

JUNE 2021

F O L K L

# HASTINGS DISTRICT COUNCIL.

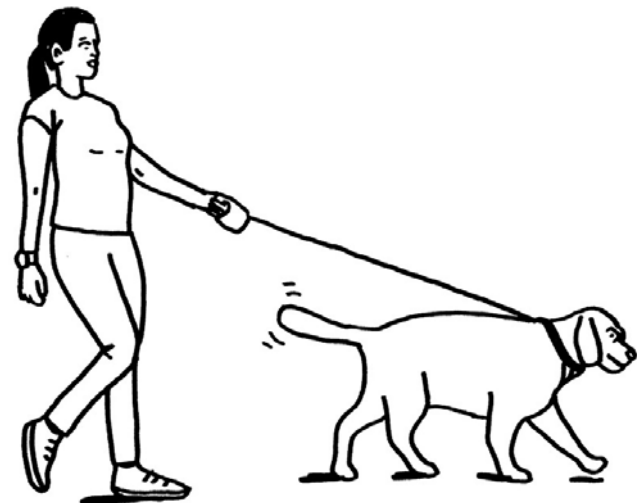
**Frimley Park**

**Stage 1: Public Engagement  
and Information Gathering  
Park User Report 2021**

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# PROJECT PURPOSE AND OBJECTIVES.

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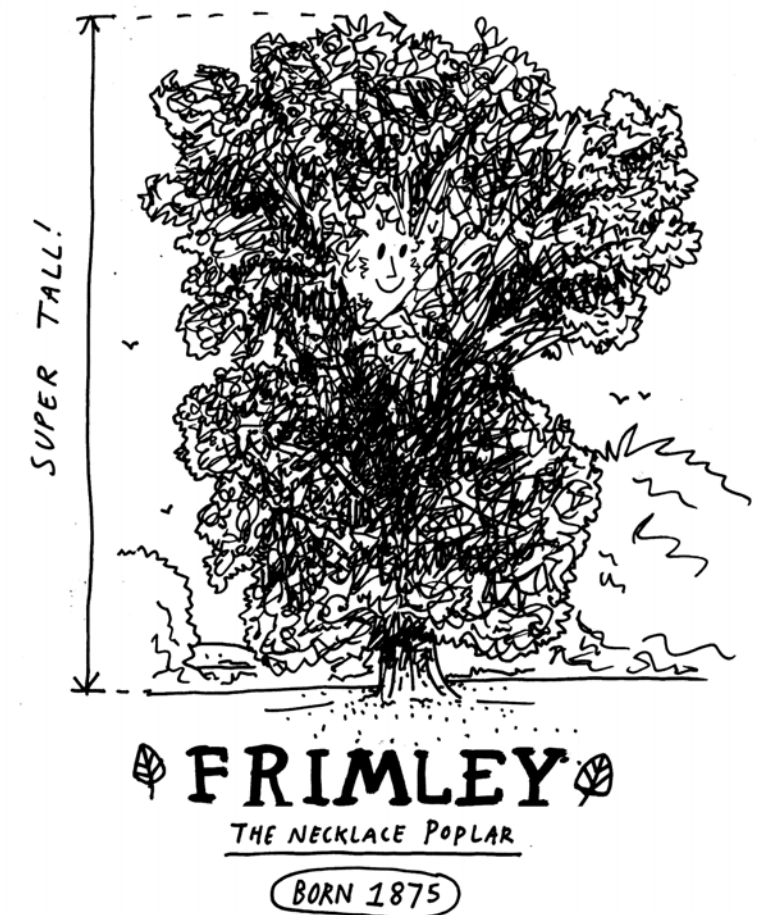
# RESEARCH FINDINGS.

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# SUMMARY.

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# Project purpose and objectives.

## Purpose of the project:

This research project presents the data from the public engagement and information gathering phase on users in Frimley Park (the Park). This work has been completed prior to developing a Reserve Management Plan for the Park. The report will help to better understand what people value and how people use Frimley Park.

## Background:

Frimley Park is currently managed under the District Wide Reserves Management Plan.

A decision to prepare an individual Reserve Management Plan was agreed following the decision to construct a facility to treat and store drinking water in the park..

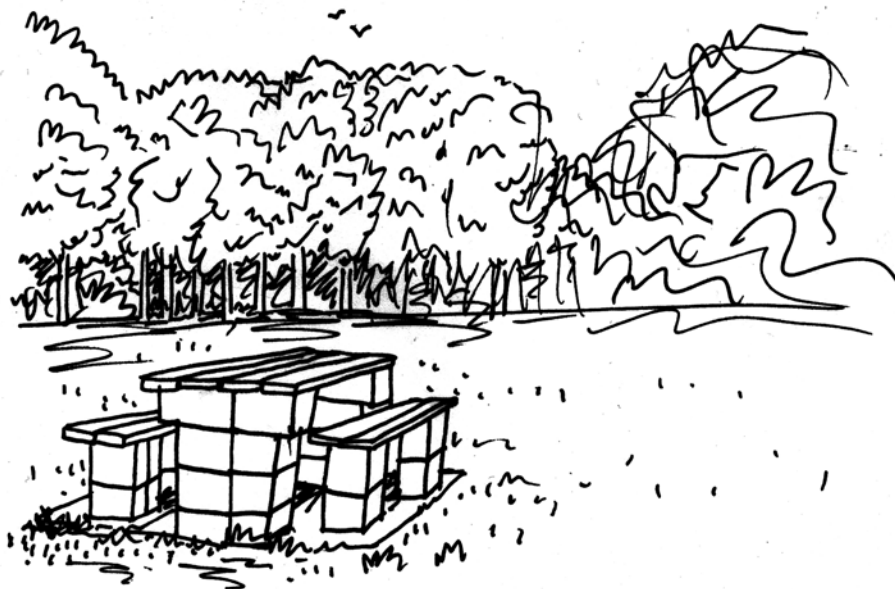
A mixed methods approach included both qualitative and quantitative techniques to deeply understand the Park and its users. This included over **70** engagements through interviews, events, **1** public submission, **23** data points for manual observations, and **163** survey responses. The public consultation period ran March 6 to April 23, 2021. All qualitative data was anonymised, digitised, and analysed using reflexive thematic Analysis.

*As Research Association New Zealand (RANZ) members, FOLKL uphold RANZ's Code of Practice, which ensures that data is validated and protected through appropriate means. In conjunction with this, we adopt additional ethical steps within our research approach.*

## Objectives:

To understand the issues, needs and concerns of Frimley Park, by inquiry into:

- How people use the Park and who these people are.
- How often people use the Park and their level of satisfaction with the park and its amenities.
- Barriers to using the Park.
- Park user perceptions and values.
- Issues and concerns with the way the Park is currently used.
- The opportunities to meet the needs of diverse user groups.



# RESEARCH FINDINGS.

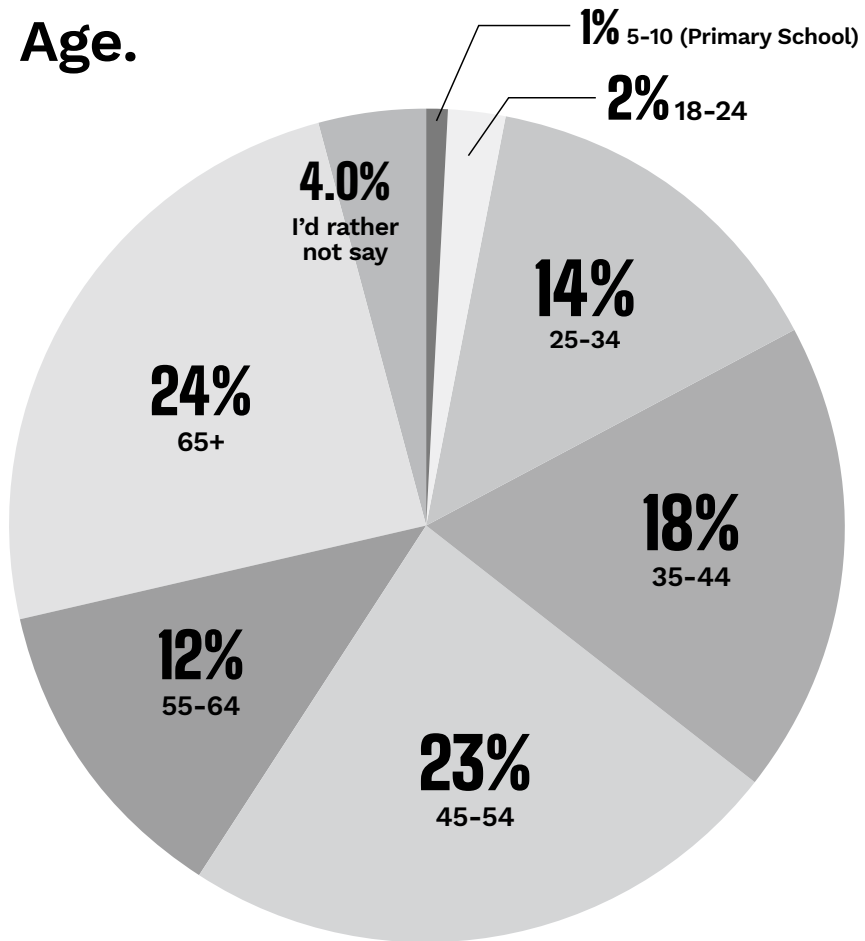
# WHO USES FRIMLEY PARK?

This section highlights who is using Frimley Park. It covers key demographic information and where park users live.

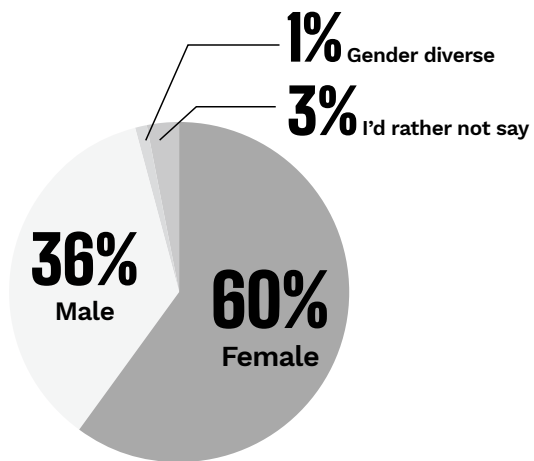
It addresses the following research objective:

→ **Who the Park users are.**

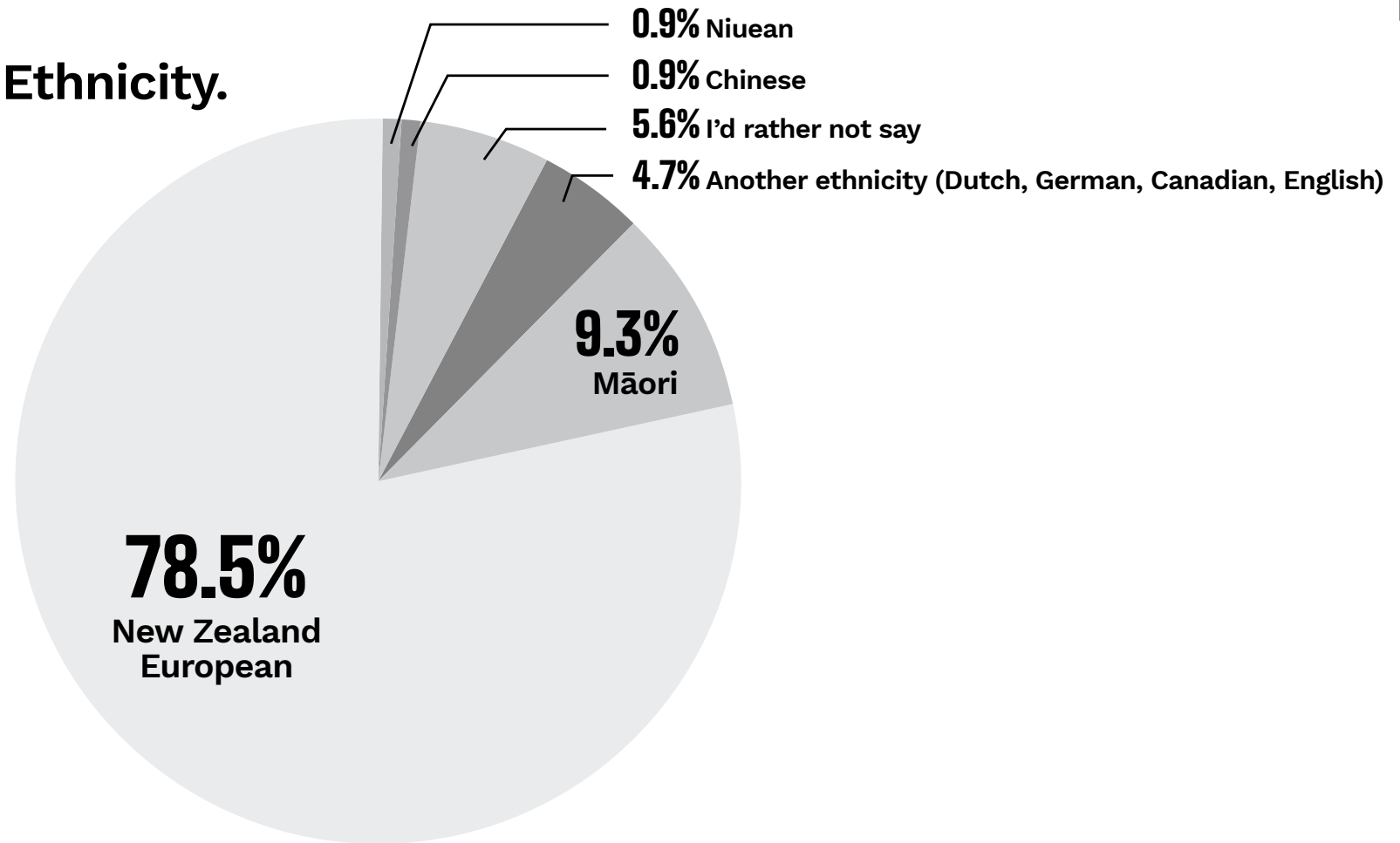
Age.



Gender.



Ethnicity.

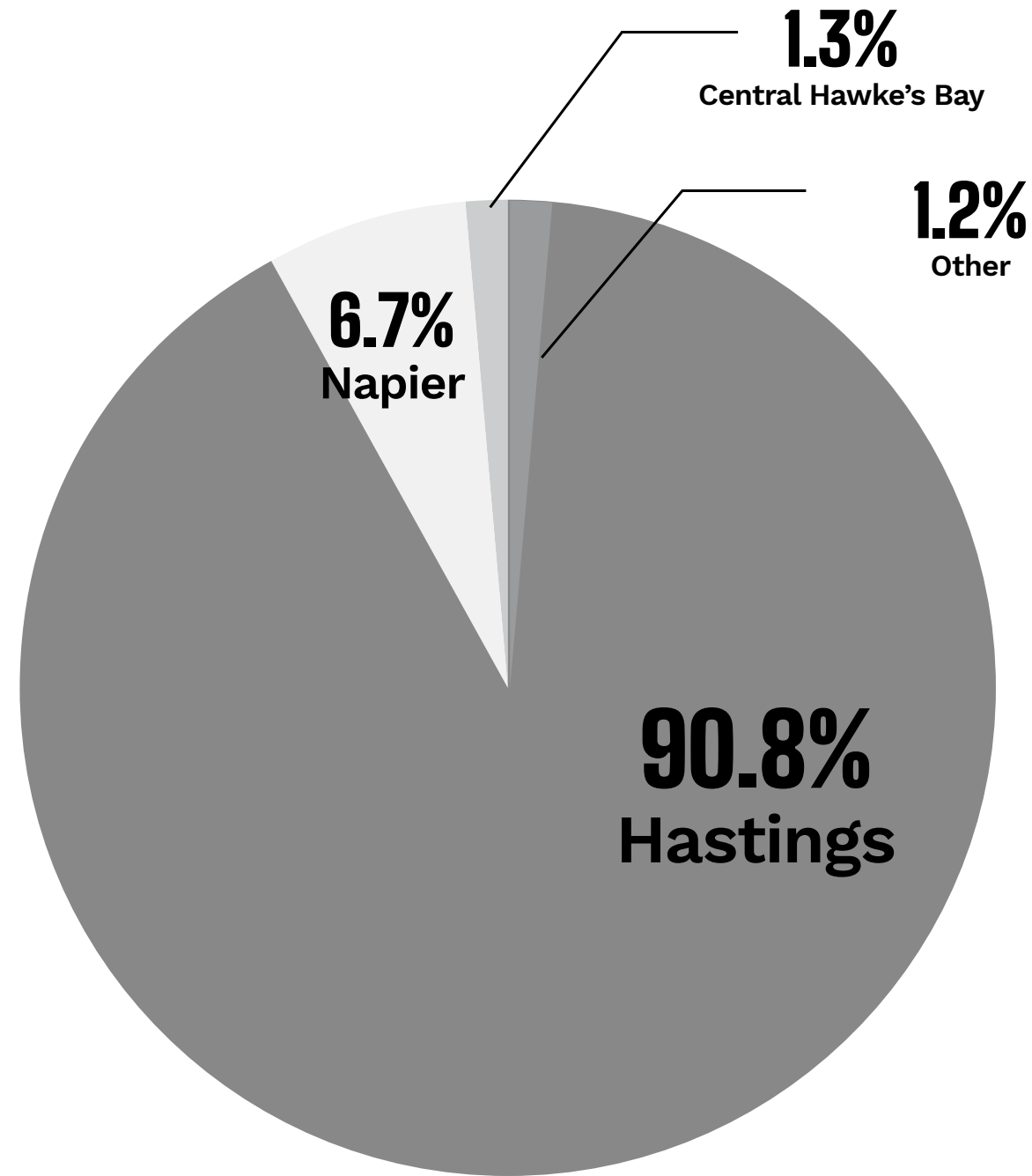


Location	European	Māori	Pacific peoples	Asian	Middle Eastern, Latin American, African	Other ethnicity
Survey Demographics	71.6%	10.2%	2.8%	3.6%	N/A	N/A
Hawke's Bay	75%	27%	5.6%	5%	0.6%	1.1%
Hastings District	71.8%	27.3%	8%	5.6%	0.5%	1.1%
Frimley	73%	13.9%	4.9%	15.6%	0.4%	1.0%

Respondents from New Zealand European, Māori and Pacific peoples reflected the demographic of the Frimley area.

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# Where Park users live.

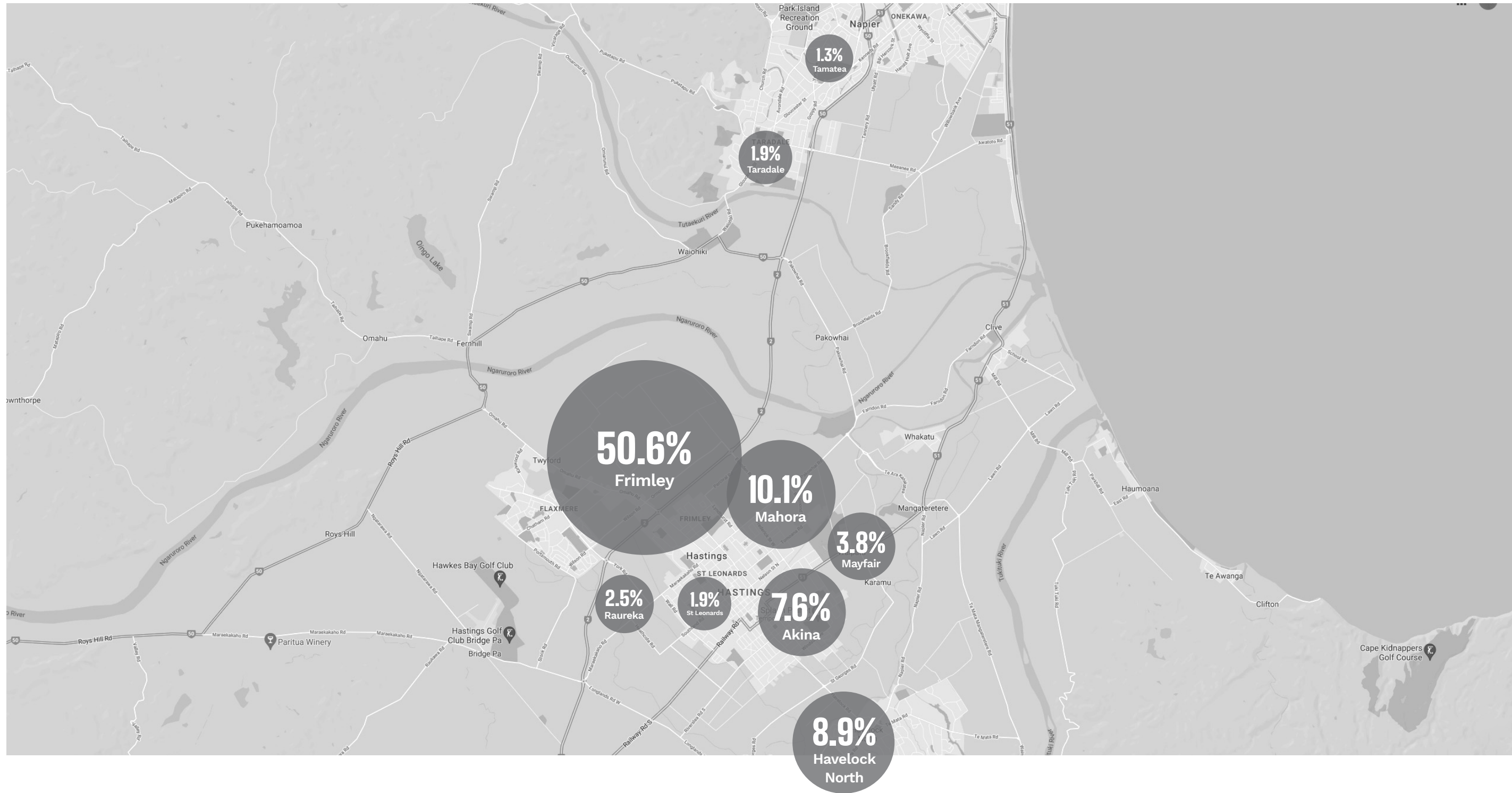


Outside of Hawke's Bay Responses:

→ Timaru

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# Where Park users live.



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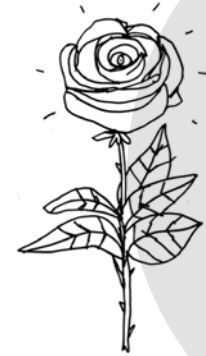
# HOW DO PEOPLE USE FRIMLEY PARK?

This section covers Park use and detail on key barriers.

It addresses the following research objectives:

- How people use Frimley Park
- How often people use Frimley Park
- Barriers to using the Park

# Why do people visit Frimley Park?



**56%**  
Rose Garden



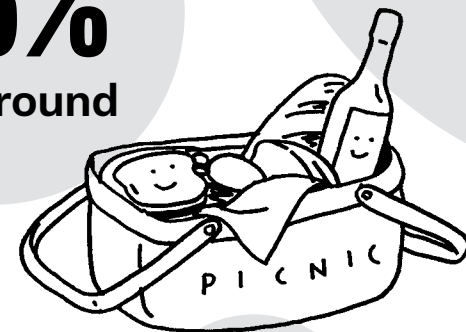
**80%**  
Walking



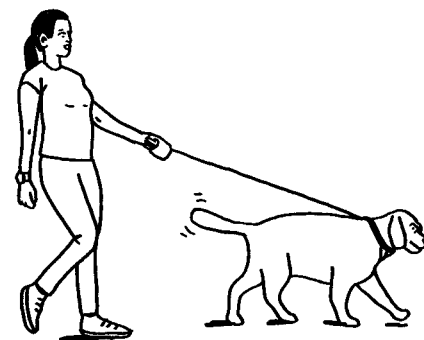
**33%**  
Informal Recreation  
Frisbee, maze, kite flying,  
petanque, kicking a ball,  
orienteeing, tree climbing.



**35%**  
Playground

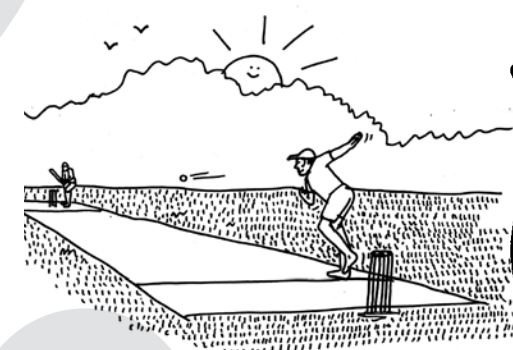


**20%**  
Picnics



**9%**  
Dog Walking

**1%**  
Other  
(Home access  
Swimming pool)

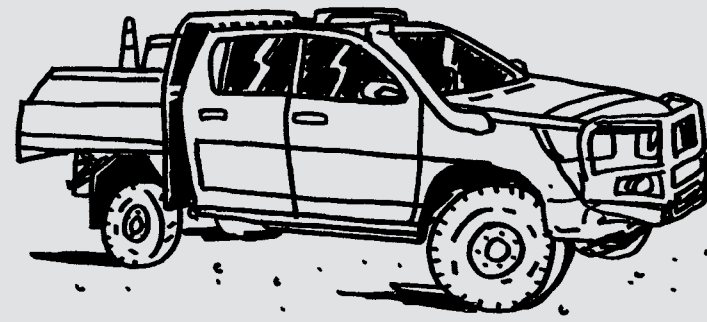


**20%**  
Organised Sport

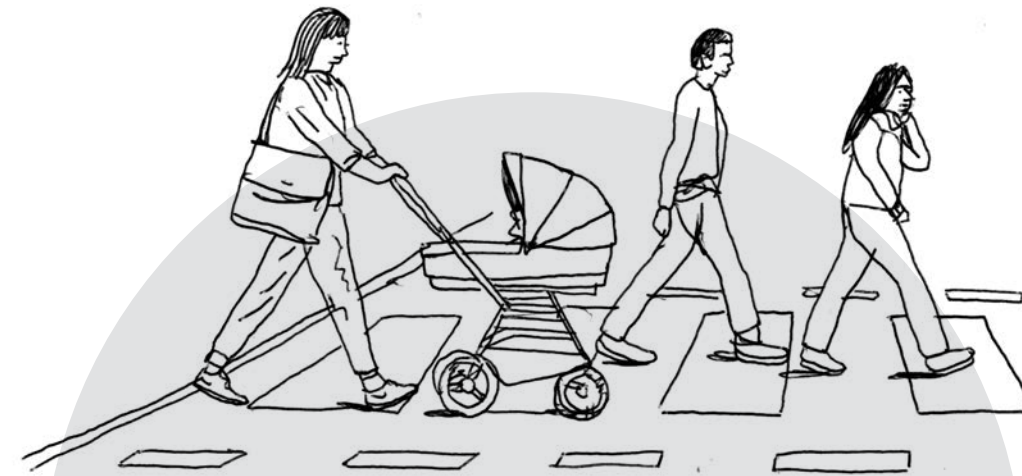


**17%**  
Cycling

# How do people get to Frimley Park?



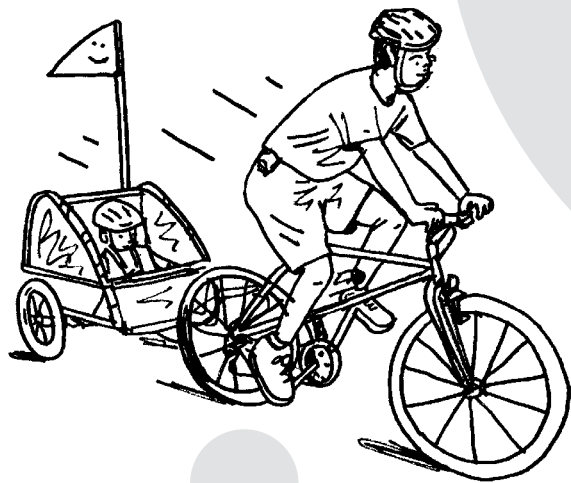
**38%**  
Car



**53%**  
Walk

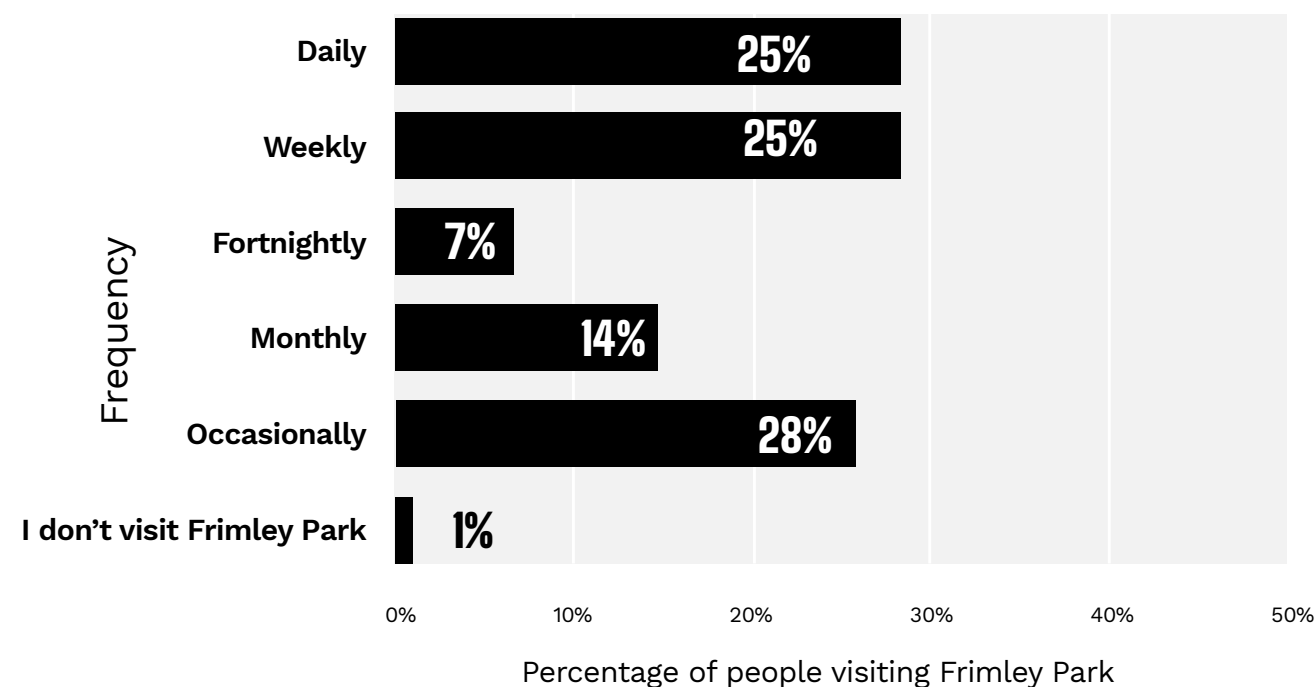



**2%**  
Scooter



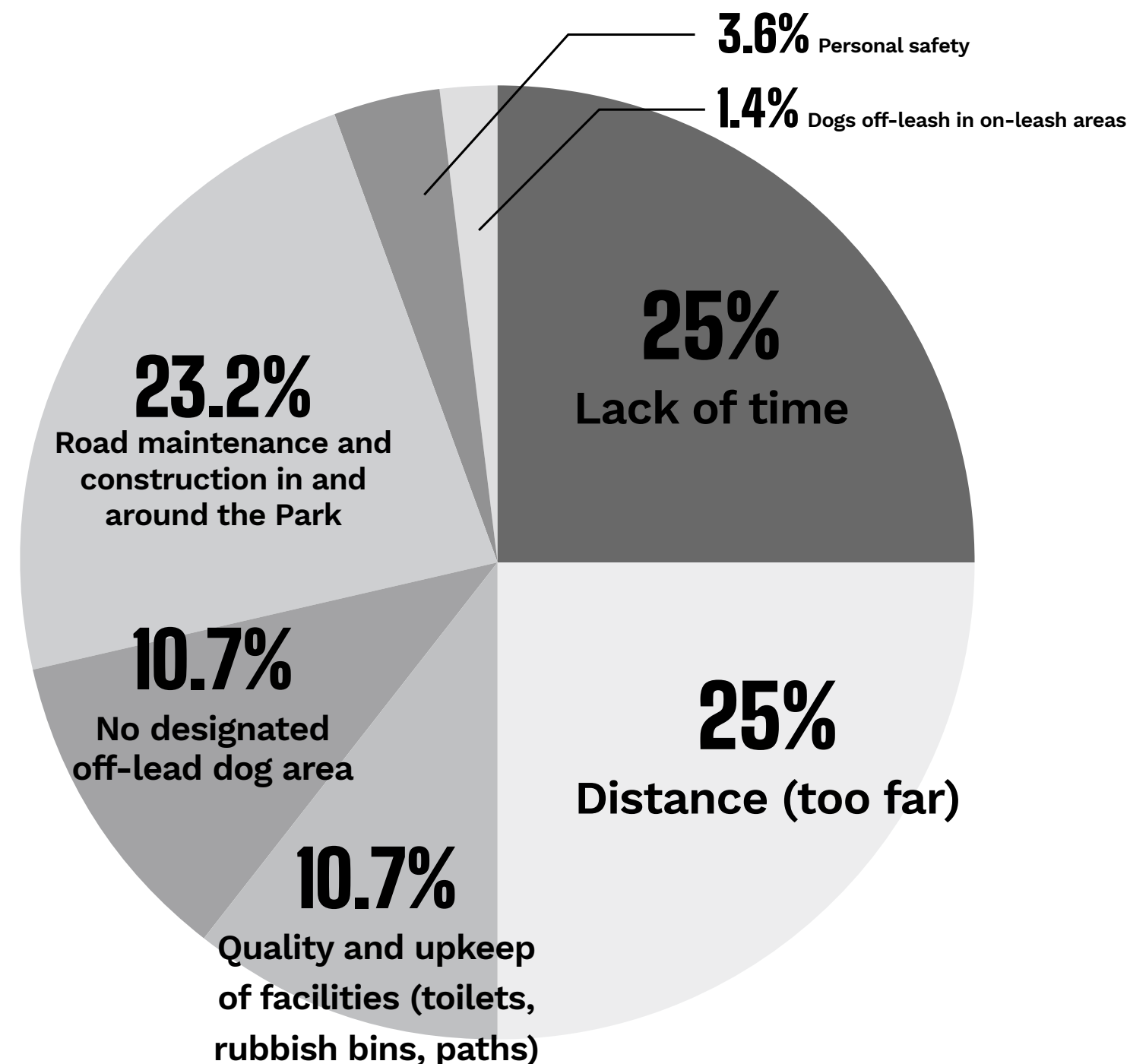
**7%**  
Cycle

### How often do people visit Frimley Park?



 52% of people are using the Park weekly or more, 41% monthly or less.

### Why people are not using Frimley Park:



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# HOW DO PEOPLE FEEL ABOUT FRIMLEY PARK?

This section covers peoples' positive and negative experiences and satisfaction levels.

It addresses the following research objectives:

- **Park user perceptions and values**
- **Level of satisfaction with the Park and amenities**

# Key findings.

## Positive experience.



### Trees.

Trees were the most highly valued feature of Frimley Park, due to their beauty, size, history, and the shade they provide.



### Rose Garden.

Park Users often mentioned the beauty and uniqueness of the rose garden as being a main attraction to the Park.



### Space.

Appreciation of the green, open spaces was a strong theme, alongside the peace and connection to nature these provided.



### Playground.

Many Park Users cited the playground as being a key reason for visiting, describing it as a unique space, particularly for young children.



### Sport.

Organised sport, such as cricket, was commonly noted as a positive aspect of Frimley Park, adding to the sense of community.

# Sound bites. Positive.

“The ambience of the large specimen trees. It is quite unique in this respect when weighting up against all the public parks Napier-Hastings.”

## “The ground staff are very friendly.”

“The old trees, the rose garden and playground experience for grandchildren. I also like the native bird song in the evening.”

“Experiencing the tranquility, space, trees, roses and the pleasure of just being able to be there through the forethought of our ancestors to donate it to the city. Four generations of our family have loved visiting it and the pool over the last 48 years, thank you.”

## “We try to visit a bit – my sister got married here. Nice and peaceful usually.”

“The park is a special place and has a relaxed feel about it. I value the open space, quietness, mature trees, bird life and the river flowing near adds to the feel - a city escape.”

“We love the Rose Garden and all the beautiful trees, it makes the area so picturesque. Our grandchildren enjoy the children’s play area and the maze (which they still haven’t got through!).”

## “Connection with the trees, hand-in-hand with my husband as we walk together. Playground with the grandchildren. Building memories.”

“It’s such a big space with many things to do. Being a big kid, I like the playgrounds the most. But I also like the rose garden and the space to play football.”

“A lovely peaceful green space to walk and enjoy nature yet it’s so close to town. It must be protected and nurtured.”

## “Great park, well maintained and used. Lots of great memories for my kids playing soccer on Saturday or playing on the playground or in the big trees.”

“Overall it’s a lovely park to walk and relax and watch sport when it’s on - keep it like that.”

## “It’s great that it has a beautiful garden. Also great during soccer season the kids get to play their games there.”

“It’s peaceful and you can find quiet spaces for yourself. The gardens are stunning and there is a sense of community among people who have gone there for years walking dogs.”

“I like the little drums and swings at the playground. I like there’s a ginormous big open space where you can play never ending tag. I like how you can play hide and seek in the rose gardens and sunken gardens too.”

# Key findings.

## Negative experience.



### Construction.

Park Users expressed frustration at the ongoing construction, seeing it as a noisy disruption to the peaceful park.



### Dogs.

A lack of an off-leash or fenced dog area was seen as a negative, with Park Users preferring to take their dogs to more 'dog-friendly' areas. Discomfort at dogs being off-leash was a minor theme.



### Facilities.

The toilets at Frimley Park were viewed as being unpleasant to use, and needing increased maintenance. It was also noted that the Park is lacking shade, with the playground becoming extremely hot in summer.



### Access.

Park Users noted the paths needed repairing in order to be accessible for all users. Car parking and traffic congestion around Frimley Park was cited as a safety concern during busy periods.



### Litter.

People leaving rubbish was seen to be an issue, particularly during summer when the Park is more frequently used for picnics. Increasing the number of rubbish bins was seen as a potential solution.



## Sound bites. Negative.

“If the pathways were all made of small pavers it would avoid tripping and falling over. Some of the asphalt paths have broken up badly and are dangerous.”

**“The playground has no shade so on a hot day, it is too hot for kids to use.”**

**“Not enough rubbish bins. Yes people should take rubbish with them. That is utopian.”**

“More seating and a few more trees would be fantastic. The toilets desperately need an upgrade and installation of soap dispensers.”

**“Playgrounds should be designed to be fun for all ages, to allow kids to test their limits (not so cotton wooly) but in a supervised environment and to encourage parents to stay active too!”**

“It is frustrating that after a year the pathway around the big old historic tree can't be used, forcing people on walking frames to traverse the grass. If that tree is indeed dangerous then it is time to go. If necessary, the tree could be commemorated in another way (Perhaps by planting a Kauri tree in remembrance?)”

**“More rubbish bins near the pavilion would be helpful. More car parks would be good especially when events are happening at Frimley Park.”**

**“More car parking required by sports fields.”**

“Usually grounds maintenance is amazing - so it is just with the new work that it hasn't been great.”

**“There is nowhere to lock bikes up. When I bike there with friends we have to keep a close eye on our bikes.”**

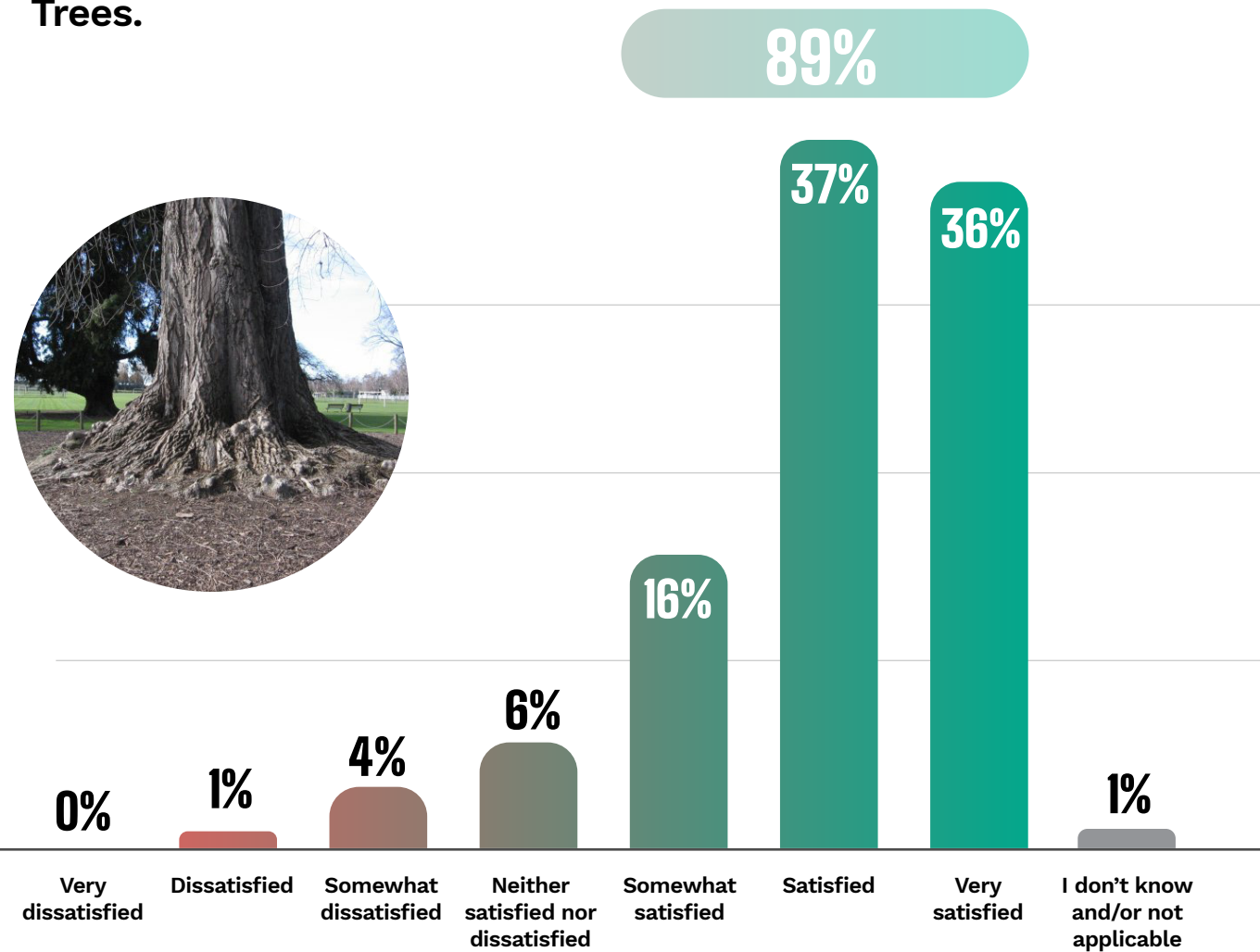
**“Rubbish bins and toilets could be serviced a little more frequently.”**

**“Desperately need allow car parking on the boundary with Lindisfarne beside the Locked “Maintenance Road” off Lyndhurst Road. Busy Sports days cause total road congestion and are dangerous!”**

“Dog water tap at rose garden fantastic, but need poo bag dispenser and more rubbish bins in that area.”

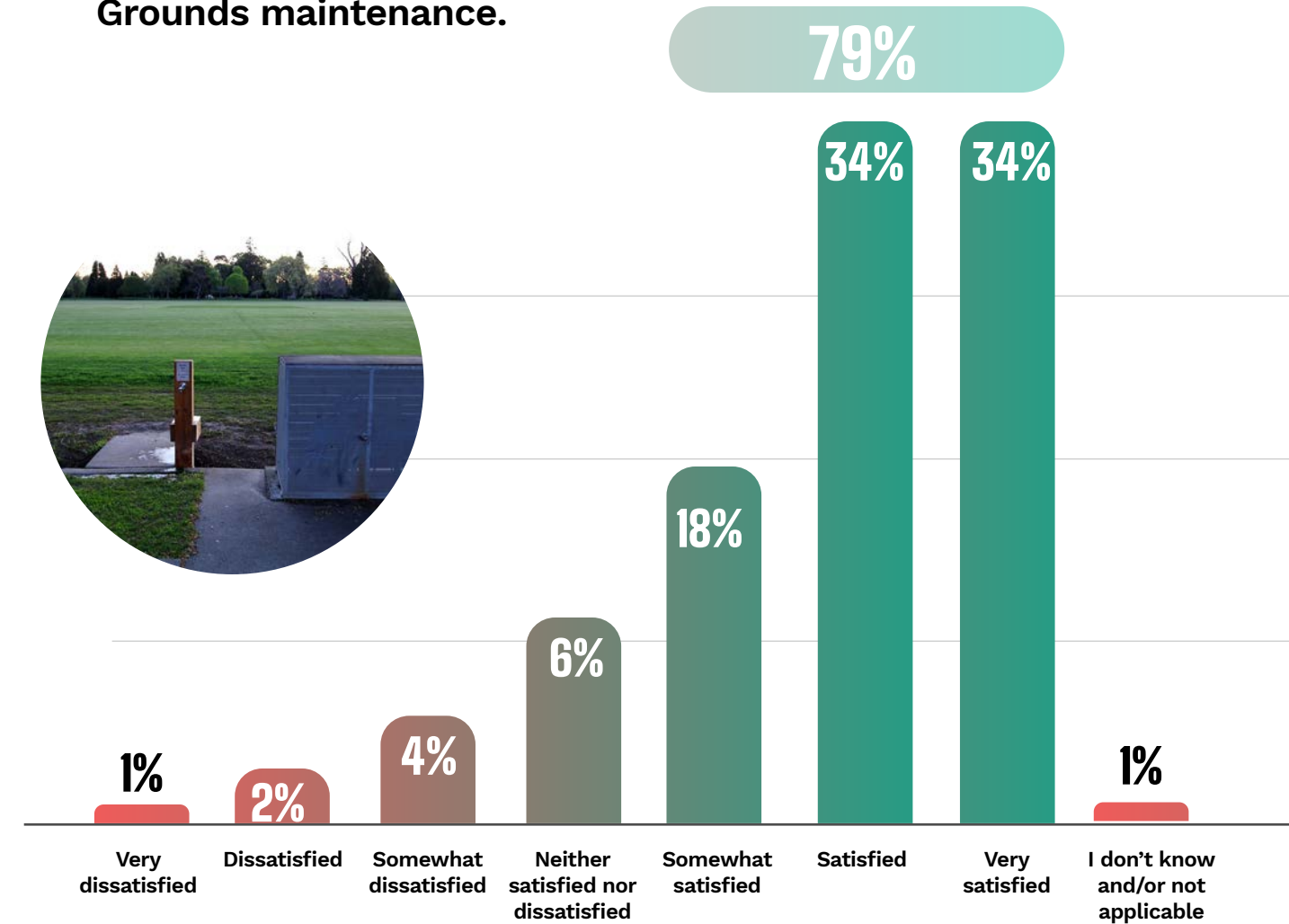
# Satisfaction Level.

## Trees.



Overall Park Users were satisfied with the trees, however, people were interested in planting more native trees. The removal of the 'big tree' was mentioned by several people, due to safety concerns and the amount of space it takes up.

## Grounds maintenance.

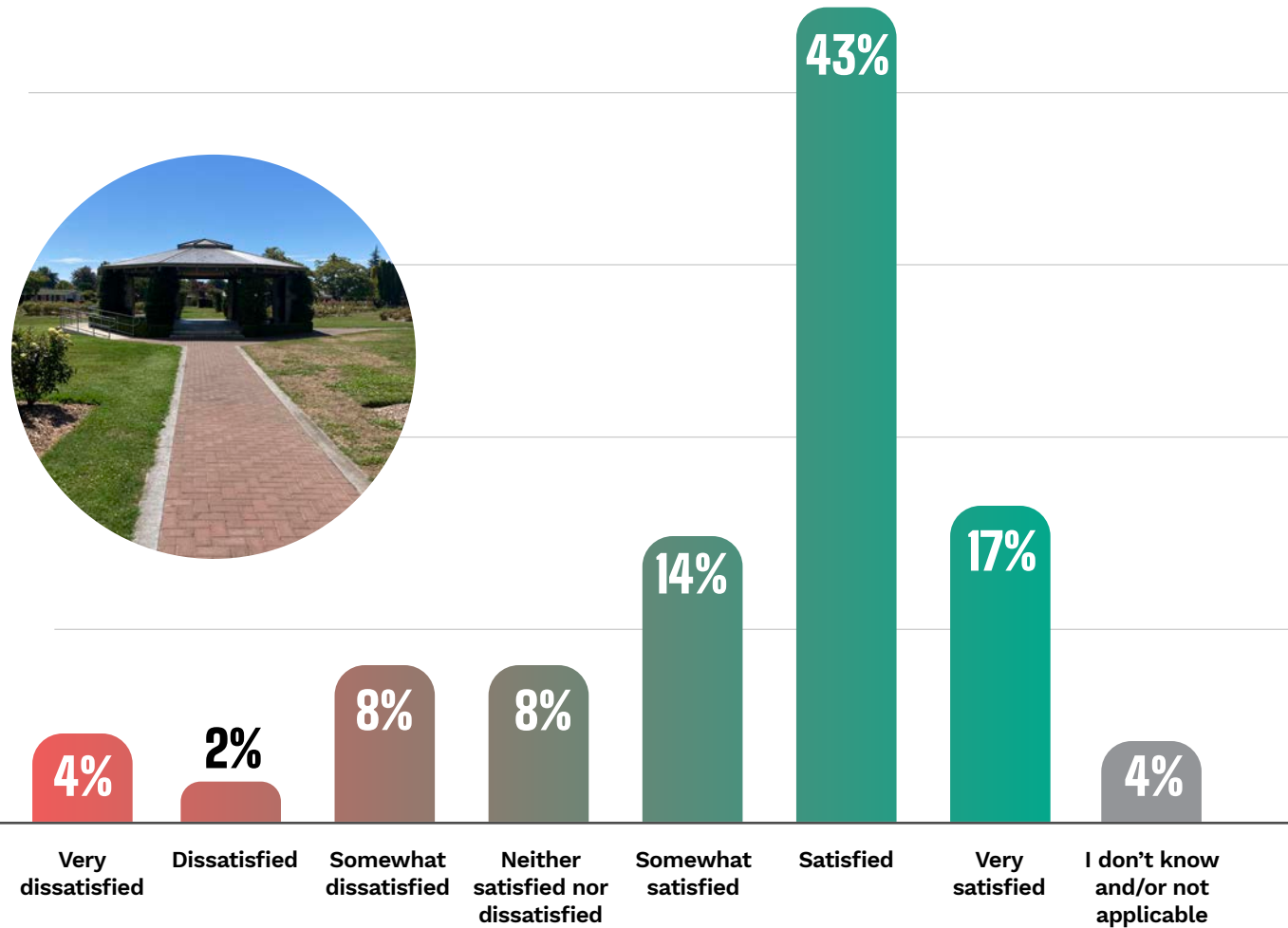


The grounds were generally seen as being well-maintained. Dissatisfaction stemmed from the maze and the rose garden not being adequately maintained (eg. removing dead rose heads).

# Satisfaction Level.

## Footpaths.

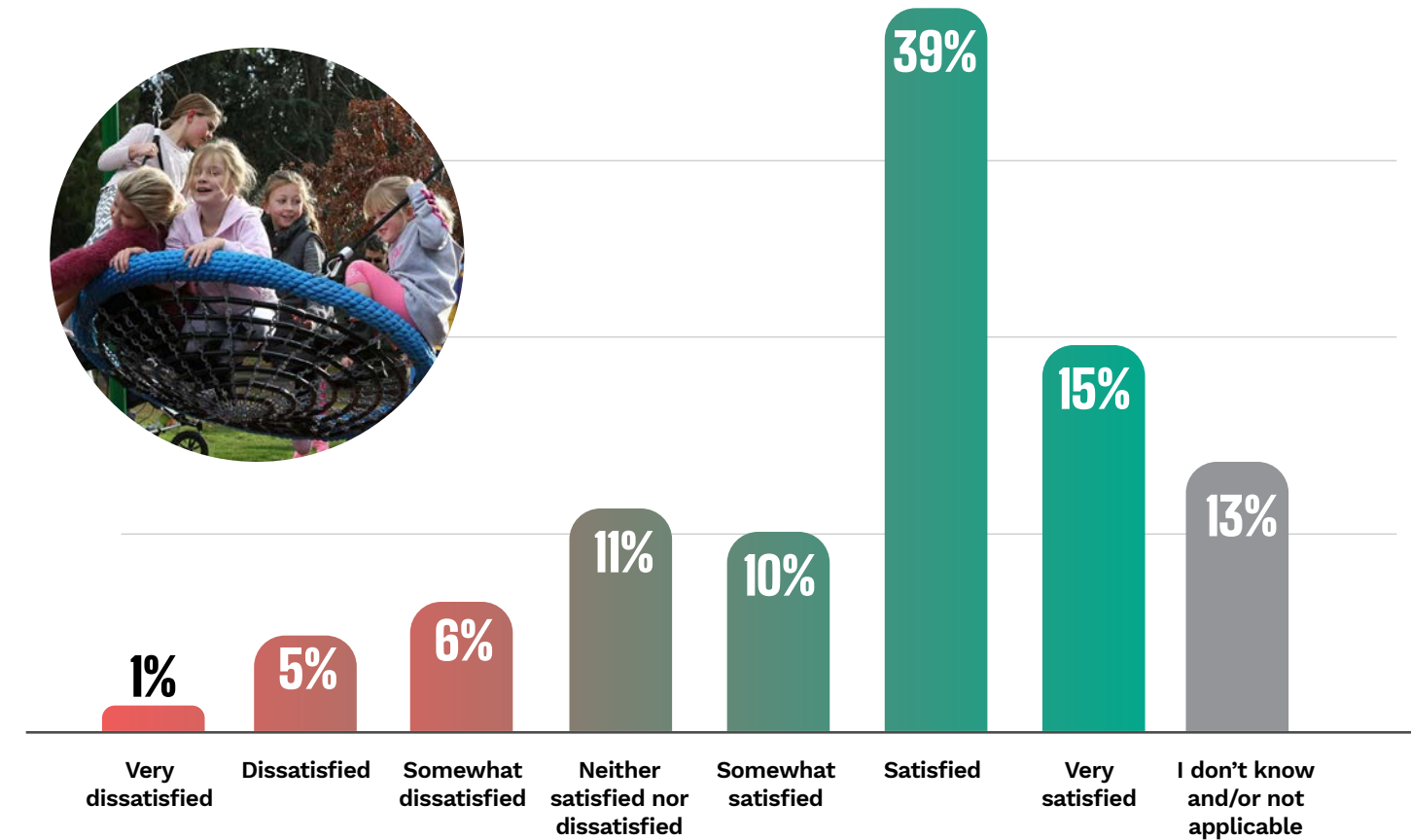
74%



Dissatisfied Park Users mentioned that broken footpaths were a trip hazard. It was mentioned that a smooth path would provide easier access for those with wheelchairs, prams or scooters.

## Playground.

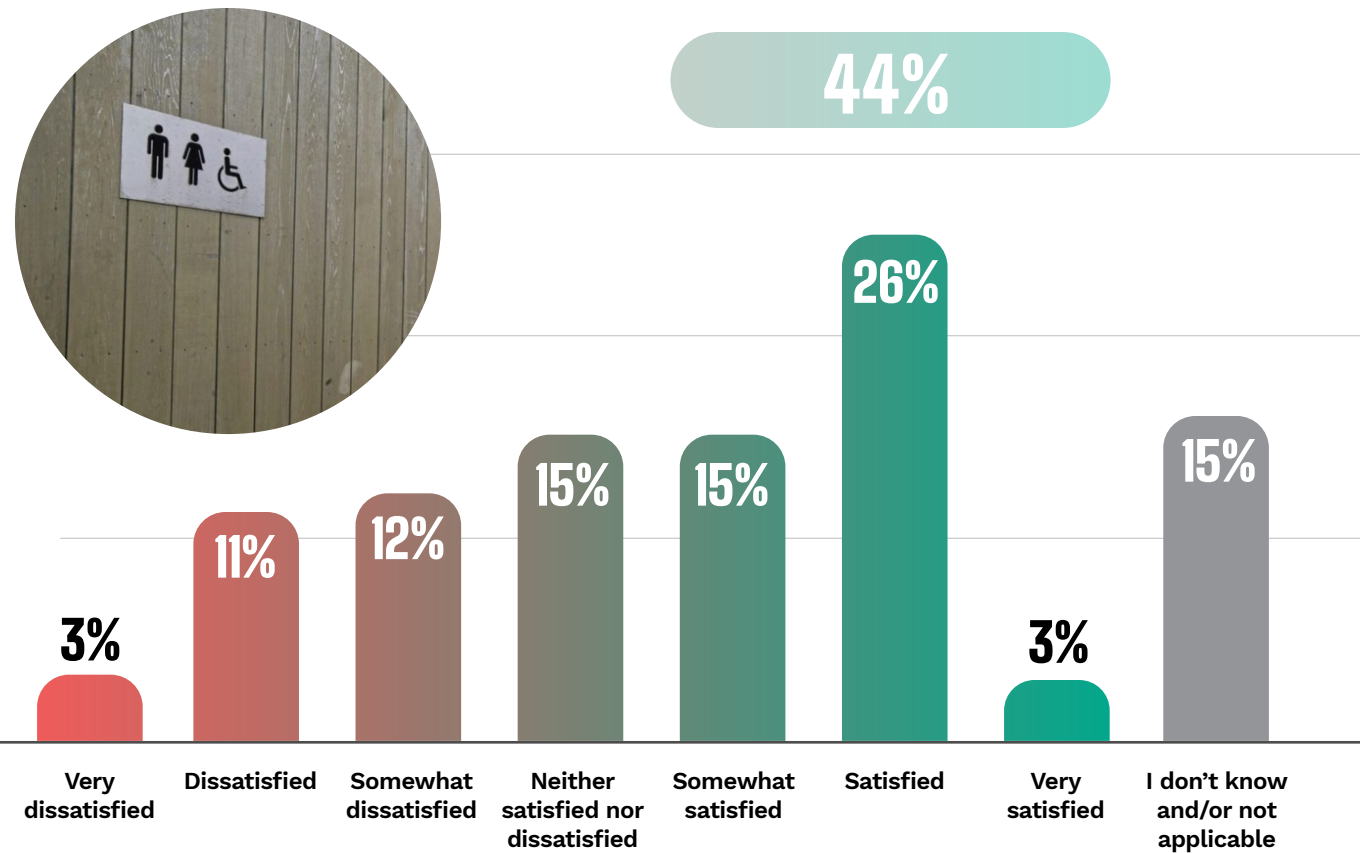
64%



Park Users commented that a greater variety of play equipment for a range of different age groups would be an improvement. Many identified that the playground area needed shade sails as the equipment got very hot in summer.

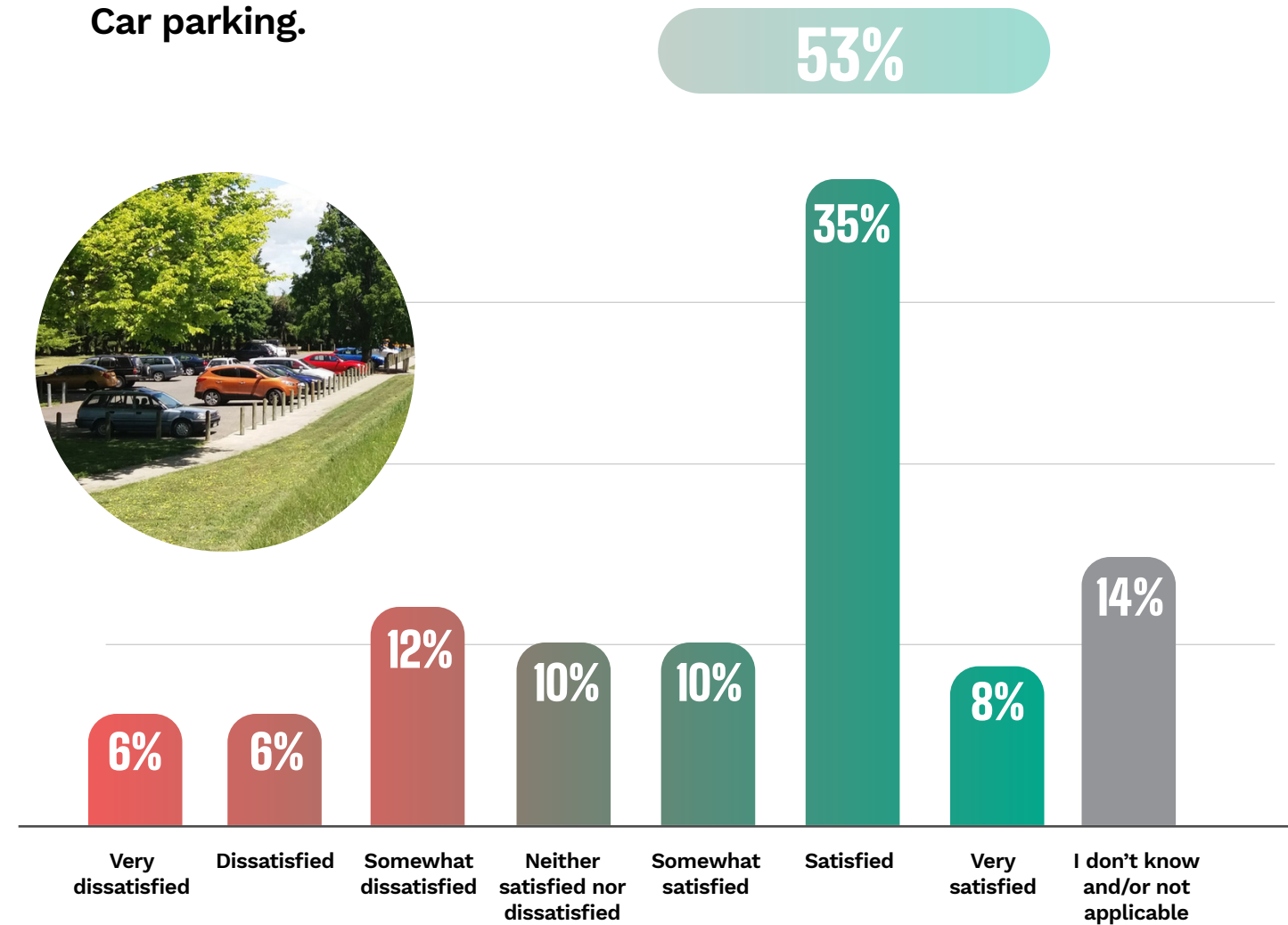
# Satisfaction Level.

## Toilet facilities.



Dissatisfied Park Users noted the need for increased frequency of toilet facility maintenance. Some mentioned the toilets were often locked, and that more toilet facilities would be useful.

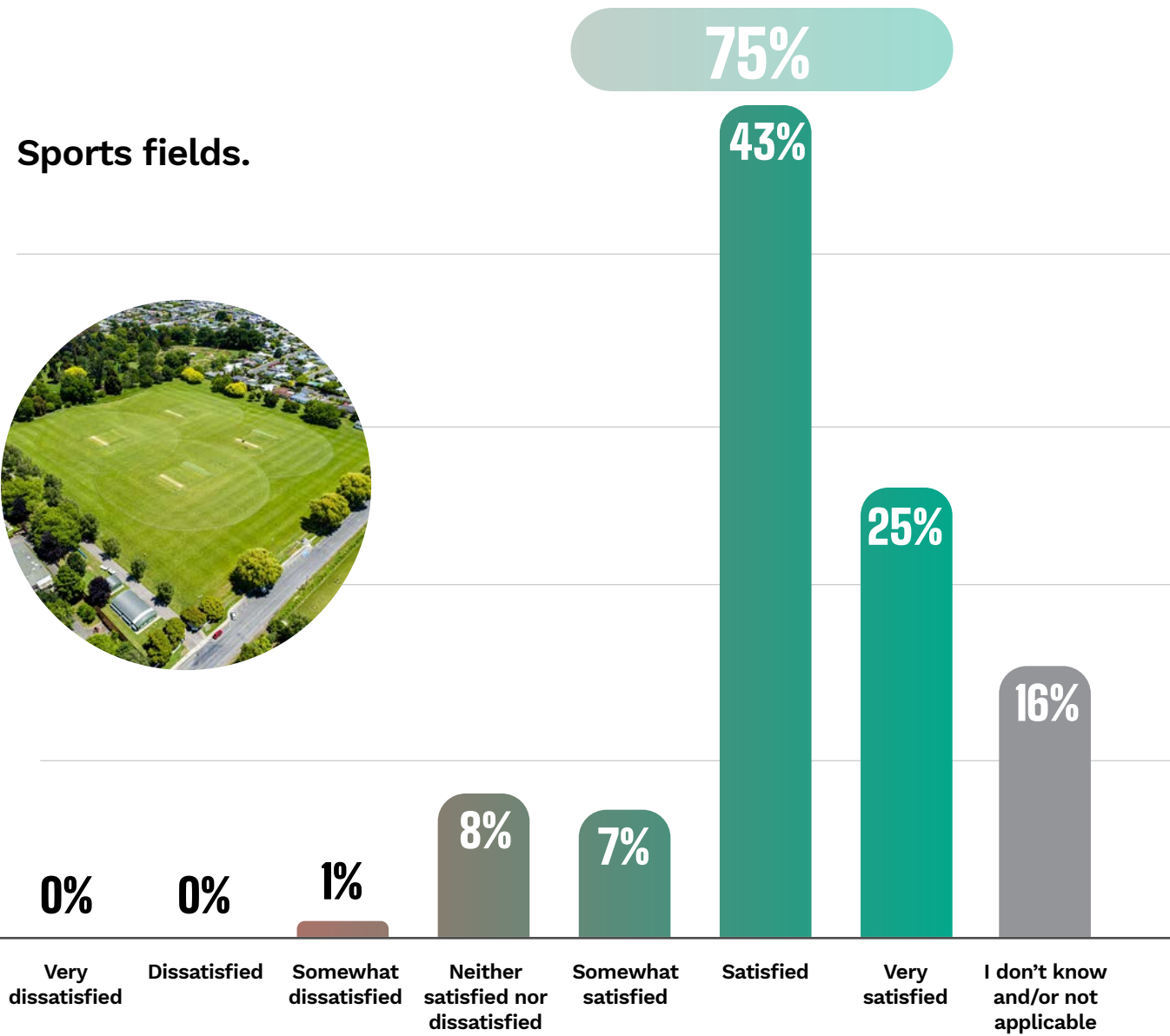
## Car parking.



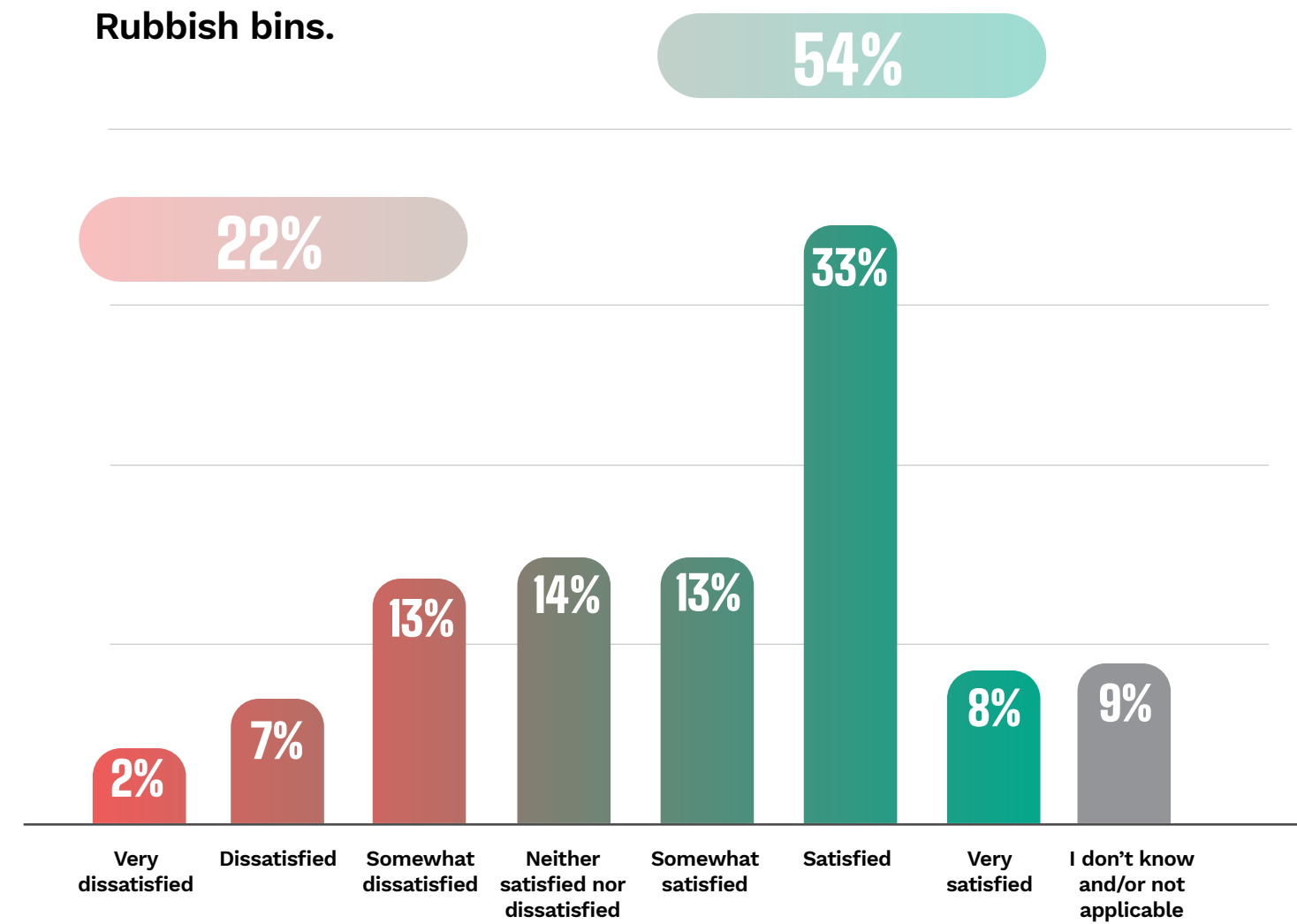
Dissatisfied Park Users mentioned that the car park and surrounding road sides of Frimley Park frequently became congested and dangerous during events and sports games.

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# Satisfaction Level.



Sports fields were seen to be satisfactory, however, some commented on drainage issues.

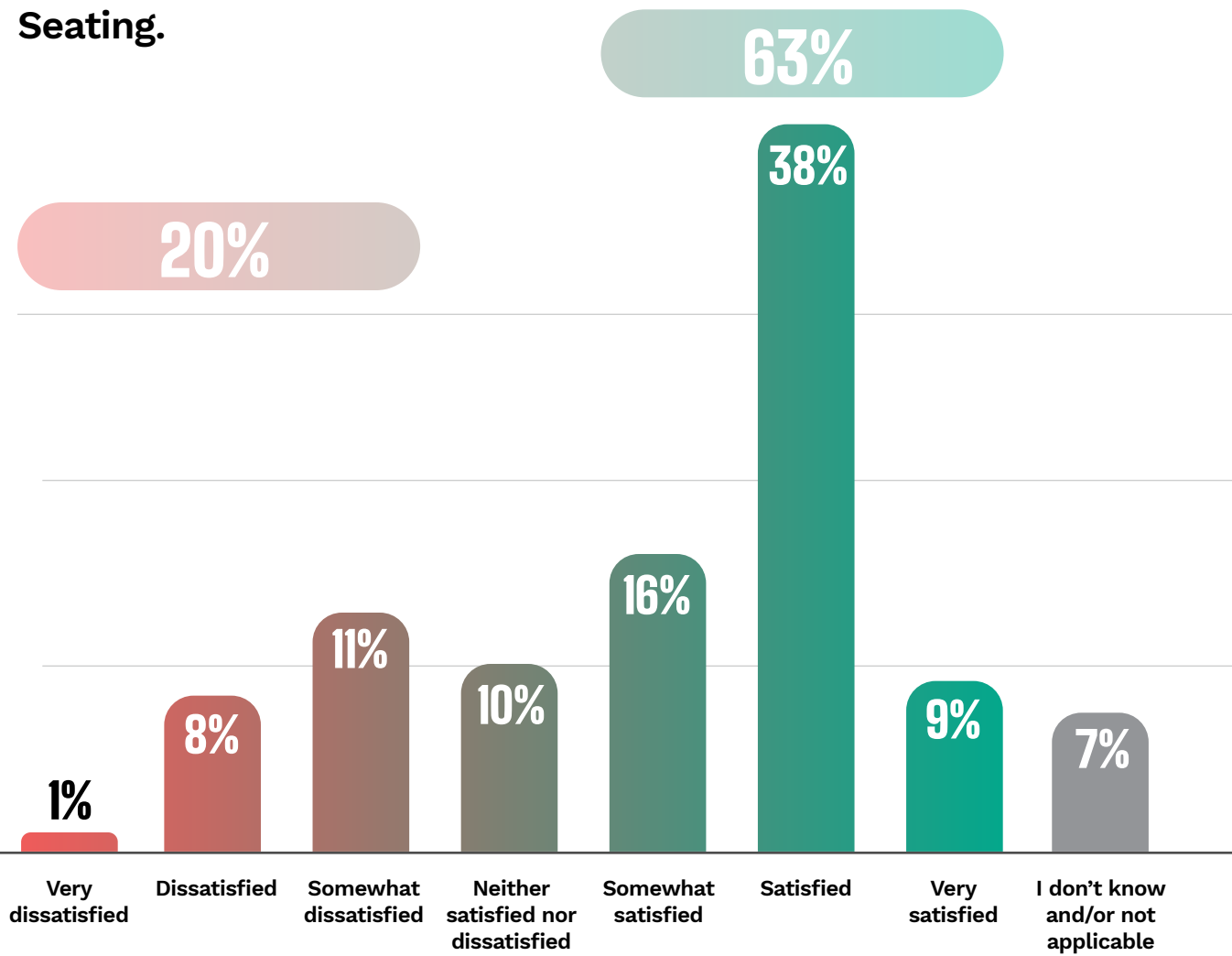


Additional rubbish bins were mentioned as a means to reduce littering. Dog dispenser bags were also suggested.

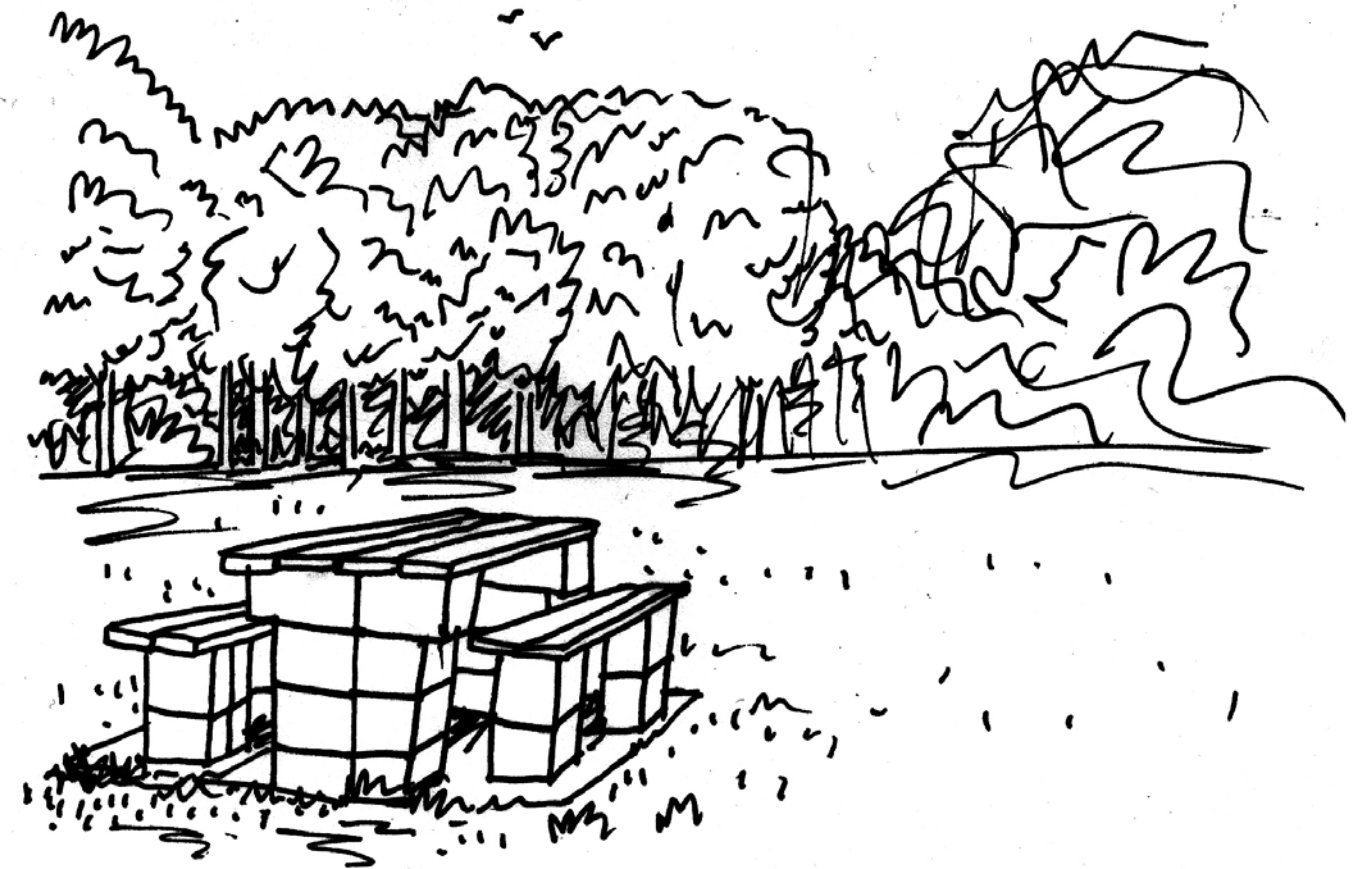
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# Satisfaction Level.

## Seating.



Dissatisfied Park Users were in favour of increased seating, in particular near the playground and sports fields.



# FRIMLEY PARK MAINTENANCE SHED.

This section covers suggestions for the space that will become available when the maintenance shed is removed from Frimley Park.

# The most prevalent ideas for the area were:



## Increased planting and gardens.

Native plants and a sensory garden were popular suggestions. Other suggestions included a vegetable garden and/or establishing fruit and nut trees which may help engage the community more in the Park.



## Playground.

Many people wanted to extend the existing playground with equipment that suited older children, such as teenagers.



## Off-leash dog area.

Park Users mentioned that a lot of people exercise their dogs in Frimley Park and were in favour of an off-leash or enclosed dog area.



## Water features.

Park Users mentioned a range of water feature ideas such as a splash pad, small pond or drinking water fountain would attract people to the Park.



# Additional ideas for the area were:



## Open green space.

Reintegrating the area into the existing park as open space to enjoy nature.



## Picnic area.

Having the space designed as an informal picnic area with facilities such as shade sails, shelter, tables, rubbish bins and a community bbq.



## Sport activities.

Developing the area for sport such as a place for disc golf, a fitness circuit, volleyball court, basketball court, cricket practice nets.



## Other.

A small number of Park Users mentioned other ideas such as having a coffee cart, creating a small stage and/or amphitheatre for concerts, installing a bike rack, art sculptures, or a space for weekend markets and/or community events.

# Sound bites.

**“Make it a green space. There is too much infill in Frimley. Communities need green space.”**

“Cafe, permanent coffee cart.”

**“Could this be a dedicated picnic area with gas BBQs?”**

**“Somewhere for outdoor music or theatre for performances. Community BBQs.”**

“A small lake or pond. Possibly with fish as in Clive Square Napier. Perhaps a simple fountain.”

**“Little water feature for kids, went to a great one in Christchurch. Shade for parents to sit nearby.”**

“This is the best spot for the proposed Sensory Garden - close to the playground which is well-used and proper car parking could be shared by the two facilities.”

**“Keep it open space for picnics, more playground area perhaps - keep it simple.”**

**“Extension of the playground for older kids. Flying fox Exercise equipment.”**

“Many people exercise dogs in the park (not all of them with dogs on leads). Could the area be fenced off for a ‘leadless dog area?’”

**“More picnic tables and play equipment for older children.”**

“Just integrate into the park, nothing special.”

**“Could we add a 9 hole disc golf course around the park. The mature trees, and low foot traffic in parts of the park are perfect for a small but technical course.”**

**“Frimley Park is so beautiful I think the theme of beautiful large trees should be retained with more of an emphasis on NZ native plantings. This could be an opportunity for education on NZ botany. Native plantings would also begin to attract more native birds.”**

**“Sculpture park/trail and scented garden, like the one below the Auckland Museum. A small native tree bush created.”**

“A fitness circuit like the one in Queen’s Park would fit well with the playground.”

**“Grow a permaculture food forest as an example for the community, have a long meadow for beneficial insects, some hugel beds, fruit and nut trees... Lead the way for the city to be greener!”**

**“Places for bikes to park. A normal slide - I don’t like that you have to climb up the net to get to the current one. A flying fox. Monkey bars for older kids (pretty please!!). Some places for picnics. A balance beam for beam tricks.”**

“Extra walking path in that direction. Just blending it into the existing park. Possibly a natural amphitheatre for small concerts.”

# PARK OPPORTUNITIES.

Leveraging the depth of research and insight gathered, this section proposes opportunities for Frimley Park.



# 1

## **Honour this Park by regularly maintaining, and enhancing existing facilities.**

Frimley Park is well developed and caters to a wide variety of users. Small changes will go a long way. Keeping existing facilities well maintained and building on suggestions, such as shade over the existing playground, shelters, water fountains, and improving car parking arrangements would enhance user experience.





## 2

### Work with community to activate the new land (maintenance shed area) into the Park.

Those who know and use the Park are passionate about its future. Park Users offered a range of ideas for the new land with some even offering to assist with fundraising or developing this space. The level of engagement indicates that there is opportunity to work closely with community groups, the general public, the surrounding residents and schools to build on these ideas and create a community space that is inclusive for all and reflects the values and needs of Frimley Park Users.

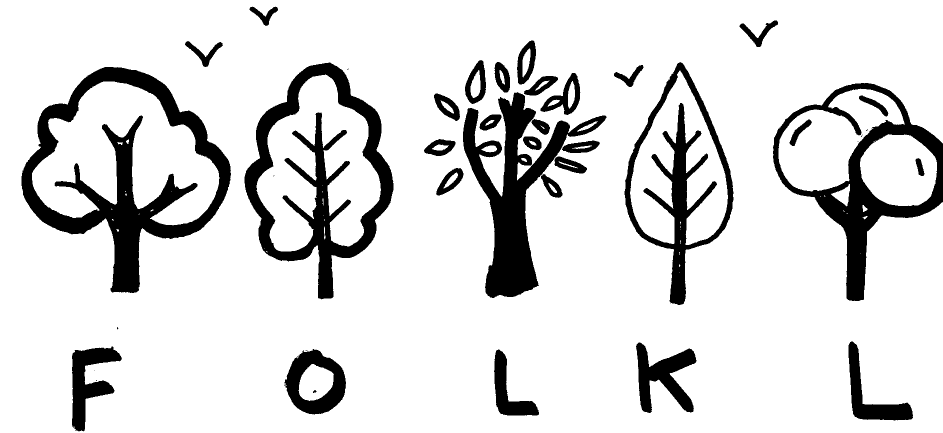
# 3

## **Retain the distinctive areas that are the reason for the Park's unique sense of harmony.**

Frimley Park is considered to be an 'amazing asset'. The Park caters to a wide variety of people who use areas of the Park for different reasons such as organised sport, the rose garden and the playground. These spaces are distinctive and meet particular Park Users' needs where they do not impede on each others activities. Retain these areas and consider the different spaces in future decisions. Improving aspects of the unique 'zones' will further promote the reasons that people use and value Frimley Park.



# Summary.



Frimley Park is a community asset and is cherished by its users. This urban park has something for everyone and the large amount of space allows for a variety of activities to occur harmoniously. These factors should be considered when developing the management plan for Frimley Park.

Ensuring Park Users are aware of, and have the opportunity to be embedded in any planning and decision making processes will be vital in enhancing the community's positive connection with these spaces. This should start with the processes around the removal of the maintenance shed.

FOLKL have enjoyed working on the research for Frimley Park and are grateful to have had the opportunity to meet and listen to a range of people who have shared their stories. We thank you for your time.

**Ngā mihi | Thank you.**







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