PROJECT PURPOSE AND OBJECTIVES.

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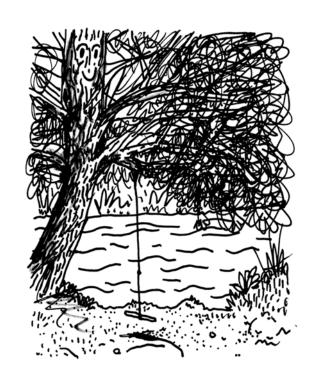
RESEARCH FINDINGS.

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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 the users of Eskdale 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 they use Eskdale Park.



Background:

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

A decision to prepare an individual Reserve Management Plan was agreed following a suggestion that the Hawke's Bay Mountain Bike Club may approach Hastings District Council (the Council) to formally seek permission to access its mountain bike trails on private land via Eskdale Park. To date, no application to the Council has been received. However, the Council would like to understand the views of all Park users to ensure the Plan will reflect the Parks purpose and diverse user needs.

A mixed methods approach included both qualitative and quantitative techniques to deeply and extensively understand the Park and its users. This included over **250** engagements through interviews, events, **32** public submissions, **340** data points for manual and digital observations, and **970** 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.

.Objectives:

To understand the issues, needs and concerns of Eskdale Park users 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.

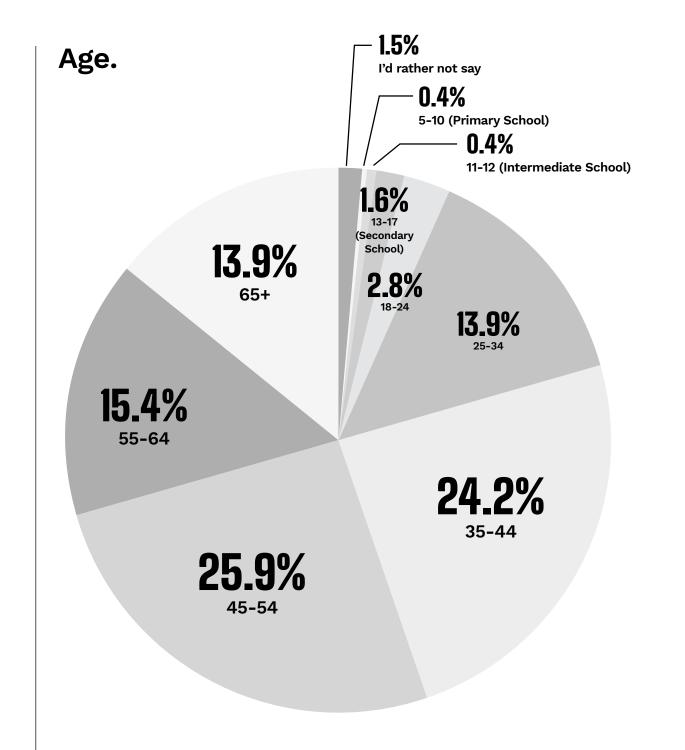
As Research Association New Zealand (RANZ) members, FOLKL uphold RANZ's Code of Practice, which ensures that data is validated and protected through appropriate means. In conjunction with this, we adopt additional ethical steps within our research approach.



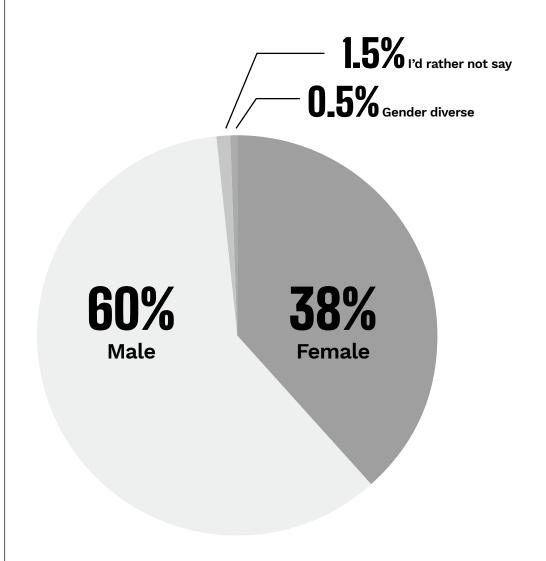
This section highlights who is using Eskdale Park. It covers key demographic information and where Park users live.

It addresses the following research objective:

→ Who the Park users are





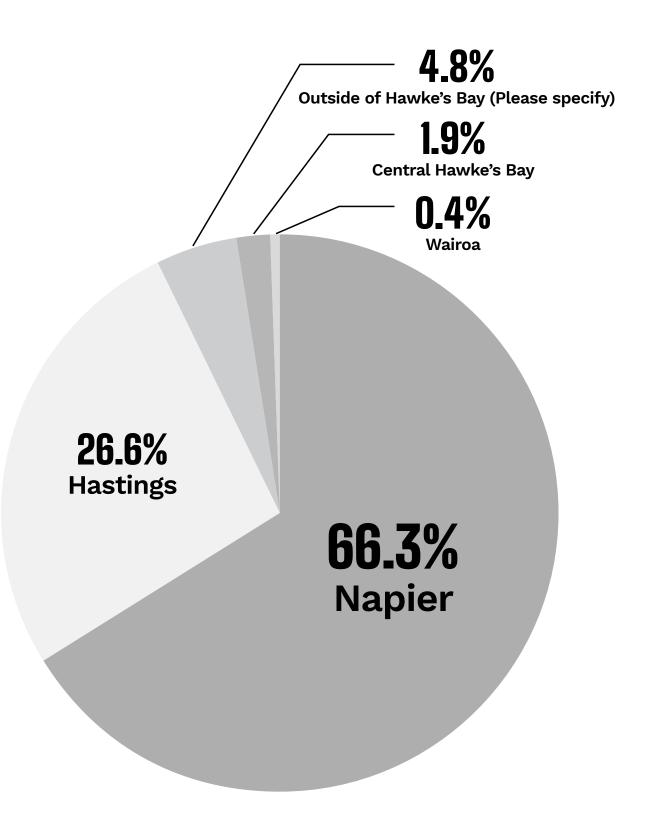


Where Park users live.

Responses from outside of Hawke's Bay were driven by people who had previously lived near Eskdale Park.

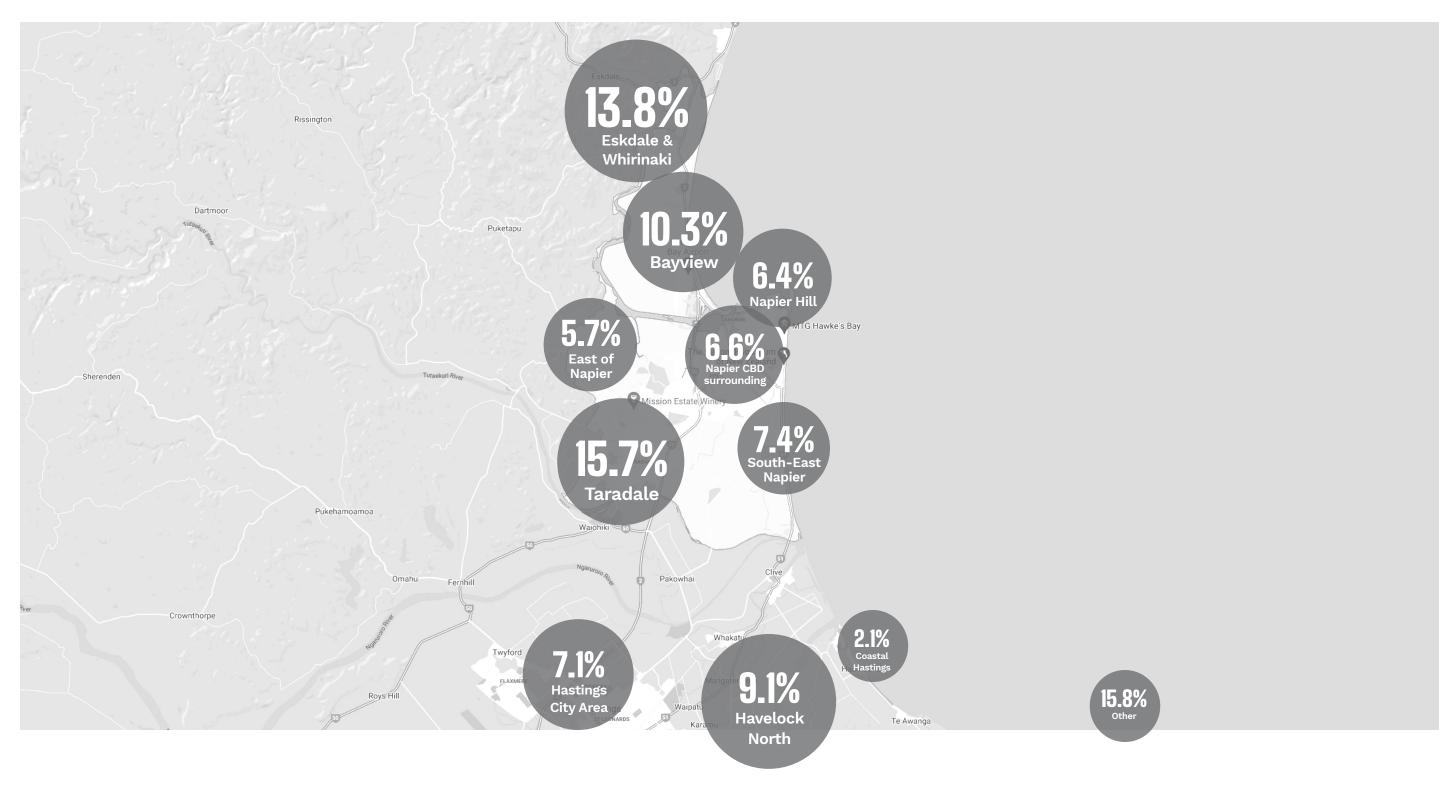
Outside of Hawke's Bay Responses:

→ Wellington, Auckland, Palmerston North, Taupō, Twizel, Dannevirke, Dunedin, Wairarapa, Marlborough, Sydney, Taranaki,

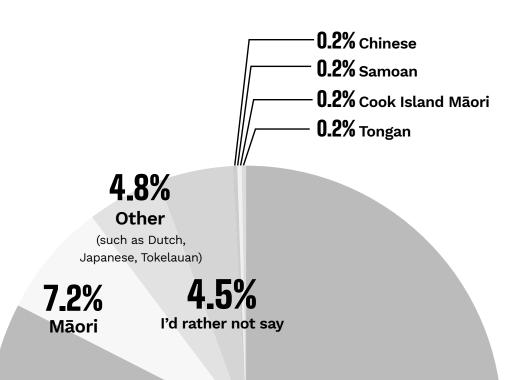


Where Park users live.

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Ethnicity.



82.7%New Zealand European

During the Park observations, there was a mix of people from different ethnic backgrounds using Eskdale Park (specifically on Easter Weekend). Researchers spoke with people from Japan, Iran and Australia all experiencing the Park for the first time.

Demographic representation with Park community

Responses from New Zealand Europeans indexed higher compared to the demographic of the region but were in line with the demographics of Napier, Puketapu-Eskdale and Bayview.

The survey responses were lower than average for Māori across all areas.

Location	European	Māori	Pacific peoples	Asian	Middle Eastern, Latin American, African	Other ethnicity
Survey Demographics	82.27%	7.2%	0.55%	0.32%	0.33%	4.8%
Hawke's Bay	75%	27%	5.6%	5.0%	0.6%	1.1%
Hastings District	71.8%	27.3%	8%	5.6%	0.5%	1.1%
Napier	81.2%	22.2%	3.4%	5%	0.7%	1.1%
Puketapu- Eskdale (Whirinaki)	88.3%	13.6%	5.2%	1.2%	0.2%	1.1%
Bayview	90.8%	17.%	0.9%	2.3%	0.3%	1.2%

The Cultural Aspirations Report will be an important factor to understand the views and values of Tangata Whenua. This report is currently underway during the time of conducting this research.

HOW DO PEOPLE USE ESKDALE PARK?

This section covers Park use and detail on key barriers.

It addresses the following research objectives:

- → How people use Eskdale Park
- → How often people use Eskdale Park
- → Barriers to using the Park

Why do people visit the Park?

Cycling

Walking

Visiting Esk River was the most popular activity, followed closely by experiencing natural open space, and picnicking. 8% Running **Picnics Experiencing Natural Open Space** 64% **Esk River** Dogwalking I don't know 25% and/or not



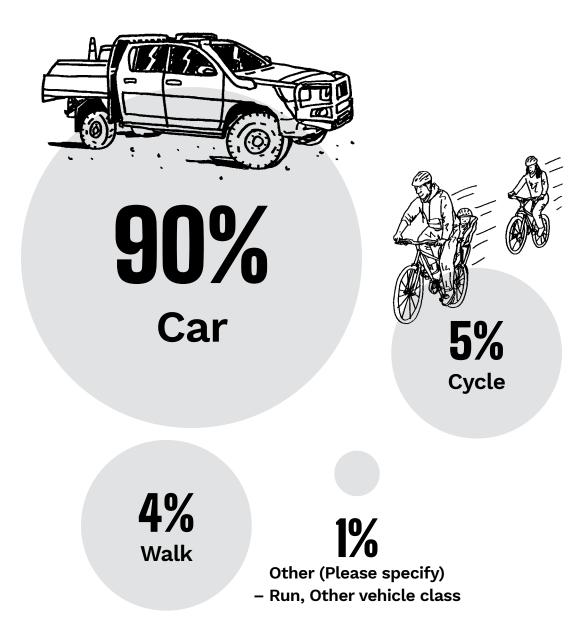
Eskdale Park experiences fluctuations based on seasons and significant days of the year, e.g. public holidays.

Playground

applicable

Other

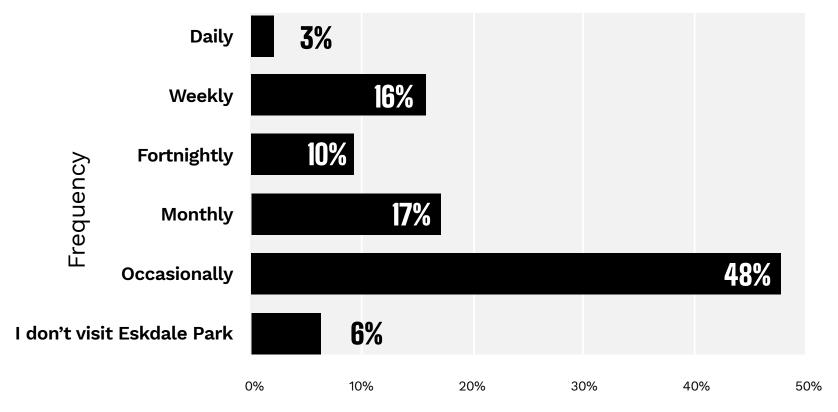
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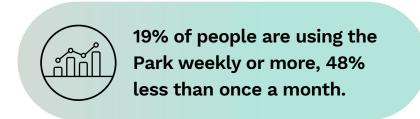
90%
access the Park via a motor vehicle.

Very few people cycle or walk to the Park due to its location and the lack of safe infrastructure. People commented that connecting the pathway network from Bayview or Eskdale school would benefit the Park.

How often do people visit Eskdale Park?



Percentage of people visiting Eskdale Park



Why people are not using Eskdale Park:

Key barriers to visiting the Park were peoples' busy schedules, work commitments, and travel distances.

A lack of things to do and poor facilities deterred people from going to Eskdale Park.

VISION.

Eskdale Park Access

Eskdale Park Access.

All Traffic: Inward & Outward.



Number Per Hour	Weekday	Weekend	Public Holiday (Anzac Day)	% Change
Vehicles	4.3	10.6	12.3	Weekday To Weekend +147% Weekend To Public Holiday +18%
Pedestrians	0.4	1.0	1.7	Weekday To Weekend +150% Weekend To Public Holiday +70%
Cyclists	0.1	0.3	0.5	Weekday To Weekend +200% Weekend To Public Holiday +67%

On the weekday there were 24 visits, the weekend day there were 68 visits, and on ANZAC day there were 77.

Of all vehicles exiting Eskdale Park, only

21%

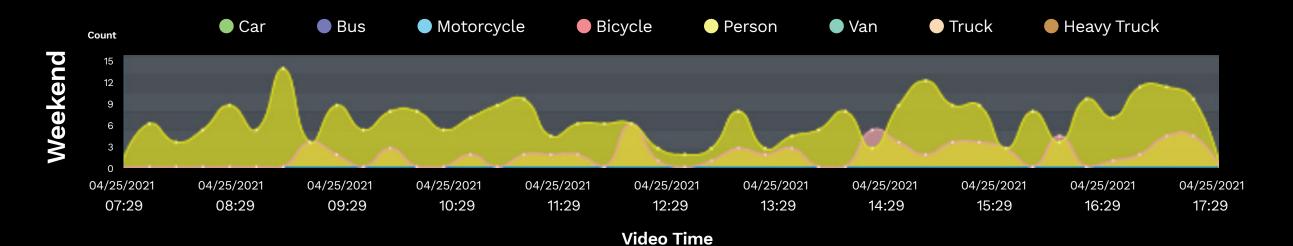
used the correct left lane of the road.

Type of traffic at Eskdale Park.

% of Total Traffic						
Туре	Weekday	Weekend	Public Holiday			
Vehicles	90%	89%	85%			
Pedestrian	8%	9%	12%			
Cyclist	2%	2%	3%			

The majority of visitors arrive by vehicle, followed by walkers, then cyclists.

User distribution at Eskdale Park





Vehicle usage was consistent throughout the day, with walkers most likely to visit early morning and late afternoon.

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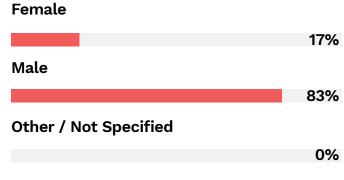
Sample of Eskdale Park cyclist usage.

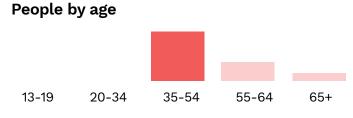


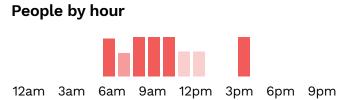
No trips or activities were recorded on Shaw Road leading to Eskdale Park.

The area surrounding Eskdale Park is used by road cyclists (for example Waipunga Road and Hedgeley Road), and mountain bikers in the Pan Pac Mountain Bike Park.

(n= 50 people, January 1 - April 30, 2021)







HOW DO PEOPLE FEEL ABOUT ESKDALE PARK?

This section looks in to people's experience and reflections of the Park.

It addresses the following research objectives:

- → Park user perceptions and values
- → Level of satisfaction with the Park and amenities
- → Issues and concerns with the way the Park is currently being used

Key findings. Positive experience.



Esk River.

One of the most highly valued features of the Park was the Esk River. The river is viewed as a safe and peaceful place for people of all ages to swim, play and enjoy nature.



Trees.

Park users frequently described the trees as being among their favourite features of Eskdale

Park, particularly for their beauty, established nature, and size, as well as the shade they provide.

An appreciation of native planting was another sub-theme as well as a sense of pride if the user, or someone in their family, had planted particular trees.



Natural Beauty.

Closely tied to the previous theme,
Park users enjoyed the beauty
and natural aspects of the Park,
and the escape it provided from
busy and crowded urban spaces.
Commonly mentioned aspects
were the scenery, the lack of
structures, and the rural, country
feel of Eskdale Park.



Open Space.

Park users frequently described enjoying the size of the Park as it allowed them to find their own uncrowded space, where children could run and play games. It gave Park users a sense of tranquility and freedom that was noted to be unique in its simplicity and informal nature.

Key findings.

Positive experience.



Family.

Eskdale Park is considered an important place for families to visit together for activities. Frequently mentioned examples were picnics and cricket to mark special occasions such as Christmas and Boxing Day. Many Park users have their own tradition of visiting for these occasions, valuing the Park for these close personal ties to these family memories that often span multiple generations. Many Park users describe the experience of their families changing while the Park remains the same. There was a sense that these memories and traditions need to be protected, and shared with those who have not experienced such gatherings first-hand.



History.

Many Park users described the history of the Park as playing a significant role in how they felt it should be used and valued, namely as a community space that is able to be accessed by all. This also included the history of specific aspects, i.e. families that had contributed to the Park or its maintenance in some way.



Peace.

Park users described visiting the Park for its feeling of peacefulness and tranquility, to enjoy quiet recreation, while spaced apart from other groups. It was described as a relaxing break from the sounds of traffic or the 'bustle' of urban environments. Park users generally saw Eskdale Park as being a more peaceful than others in the region.

Sound bites.

(Positive).

"Quiet, peaceful, a place for the kids to run around and splash in the river. Got married there. Many kids birthday parties and picnics have been held here."

"Large, well-maintained, lots of space to spread out and not feel like you're interrupting other families."

"Getting out in the fresh air and doing what I love. Best part of my day is going out on my bike and forgetting about the day to day grind." "My children and I love playing in the river, and the playground equipment. My children's school sports day is held at the park."

"The mostly untouched environment where my kids use imagination. Make fairy houses under the trees, play in the earth piles, hide behind trees. No fancy playgrounds or retail outlets to provide distractions or costs."

"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."

"It's untouched pretty much,
I love the huge trees, it's about
making your own fun and
enjoying the surroundings."

"The fact that it still part of old Napier and the memories that are revived and enjoyed generationally."

"Every Christmas for the last 30 years with family! So much space for fun sport games, swimming and BBQs."

"The freedom to use the park and interact with others without boundaries and too many rules - lets people use the park with respect for others."

"Off-road experiences for running and cycling, away from traffic and it's a big area to spread out in."

"Nature, beautiful old trees, sacred place for Hawke's Bay. Calm, relaxing atmosphere."

"What space can you go
to who can connect with
community with so many
generations? Eg. the
[students] know the poodle
lady with the huge truck."

Key findings.

Negative experience.



People.

other Park users, which was perceived to be a problem in a variety of ways. This included large groups taking up a lot of Park space, driver behaviour, or encountering people thought to be drinking and using drugs. These activities, alongside 'litter bugs' leaving rubbish and dog poo, were seen to be disrespectful to the Park. There was a sub-theme around feeling that park locals disapproved of certain activities, giving some visitors a sense they were 'trespassing' despite the Park being a public space.

A prominent theme was the behaviour of



Safety.

The concerns around safety stemmed from percieved issues relating to people, such as driver behaviour, feeling intimidated by other Park users, or feeling isolated and vulnerable when there were few other people around. A small number of Park users mentioned feeling threatened by uncontrolled dogs and a lack of security within the Park.



User conflict.

Some Park users were anxious about the prominent narrative that the Park may be developed into a mountain bike hub therefore becoming crowded and restricting accessibility and activities. Contrary to this others felt there was criticism unnecessarily directed towards particular groups, for example, negative preconceived traits of those who mountain bike. A range of different Park users stated that they did not enjoy the conflict itself, and the tensions it created between different Park users.

Sound bites. (Negative).

"Lack of decent facilities such as proper parking and toilets. It worries me the way some drivers will drive across the grass around families."

"No real access to river unless you want to slide down the slopes."

"Hoons doing doughnuts in the park."

"Freedom campers leaving rubbish. people not picking up their dog poo."

"Not many seats and bins."

"Dog droppings, uneven grass area, lack of play equipment for families, toilets not accessible."

"Hearing angst between different Park users."

"Toilets are not nice, when it's a holiday or crowds around in summer weekends it's chaotic due to lack of facilities and organized access."

"Nothing. Maybe just needs improvement in the toilets and water facility and that's about it."

"Lack of signage that indicates that this is the way to Eskdale."

"That we may feel unsafe if people are present who may be engaging in illegal activities."

"Play equipment boring and could be more options. Infant swings are not reliable - they tip forward if child leans to far forward. Both my grandchildren have tipped out and others report same." "There's usually hardly anyone there so it doesn't always feel that safe."

"Wasps swarming the children's playgrounds areas. Off-leash area surrounds children's play areas and prohibited dog area doesn't work."

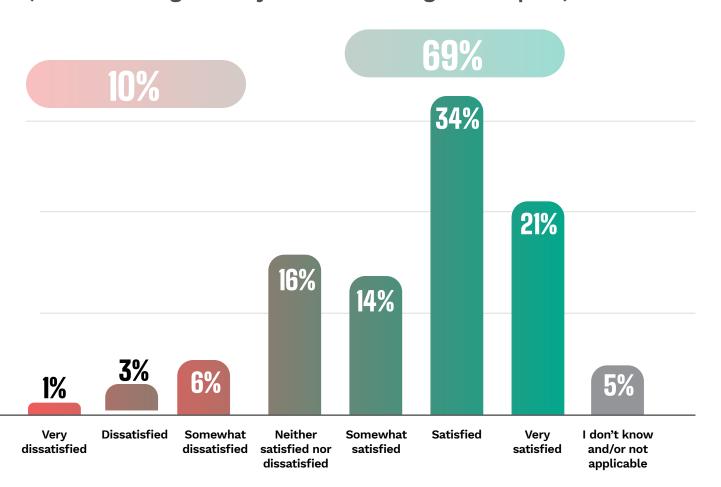
"I'd love the river to recover its depth... it has got much shallower over the years, with the shingle, but it's still such fun."

"Toilet blocks are tired, picnic facilities are poor. A lot of wasted space at the park means it lacks an atmosphere."

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Way-finding and signage.

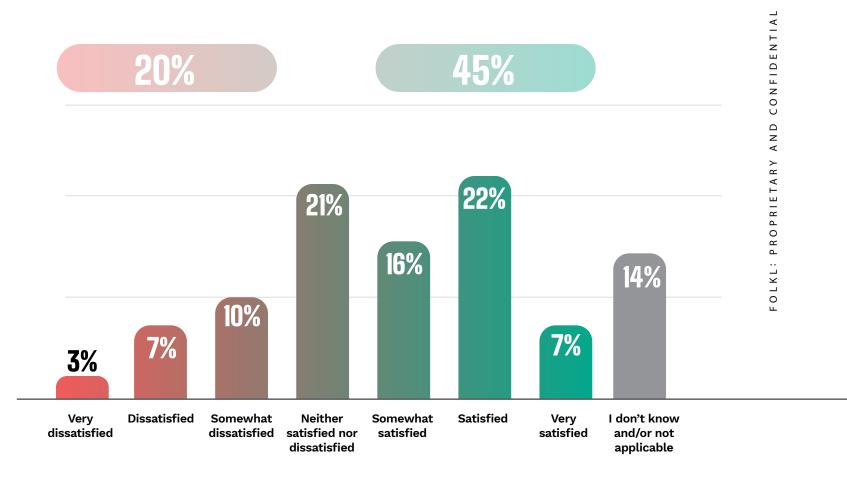
(Understanding where you are and can go in the park).



The majority of participants were satisfied with wayfinding and signage, however, people would often go to the Eskdale Campground having made a turn too early, or end up at Hukarere Girls' College looking for the Park.

Park users cited the need to **provide clearer signage** for on- and off-lead dog areas. People spoke passionately about their desire to see history and information boards added to the Park.

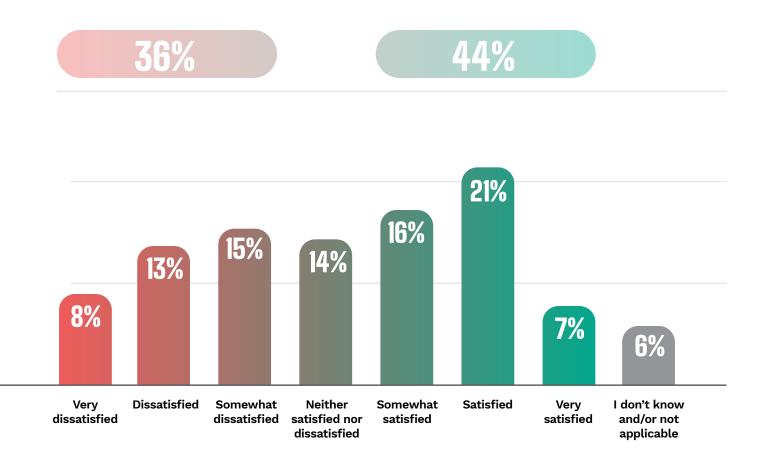
Playground.



There were varying levels of satisfaction with the playground.

General upgrades to the playgrounds were desired so the Park could accommodate and appeal to a greater variety of Park users. This was aligned with dissatisfied scoring. Examples given were basket swings for teenagers or more natural play features like logs, tunnels and replicating more rural play activities.

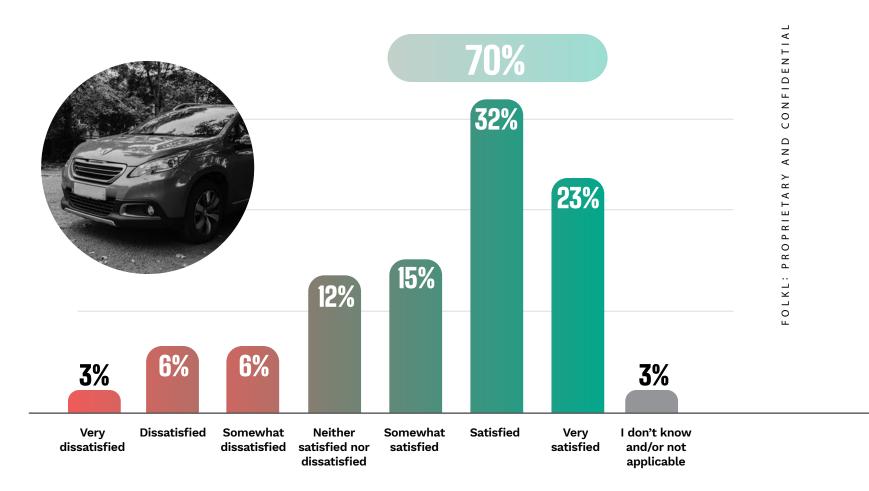
Toilet facilities.



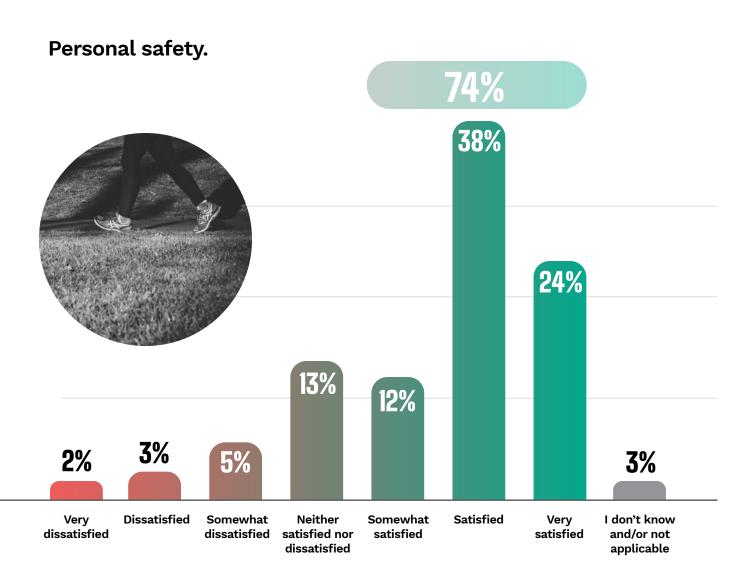
Participants had mixed levels of satisfaction with toilet facilities. Some commented that the toilets needed upgrading whereas others stated that they were maintained to a clean standard, and that 'they just looked rundown'.

Improvements to lighten and brighten the toilet facilities would be well received. A mural design on the outside was suggested as a potential remedy.

Car Parking.

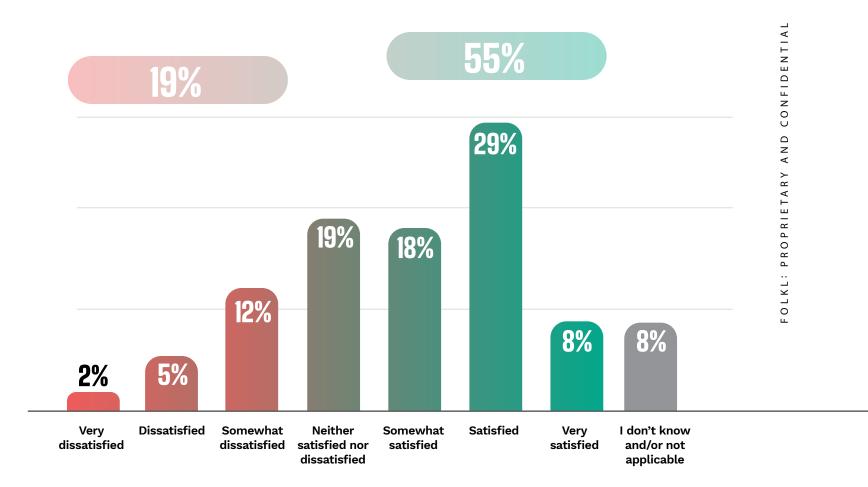


Overall, participants were satisfied with the car parking available. Park users like that they can park close to the river or under a tree with their picnics or sports equipment. Although this was valued, safety was an issue for some Park users who would prefer a designated car parking area.



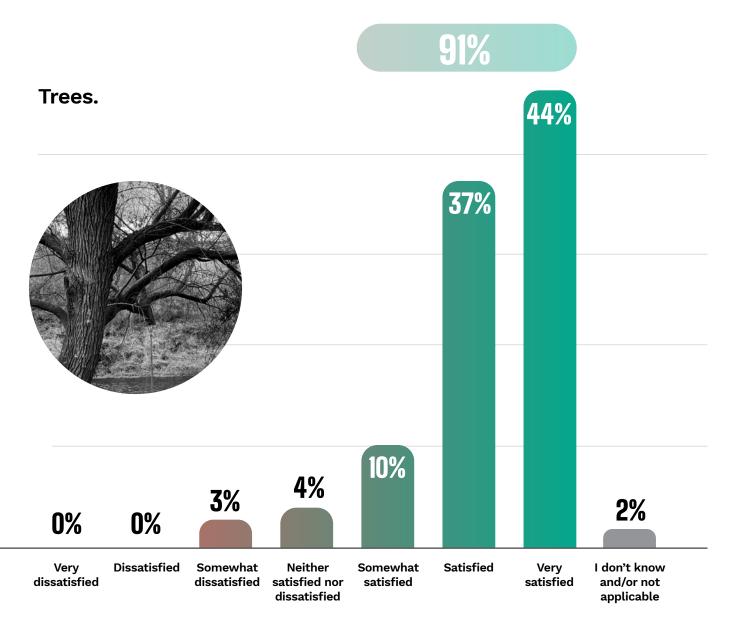
The majority of participants felt safe in Eskdale Park. Some users felt intimidated by other people's behaviour and use of vehicles. Others commented that the Park was not busy and having more people there would help with their feeling of personal safety.



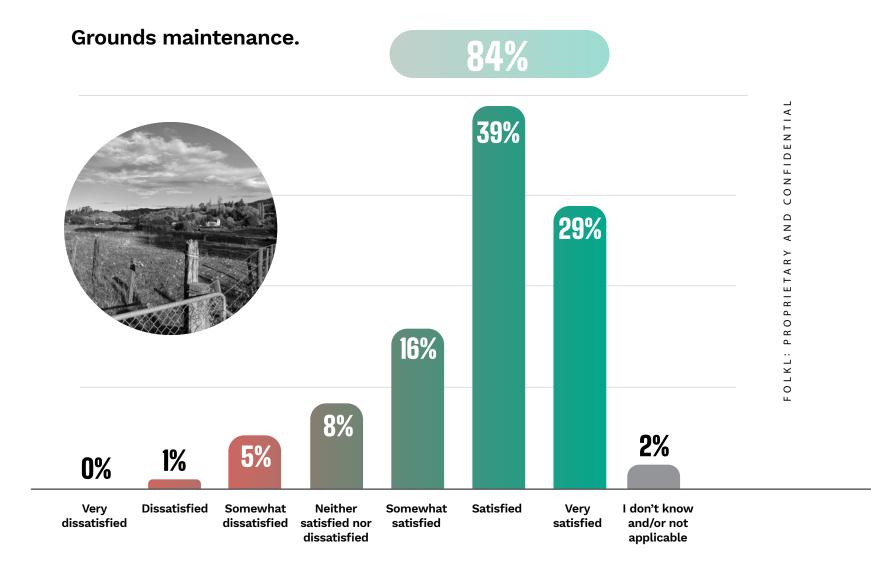


Participants were satisfied with the rubbish bins. Dissatisfaction came from overflowing rubbish bins and litter. **More rubbish bins** and regular servicing during busy periods were suggested.



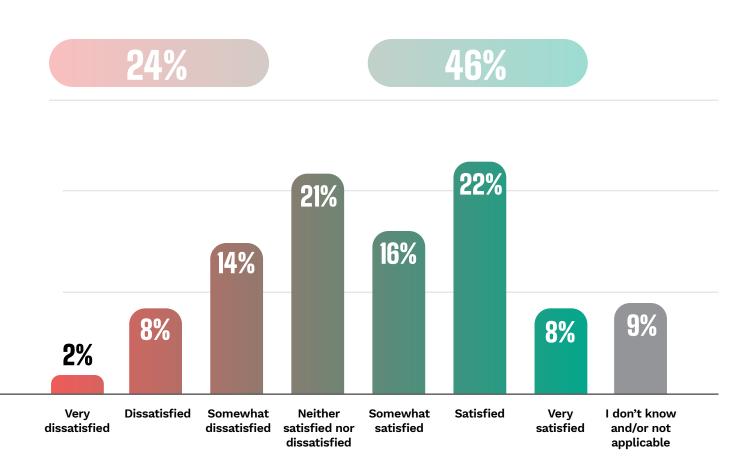


The majority of articipants were satisfied with the trees in Eskdale Park. Ensuring trees were safe and maintained was seen as important.



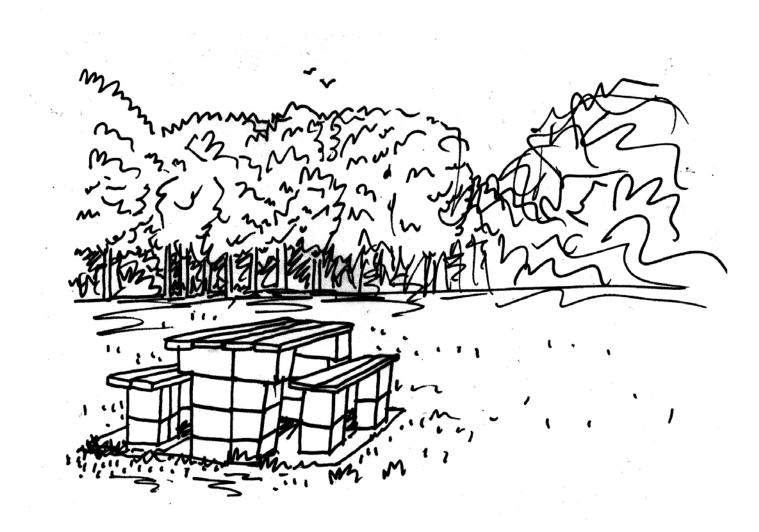
Overall, participants were satisfied with grounds maintenance. Tree maintenance was mentioned as an area for improvement, along with maintaining facilities that were seen to be deteriorating.

Seating.



The most common feedback was that more seating could be provided in the Park.

Suggestions to improve the seating in the Park . included, seats beneath shelters, additional tables, and longer bench seats that can accommodate larger families or groups.



Sound bites.

"I do think there is confusion between the entrance for the Eskdale park and the camping ground - better signage would be more helpful".

"One family will be at one lot of swings so can go to another and spread out. Go through the 3 stations".

"The toilets are all good and they clean them."

"The toilets are always kept clean and tidy but perhaps could be upgraded."

"Toilets make it look dodgier than it actually is."

"Off-lead but more dog signage out in the right places (not where all the other signs are at the front)."

"The ability to drive to an area near the river or under the shade of a tree, to gather in a group or just be on your own to enjoy the peaceful, tranquil country-park atmosphere".

"We can drive right up to the space we want to occupy for an hour or two & relax."

"Trees blown over need to be removed."

"Unsafe with cars driving all over the place. Need some sort of bollards or something to stop people going everywhere."

"Partner sometimes goes over there and feels a bit unsafe."

"Few places today offer the same kind of safe open green space."

"Safe space within our doorstep to come together as a community."

"The huge willow and other trees, offered shade in the summer."

"Beautiful old trees."

"Tree branches / lack of maintenance."

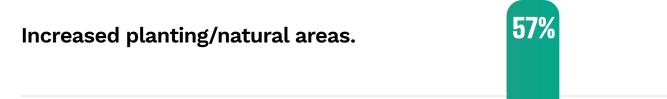
"The rubbish bins are often overflowing and some Park users leave rubbish around."

"More seating would be great."

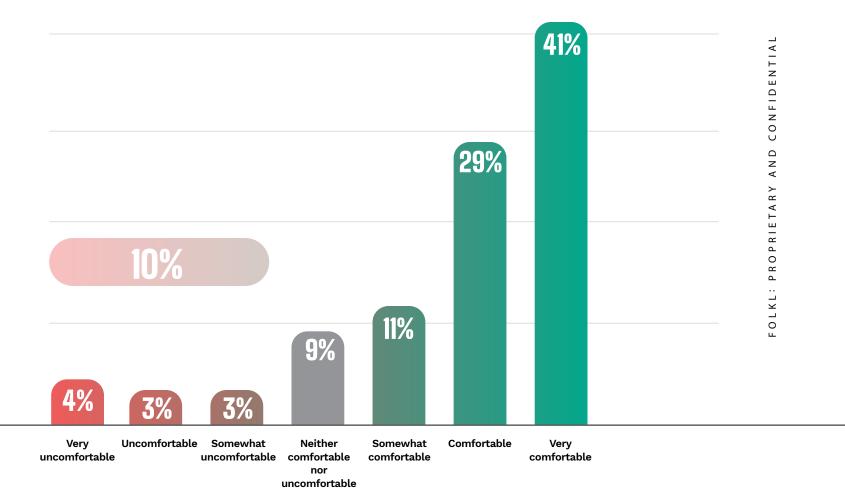
This section covers people's level of appetite for potential changes to Eskdale Park.







Community BBQ.



25%

3%

9%

Uncomfortable Somewhat uncomfortable comfortable comf

Participants were comfortable with the suggestion of community BBQs. There was some concern that this may be a fire hazard.

The natural beauty, trees and environment were highly valued aspects of Eskdale Park. Participants were very comfortable with the idea of increased planting and natural areas. Community planting played an important role in connecting the Eskdale Park community.

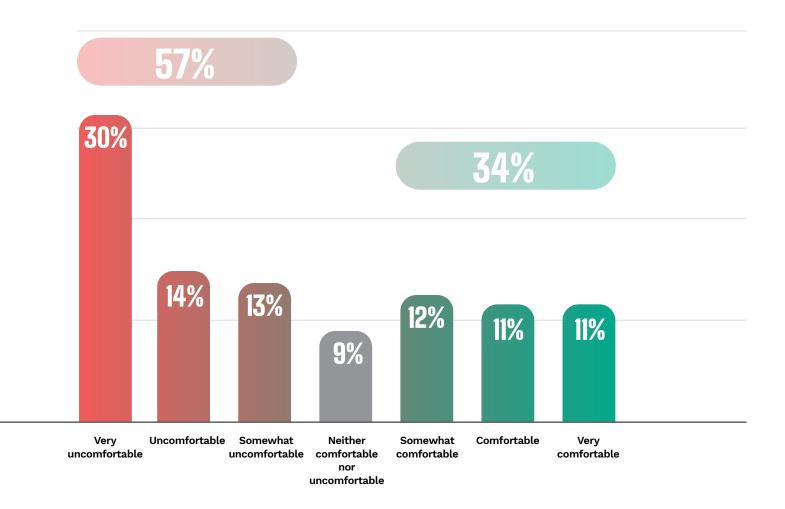
uncomfortable

Very

uncomfortable

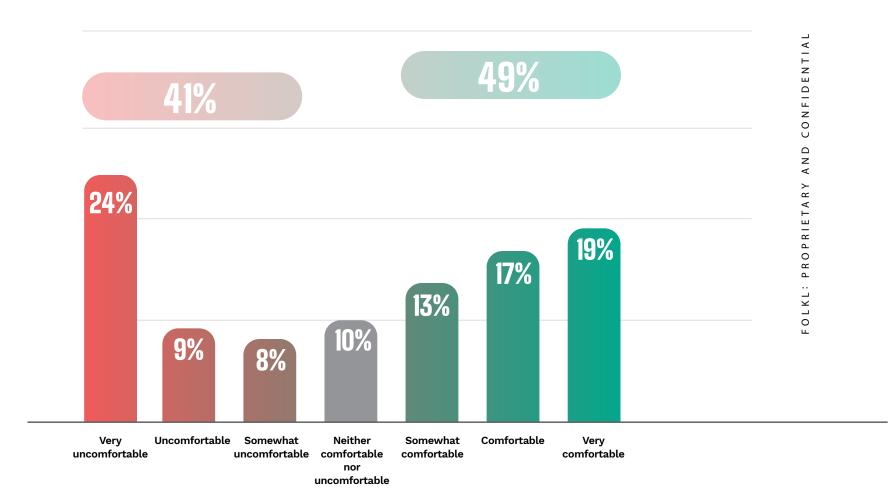
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Self-contained overnight camping.



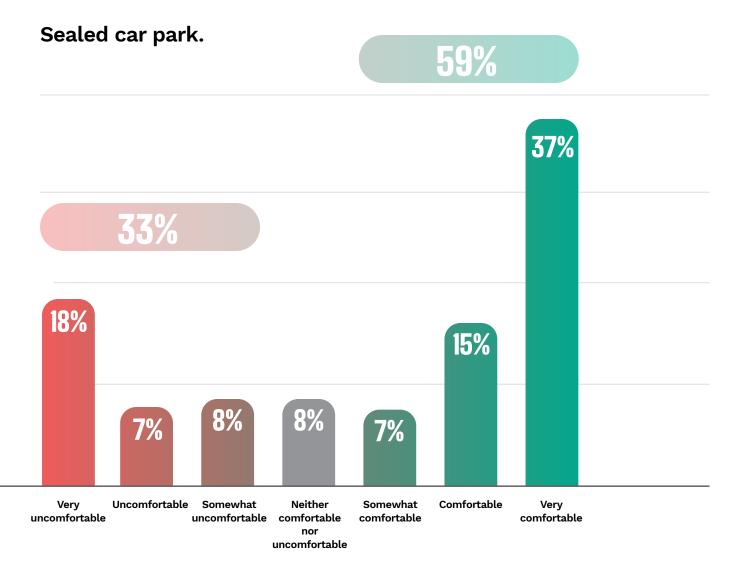
Self-contained overnight camping was an unpopular suggestion. Reasons included the potential increase for litter and vandalism. Those that felt comfortable with overnight camping saw having more people in the Park at night could be positive.

Permits for commercial activities.



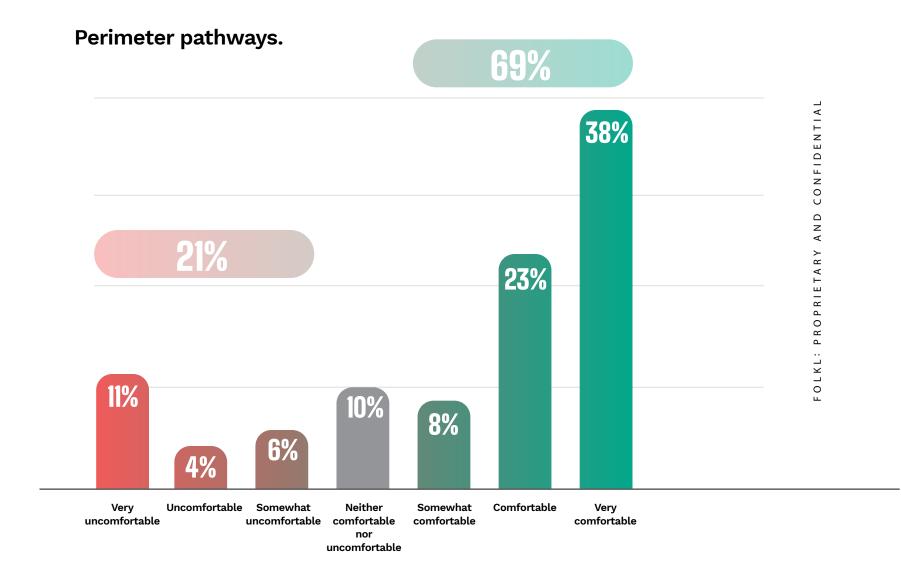
Those that were open to commercial activities expressed that it would depend on what the activity was. For example a coffee cart was suggested as a reason for more people to come to Eskdale Park. Those less comfortable with commercial activities expressed that it is a rural park and people go there for its peacefulness and 'uncommercialised' feel.

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More participants were comfortable with a sealed car park than not. A high proportion of Park users commented that a dedicated car park would make the Park safer.

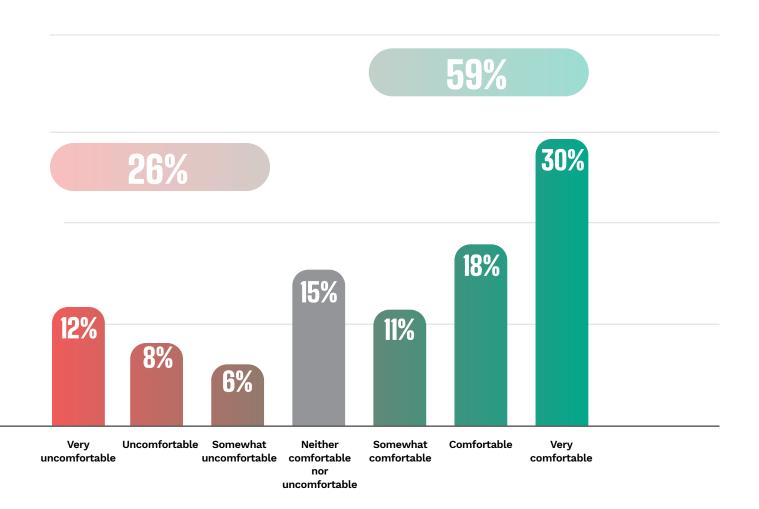
33% of participants expressed a level of discomfort stating they did not want an 'urbanised' look impacting on the landscape. Others felt a car park was a barrier to experience the park in the 'old school' way of parking for picnics and by the river.



Dog walkers tend to naturally follow the perimeter of the park. There was a sense that pathways would impact the sense of 'freedom' users valued about the Park. There were suggestions to create a path along or down to the river.

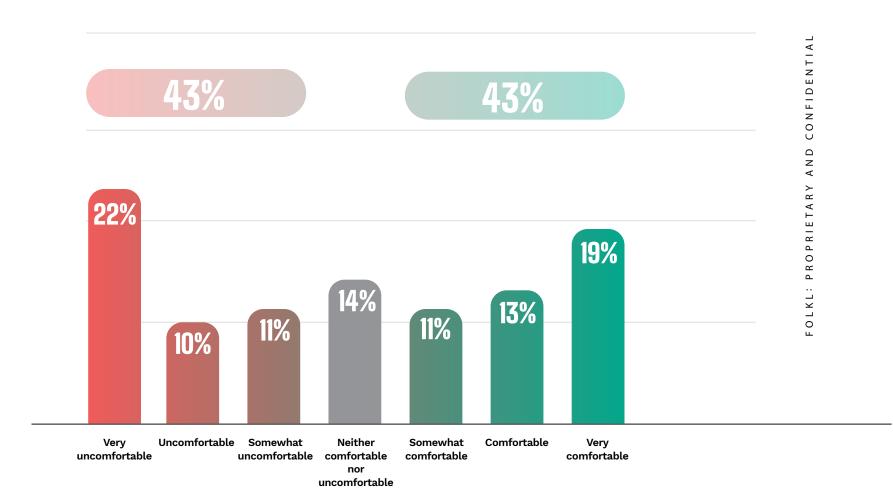
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Adult exercise equipment.

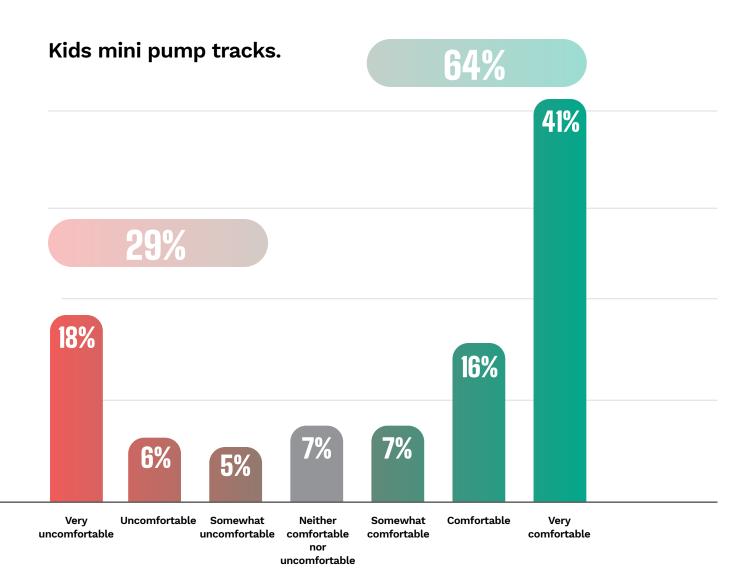


Overall, participants were comfortable with the potential for adult exercise equipment or circuit training. It was found that the Park was used for exercise classes. Students at Hukarere Girls' College used the Park for fitness training.

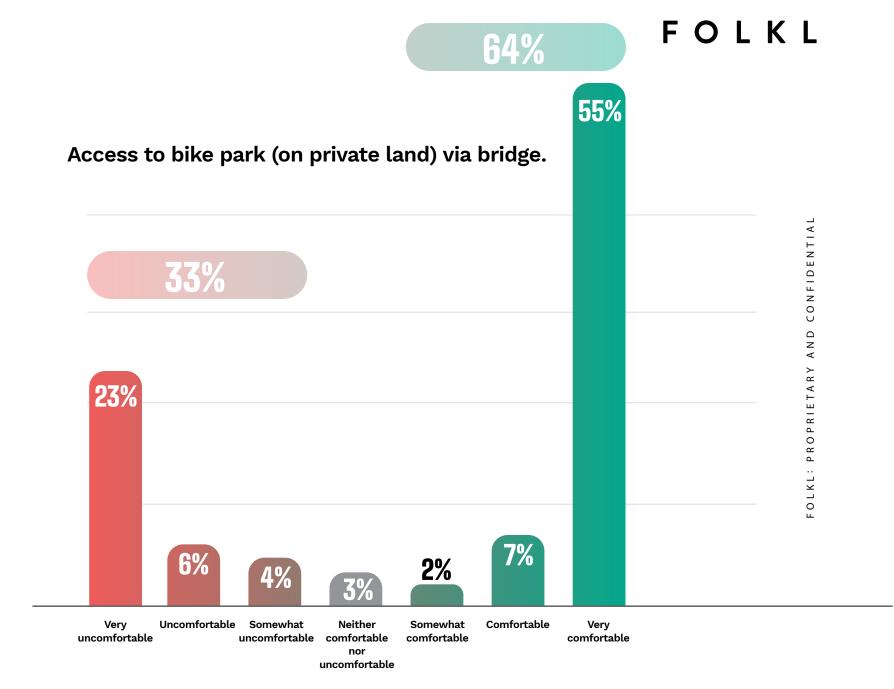
Sport courts e.g. basketball



There was a conflicting response when considering other sport court facilities at Eskdale Park. Those with a degree of uncomfort often stated that there are other areas in Hawke's Bay for court sport activities and Eskdale Park was the wrong place.



Participants were largely comfortable with a kids mini pump track. Those who were not, felt that a pump track would take away from the Park's tranquillity and others mentioned there were already pump tracks around Hawke's Bay for this.



55% of participants were very comfortable considering access to the bike park via a bridge (on private land). 29% were uncomfortable. A higher level of comfort was associated with the feeling that if the infrastructure was built in a way that did not take away from the existing atmosphere and amenities of the Park it could be beneficial. The neighbouring lease block was suggested as an option to consider as a way to separate the existing park.

Those uncomfortable with bike park access felt that it would take away from the essence of why the Park was donated and mentioned that the reasons that people enjoy the Park (a quiet natural place) would be negatively impacted. This was exacerbated by conflicting accounts of what the extent of this access would entail.

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Other ideas for Eskdale Park.

The most prevalent ideas for the park from the research were:



Shelter structures to protect people from the weather. Park users viewed these as important and that they should cater to larger groups for family gatherings and school sports days.



Additional play activities such as frisbee golf, tree huts, climbing ropes and a volleyball net were mentioned as other play ideas for people.



Security cameras were mentioned as a way to deter unwanted behaviour, particularly unsafe drivers.



Recognising the Park's
history was a strong
theme. Park users felt the
acknowledgement of past
events and information
could be showcased through
information boards.



Drinking fountains and changing rooms were the key additional facilities mentioned.

"Noisy activities like a pump track or basketball are totally inappropriate.

Sound bites.

Plenty of other places."

"It's such a beautiful natural place which is hardly found in HB and it would VERY DISAPPOINTING to see it marred by parking space, courts, bike parks etc. These things could be put anywhere and will only attract more people to the park which would be a shame as it is known as a quiet retreat".

"Creating interaction between communities for biodiversity and environment."

"Be great to see a few improvements to facilities however would be a shame to make it too commercialised or bring too much extra activities or it will kind of take away from the peaceful family picnic spot it is currently!" "Part of the charm is driving on the grass and parking where ever you want, having a walk on the peaceful river, then grabbing a blanket for a picnic or a quiet cup of tea".

"Blank canvas it provides for creativity to happen for anyone who uses it."

"Definitely no overnight camping."

"Wrong place for courts."

"We are neighbours to the park and we have little kids. Something for older kids would be great too. A bike trail around the park would mean kids can ride their bikes without having to do it on the road. We love the park, but it is not attractive for us to visit often".

"Great to see native planting, hope to see more."

"The park's appeal is it's tranquility. It is not a place for commercial activity."

"The only commercial permits should be to facilitate a better experience for visitors - drinks coffee etc".

"I want this park to be left how it has been for the last 100 years for the generations to come to have a open space without building up car parks and barriers and taking the chance to have old school picnics and the country way of life that so many people are missing out on."

"I would use the park with my family much more frequently if this were the case. Our kids could play in the playground while I go for a ride and then they can come for a short ride as well." "Be great to see some more shelters, BBQs, rubbish bins and perhaps some extra playground areas."

"When busy cars drive wherever they like and there is no organisation to it, we stopped going there in weekends because of this. If there was better car parking and places where you couldn't drive right into it would be safer and more enjoyable."

"Safer controlled car parking away from playing areas and the swimming areas."

"We wanted to meet the community but had no way to connect with community. The students connected at the planting day - meet them and this is our canvas for nurturing all that."



ESKDALE PARK OPPORTUNITES.

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

1

Ensure the management of Eskdale Park becomes collaborative.

There are a number of interest groups and community members who are active in the Park and passionate about it. Naturally, there are strong and conflicting views about the intended purpose of Eskdale Park and how it should be used in the future.

A progressive strategy for collaborative decision-making around the Park's future, which considers all users is essential. The research process proved the appetite for engagement is high. Let this be the beginning of a consistent, transparent and accountable dialogue with all Park users.





2

Consider the options to extend Eskdale Park's leased land.

The leased land provides an opportunity to further investigate what this unintegrated section of Eskdale Park could look like. It has opened up the discussion by Park users to imagine other similar settings and activities as well as new ideas to extend the Park's offerings'. The majority of participants indicated that they were somewhat comfortable to comfortable exploring the opportunity for this area as a mountain bike access point with care and consideration taken to retaining the Parks unique setting. Therefore all options warrant further exploration to understand the nature of this future area.

3

Improve and preserve amenities on the existing developed land of Eskdale Park.

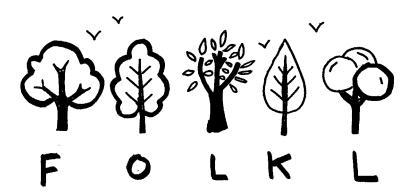
The Park is over 100 years old and many Park users spoke of their fond memories of it. Drawing on the positive and negative experiences expressed in this report, many value the place for how it feels now and do not wish for it to change. The current setting was seen as something to preserve (both natural features and park experiences).

The report provides direction to improve or maintain the existing amenities and facilities of the park. There is opportunity to improve the toilets, playground and trees. Students expressed a desire for spaces that cater to teenagers (for example a basket swing).



Summary.





This report provides the foundation for future considerations for Eskdale Park. A collaborative approach built on communication and trust will ensure that decisions are made in partnership between the Council and the community.

The recent discussion of a suggested access point to the Hawke's Bay Mountain Bike Park has highlighted Council mistrust and information gaps. The passion the community has for the Park has been evident throughout the research. This deep connection is the starting point for working with the community toward the future of Eskdale Park. FOLKL 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.

