24%	33%	39%	38%	58%
Jubilee Gardens improves the quality of the South Bank area	24%	38%	45%	42%	58%
That they feel safe in Jubilee Gardens	22%	38%	37%	34%	45%

Figure 39.

QUIET SPACES	UNDER 25	25-34	35-44	45-54	55+
Very important	16%	22%	25%	27%	37%

Children

The presence of children was only noted on the User survey in the Gardens and, of the 321 respondents, 103 had children with them. Having children made a significant difference to a number of responses and attitudes.

Respondents with children were more likely to feel that the playground was a great feature of the gardens, that the gardens improved the quality of the South Bank and that they felt safe in the Gardens (fig. 40).

Figure 40.

AGREEING STRONGLY	NO CHILDREN	CHILDREN
The playground is a great feature of the Gardens	28%	36%
Jubilee Gardens improves the quality of the South Bank area	31%	42%
I feel safe in Jubilee Gardens	27%	37%

In terms of enlargement, respondents with children were more likely to feel that having additional play spaces and more wild/natural play space was very important (fig. 41).

In addition those with children are slightly more likely to rate the Gardens overall as Very Good with 53% of those with children rating it very good compared to 46% of those without children.

Figure 41.

VERY IMPORTANT	NO CHILDREN	CHILDREN
Wild/natural green space	25%	15%
Additional play facilities	8%	38%

6.3 | WHERE FOOD WAS PURCHASED

The Trust was keen to learn more about the sources of food and drink that were consumed in the Gardens. As we have seen for workers in local businesses in particular, eating food is a significant part of their usage of the Gardens.

- In the Jubilee Gardens Users survey (only) a more specific set of questions were asked about what food is brought and from where.
- Those who said that a) Jubilee Gardens was a destination for their visit today AND b) that they were stopping to eat or drink items that were bought locally were then asked a series

of further questions. In total 20 respondents fell into both of these two categories.

- Of these 20 respondents, 17 had purchased these items from a shop in the South Bank area (fig. 42). Of these respondents:
 - 4 had bought both a food item and a hot or cold drink
 - 12 had bought just a food item
 - 1 had bought just a hot or cold drink.
- The shops that they had used to buy these items from were as shown below.

Figure 42.

FOOD ITEM	HOT/COLD DRINK
EAT (3) PRET (2) CO-OP GIRAFFE INDIAN STALL/CHIPS LOWER MARSH MARKET QUATTRO CAFE SNACKS SOUTHBANK MARKET SUBWAY TESCO ZAHADAST	EAT (2) PRET (2) JUICE BAR/TEABAR

7 | APPENDICES

7.1 | RESEARCH DETAILS

This section outlines the research methodology in more detail

Survey Development

The survey and survey questions were developed using the Jubilee Gardens Trust’s brief to list the aims of the survey and the options that the Trust wished to test. Potential question areas were brainstormed and then refined by the team into a structured survey. The proposed questions were then submitted to the Jubilee Gardens Trust and amended based on their suggestions.

- Both of the in-person surveys were tested both internally and then on-site to ensure that the questions were understood and that the survey length was appropriate to achieve completion by respondents.
- The online surveys were developed principally as adapted versions of the in-person surveys and shortened in order to ensure maximum levels of completion.

The principal content areas of the surveys were as follows:

QUESTION AREA	1. LOCAL RESIDENTS IN PERSON	2. JG - USERS; IN PERSON	3. BUSINESSES & WORKERS; ONLINE	4. LOCAL RESIDENTS; ONLINE
Usage and preferences for local green spaces	YES			YES
Frequency and duration of usage of Jubilee Gardens	YES	YES	YES	
Motivations for visiting Jubilee Gardens	YES	YES	YES	YES
Source of food and drink brought	YES	YES		
Activities undertaken in Jubilee Gardens	YES	YES		
Barriers to using Jubilee Gardens	YES		YES	YES
Attitudes to Jubilee Gardens (bank of attitude statements)	YES	YES	YES	YES
Overall rating of Jubilee Gardens	YES	YES	YES	YES
Views on enlargement proposals for Jubilee Gardens	YES	YES	YES	YES
Free text on enlargement	YES	YES	YES	YES
Comments on Jubilee Gardens	YES	YES		YES
Demographic data	YES	YES	YES	YES



Qualitative Research

To augment the structured surveys outlined above, a number of one-to-one interviews were undertaken with local stakeholders who comprised members of the local community, those associated with local community groups and other civic organisations as well as local businesses.

Topic Guide

A topic guide was created to guide each interview and covered the following subjects area:

- Usage of Jubilee Gardens
- Its role and identity as part of and distinct from the South Bank
- The practicalities of how well it is maintained and used
- Barriers to usage
- Attitudes to enlargement and the potential uses for the enlarged space.
- In total 7 interviews were undertaken and were structured as follows:
 - Local Business Senior Manager – 1

- Representatives of local community/ residents groups – 4

- Local residents – 2.

- As we have noted, free text comments were also encouraged in a number of questions in the structured surveys. There were a total of 515 free-text comments from the four structured surveys:

- Business/Workers Online:

25 free-text comments

- Residents Online: 89 comments

- Residents in Person: 148 comments

- Jubilee Gardens Users in Person 253 comments.

- Although not all comments are reproduced, they and the findings of the one-to-one interviews have been used in quotations throughout the report to animate the themes that have emerged. They help to give more of a sense of what is significant about the issues that have been raised. Where appropriate the source of the comment is given in brackets.

Schedule

The in-person surveys occurred over eight days, both during weekdays and the Bank Holiday weekend. To maximise the representativeness of the data surveying was undertaken:



In various weather conditions



In various locations around the gardens



Both before and during the school holidays



Weather

The survey responses were dependent to some extent on the time of year, as people were less likely to be spending prolonged amounts of time in the Gardens in March.

Analysis by Residential Postcode

Where analysis has been undertaken involving the residential postcode of the respondents (primarily looking at those who live Inside SE1 and Outside SE1), the analysis has been undertaken as follows. Those responding to the Businesses/Local Workers Survey online have been omitted, so that this analysis covers those who took part in the on-site JG users survey, the on-site residents survey (Lower Marsh) and the online residents survey and who provided a residential postcode.

For any residential postcode (whether partial or full) that included SE1 they were included in the Inside SE1 category. All other respondents who provided a UK postcode either in full or in part are included as Outside SE1. Those who provided no postcode (primarily because they were visitors from overseas) have been excluded from this analysis.



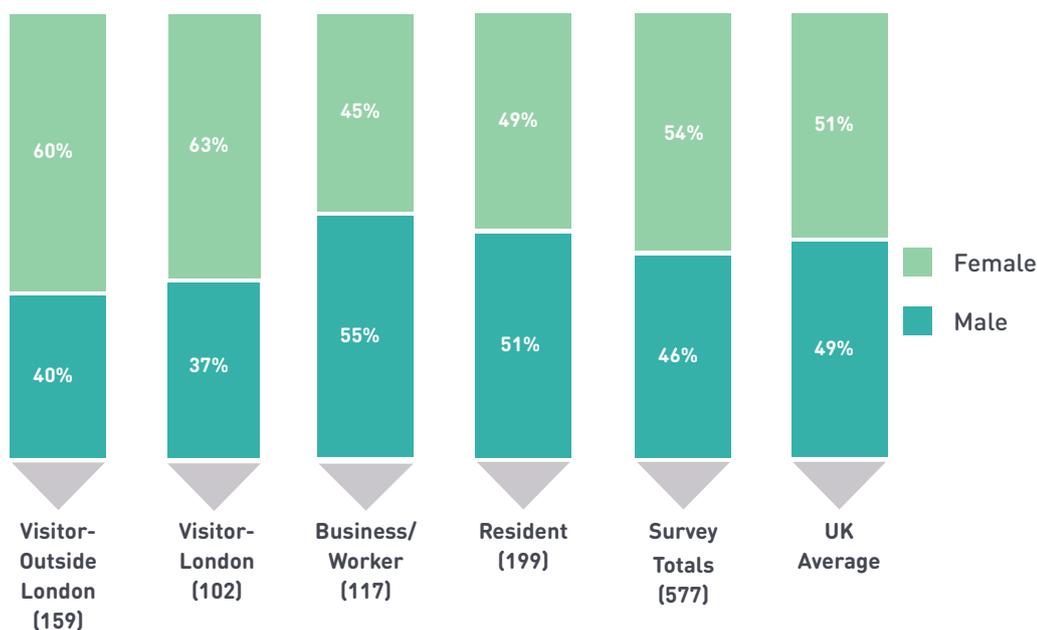
7.2 | DEMOGRAPHIC PROFILE

This section briefly assesses the points at which there are significant differences in the responses between the major demographic groups which were captured (gender, age and presence of children) and where sample sizes are sufficiently robust to permit analysis.

Gender

The gender profile of the survey respondents is shown in figure 43. The local residents interviewed closely matches the UK gender profile (51% female) while for local workers there is a slight skew towards males and for the visitors a skew towards females.

Figure 43. Demographic Profile by Gender



Age

With the exception of the local residents, the age profiles of the survey respondents tended to be younger than the UK average (fig. 44). Visitors from outside London had the youngest age profile with the largest single age group being those aged under 25 (33% of respondents compared to 13% in the UK population).

The profile of local workers was skewed towards those aged 25 to 44 (58% of respondents compared to 29% in the UK population).

Amongst the local residents, the age profile matched that of the UK average closely with 34% being aged over 55 compared to the 39% in the UK population.

Ethnic Origin

Those who were of a white ethnic origin made up 82% of those surveyed overall (fig. 45). Those from ethnic minority backgrounds were particularly well represented amongst the visitors with more than 10% of visitors from London and outside London being from an Asian or an Asian British origin, and in the residents survey, 7% of those interviewed being of a Black or Black British origin.

Presence of Children

The presence of children was identified in the Jubilee Gardens Users survey and, as has been noted, of the 321 survey respondents, 103 (32%) had a total of 194 children with them.

The ages of 132 (68%) of these 194 children were identified; in a number of family groups there were a large number of children whose ages could not all be captured.

The structure of the children is shown by single year. Overall 36% were aged under 5, 36% were aged between 5 and 8, 21% between 9 and 12 and 8% between 13 and 16.

Disability

In each of the 4 surveys respondents were asked if their day-to-day activities were limited by a health problem or disability which has lasted or is expected to last at least 12 months (fig. 46).

Of the 575 completed surveys where data was provided in relation to this question, 3% of respondents reported that their activities were limited in this way with 1% being limited a lot in their lives and 2% being limited a little.

The overall structure by survey is:

Figure 46. Demographic Profile-Disability

IMPACT OF HEALTH PROBLEM OR DISABILITY ON DAY-TO-DAY ACTIVITIES	VISITOR-OUTSIDE LONDON (158)	VISITOR-LONDON (102)	BUSINESS/WORKER (119)	RESIDENT (196)	SURVEY AVERAGE
Yes, Limited a Lot	1%	1%	0%	1%	1%
Yes, Limited a Little	2%	0%	1%	4%	2%
No	97%	99%	99%	95%	97%
Total	100%	100%	100%	100%	100%

Figure 44. Demographic Profile by Age Group

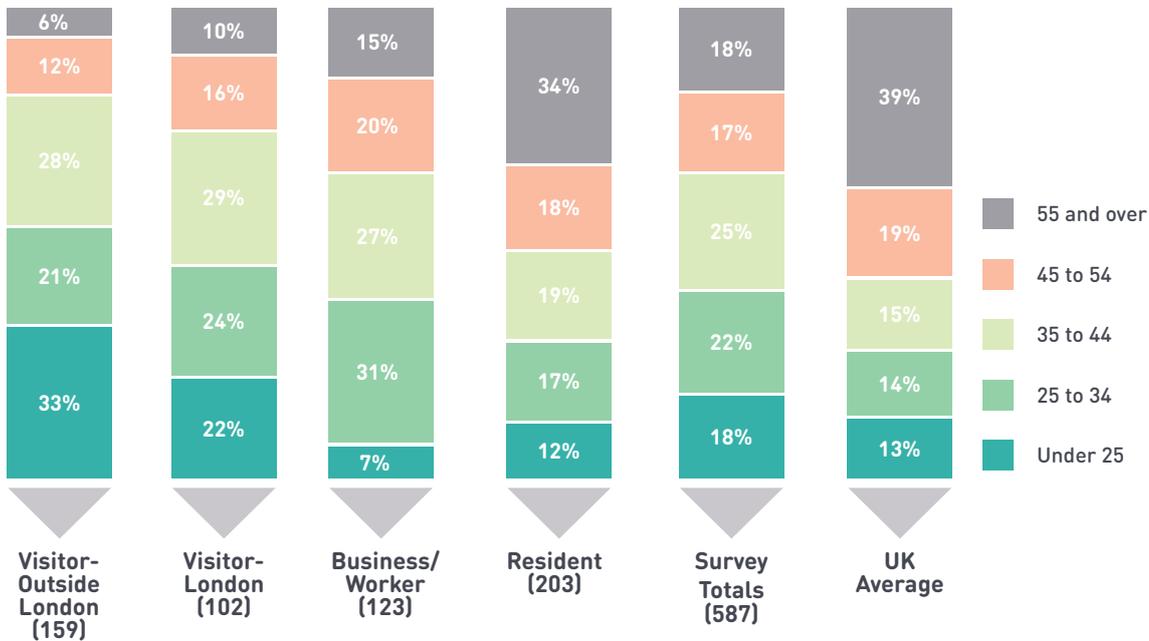
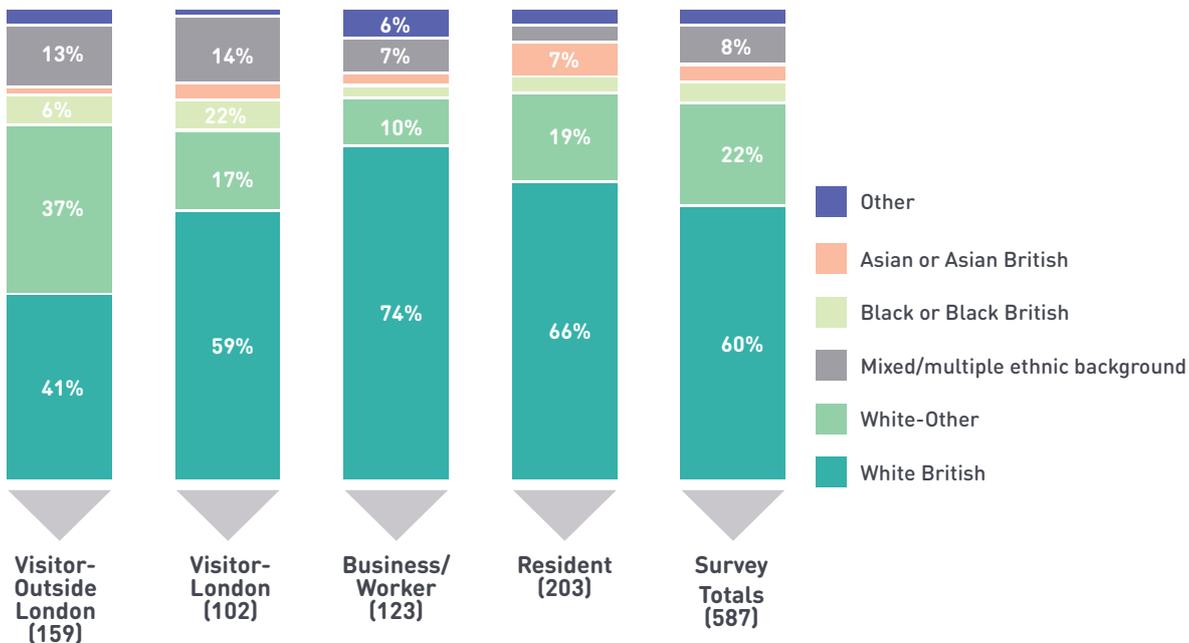


Figure 45. Demographic Profile - Ethnic Origin





Origin

- The origin of the respondents is assessed at a survey rather than user group level.
- Business Survey Online. Of the 97 respondents, 68 (70%) provided a business postcode. Of these all but 3 were in SE1.
- Residents Survey Online. Of the 104 respondents, 77 (74%) provided a residential postcode. Of these, 75% were in SE1, 18% were in SE11 and the remaining 7% were divided between three post codes (SE5, SE16 and SE17).
- Local Residents – In Person. Of the 102 respondents, 100 provided a residential postcode. Of these, 81% were in SE1, 8% were in SE11 and the remaining 11% were divided between nine postcodes (SE5, SE7, SE24, SE27, SW2, SW3, SW7, SW9 and SW15).
- Jubilee Gardens Users – In Person. Of the 321 respondents, 307 provided details which allows their origin to be identified. Overall, of the 307 respondents, 25% were not UK resident.
- Of the 71 respondents who were not UK resident and whose country of origin was stated, the origins are shown in figure 48.
- Of the 218 UK residents whose postcode were given, 48% came from London postcode area and the remainder from other locations across the UK (fig. 47).

Figure 47. Origin - UK Respondents

POSTCODE	% OF RESPONDENTS
London East (E)	7%
London North (N)	7%
London North West (NW)	4%
London South East (SE1)	5%
London South East (SE - Other)	11%
London South West (SW)	14%
Other UK	52%

Figure 48. Origin - Overseas Respondents

NUMBER OF RESPONDENTS	COUNTRY OF ORIGIN
12	Germany and USA
6	Spain
4	Norway
3	Argentina, India, Netherlands
2	Denmark, Egypt, Hong Kong, Ireland, Italy, Singapore, Sweden, Switzerland
1	Austria, Belgium, Canada, China, France, Hungary, Israel, Malaysia, Malta, Mexico, Romania, Turkey



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