

Rainbow Lane Enhancement Scheme

Community Engagement Statistical Analysis Report

January 2022



Malton
TOWN COUNCIL

ART OF PROTEST
Projects

CONTEXT OF RAINBOW LANE SURVEY

Rainbow Lane Engagement Process

Art of Protest Projects (AoP) were commissioned by Malton Council to conduct an engagement process with the local community to gauge feedback on a reimagining of the park at Rainbow Lane, Malton. Malton has an estimated population of around 6,000 residents and AoP were attempting to get a response rate of at least 10% to ensure that the sample views were representative of the entire population. To ensure the widest possible coverage several approaches were undertaken:

Town Hall drop-in meetings held on 2/11/21.

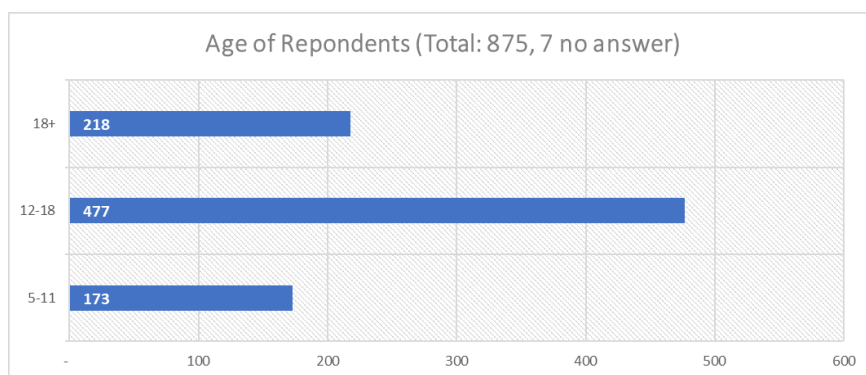
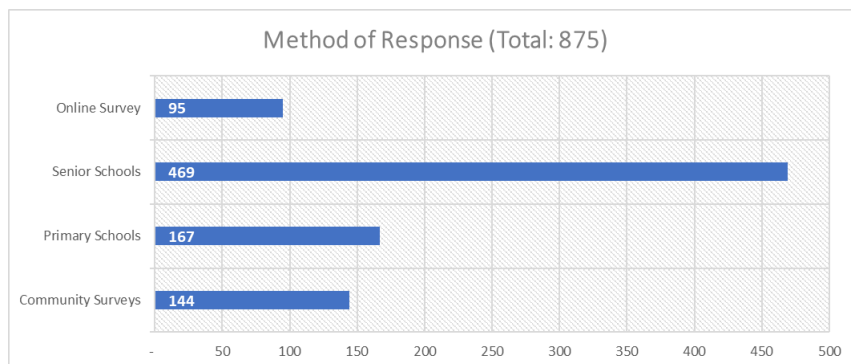
School Engagement sessions were held on 8/11/21 and 15/11/21.

Face to face engagement at Rainbow Lane was conducted by members of the council.

Online surveys were open through the months of November and December 2021.

The response rate was 15% of the entire resident population which is an excellent response.

Demographics of respondents



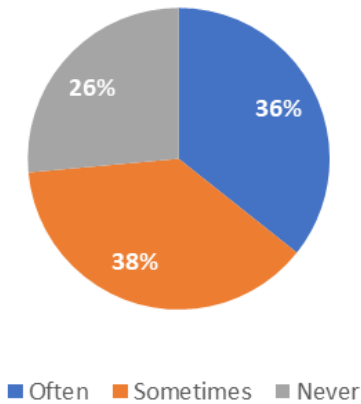
The above chart shows that the engagement of the schools resulted in a significant response from the local children as well as more than 200 adults.



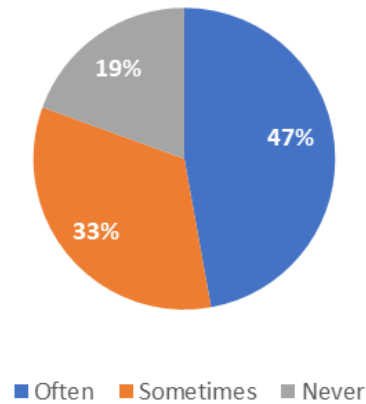
RESULTS OF THE SURVEY

Park Usage and Access

Current frequency of Use
(Total: 781, 2 no answer)

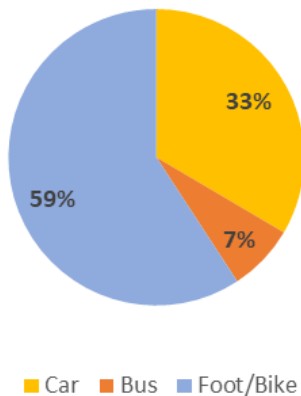


New frequency of Use
(Total: 708, 4 no answer)



Rainbow Lane Park is clearly a valued community asset. 74% of those surveyed said they currently use the park to some degree with over a third saying that they use the park 'Often' (2 times a month or more). The frequency of use following development of the park demonstrates that it would continue to be used and highly valued with 7% fewer saying they would never use the park (19%) and an 11% increase in those saying they would use if 'Often' to 47% of all respondents.

How do you access the park
(Total: 1 058, 6 no answer)



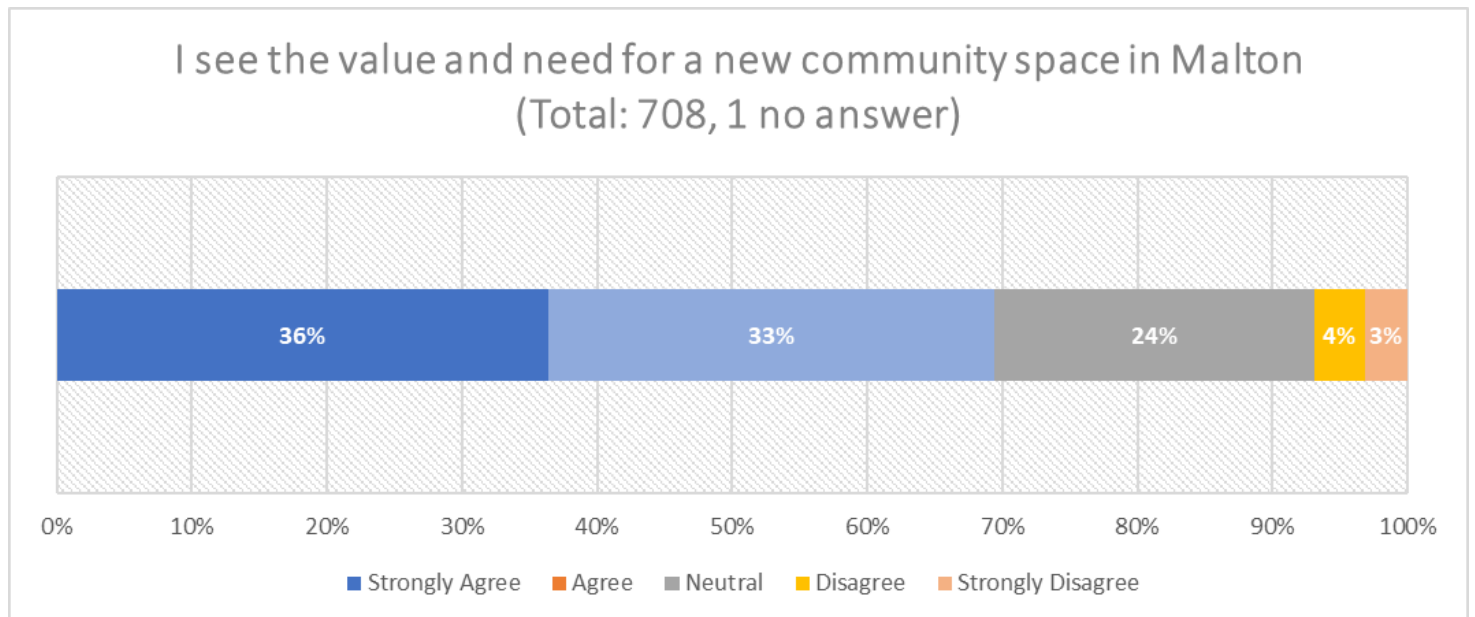
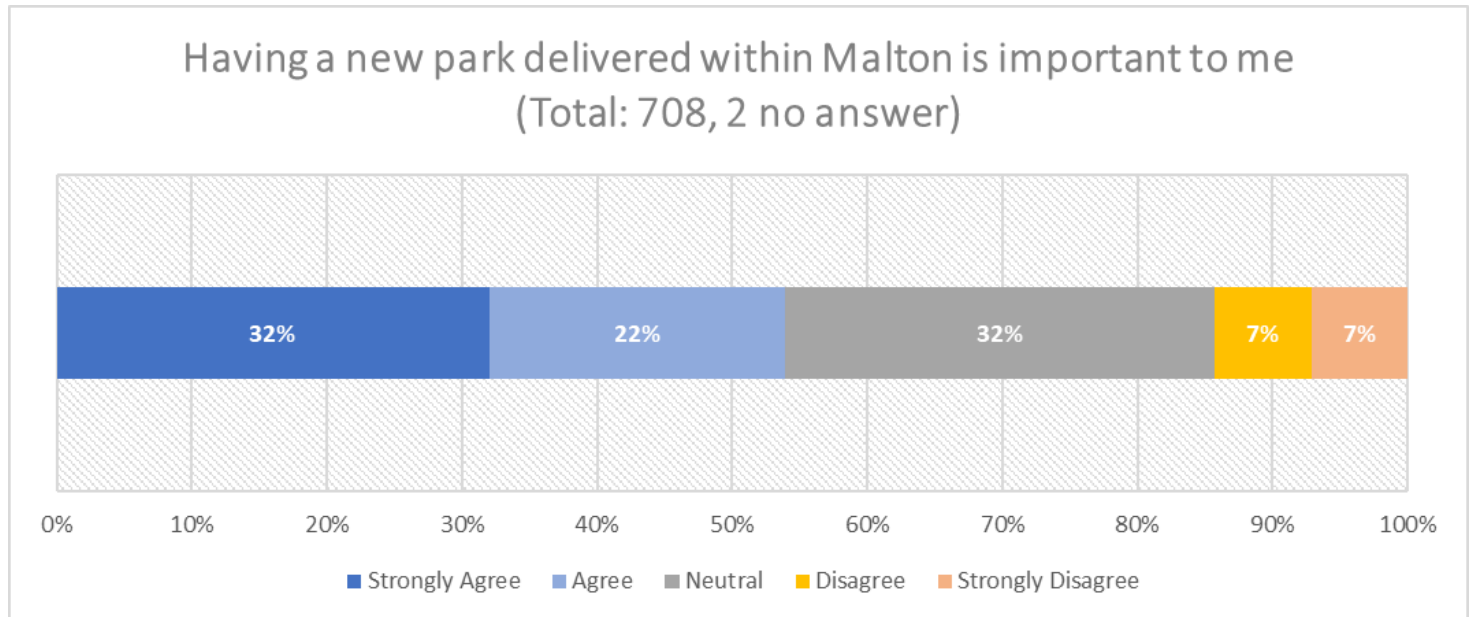
The graph to the left (where multiple answers were allowable) demonstrates that one-third of respondents travel to the park utilising a car with almost 60% having access and utilising walking or via pushbike.

All options continue to need to be catered for. Only a minority currently access the park via bus. The results demonstrate none of these groups can be neglected.



RESULTS OF THE SURVEY

Importance of Rainbow Lane Development and creation of a new community asset

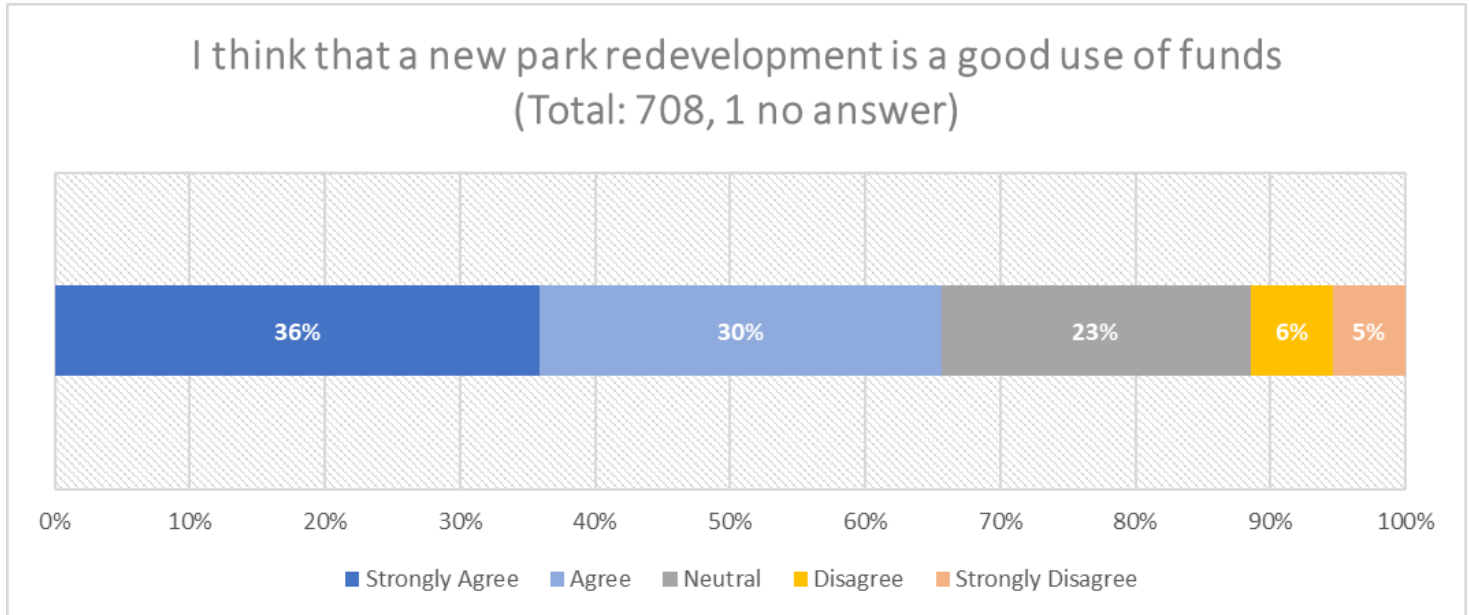


54% of respondents agree or strongly agree that having a park delivered important is important and 69% agree that they see the value for a new community space in Malton.

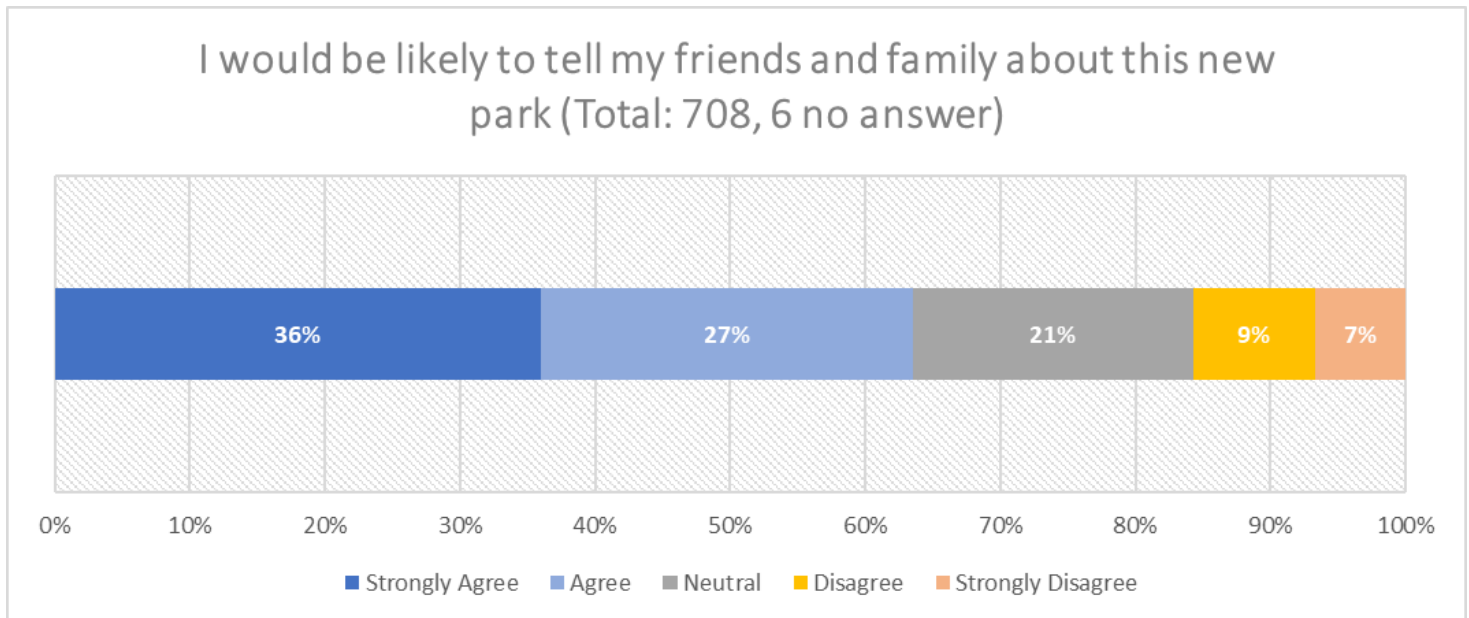


RESULTS OF THE SURVEY

Council usage of funds justification and use case via 'word of mouth'



Two-thirds of respondents agree or strongly agree that development of the park would be a good use of the councils' funds with only 11% disagreeing.

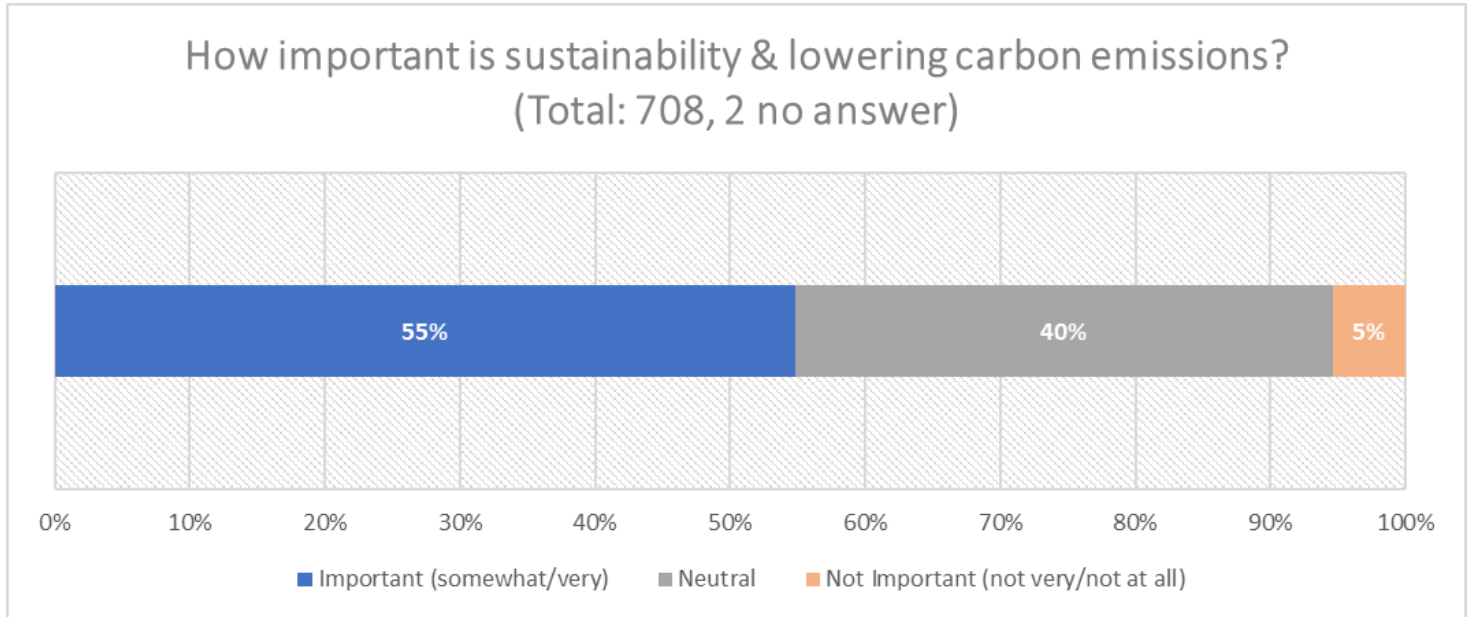


Almost two-thirds of respondents would tell friends and family about the new park development which would suggest a further increase the usage of the park.

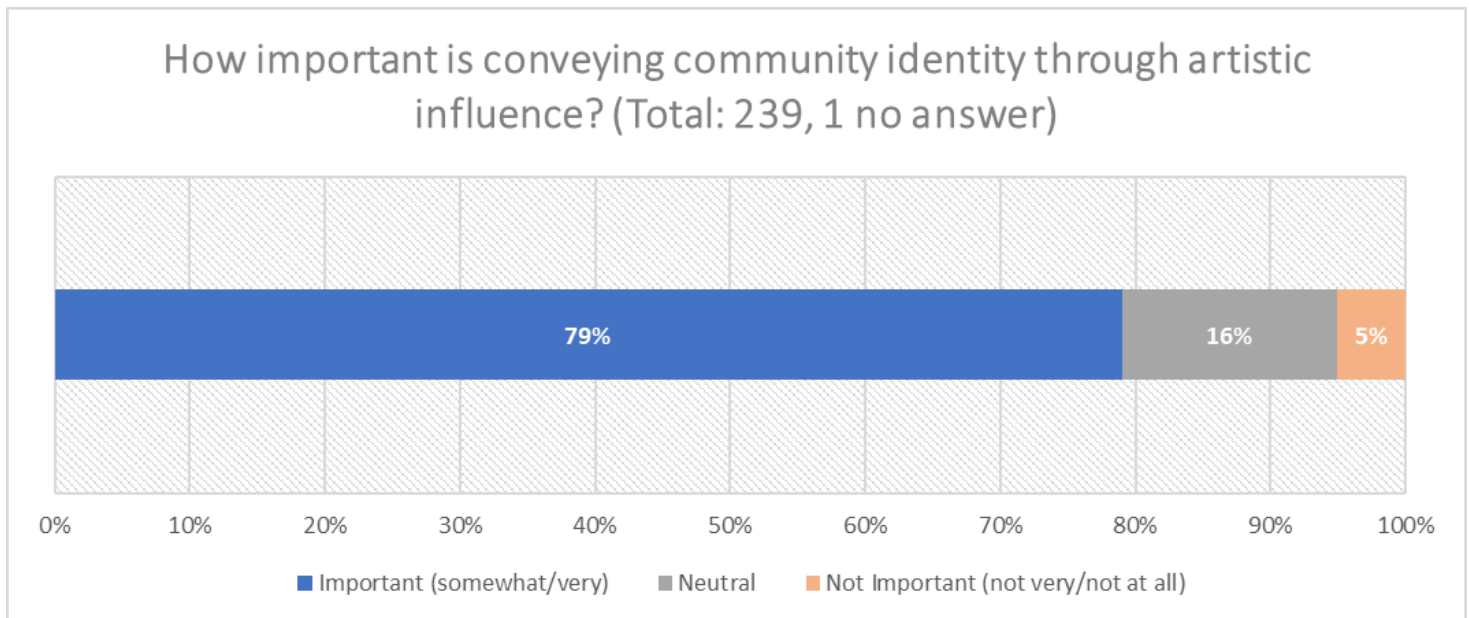


RESULTS OF THE SURVEY

The importance of sustainability and conveyance of community identity via art



55% of respondents state that sustainability and lowering carbon emissions is important (either somewhat or very) to them. Only 5% say that this issue has limited or no importance to them. Clearly this should be a consideration through the planning, design, and delivery of the park project.

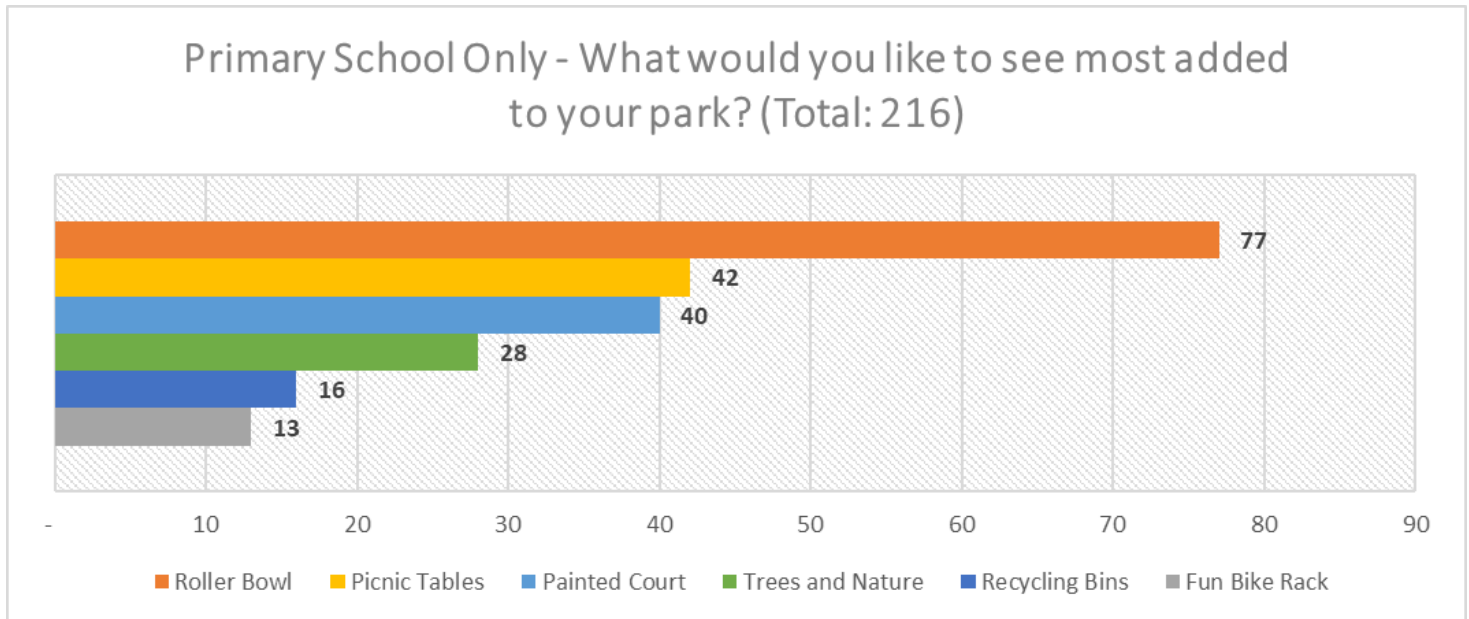


A majority of respondents (79%) agreed that conveying the community through art is important to them.

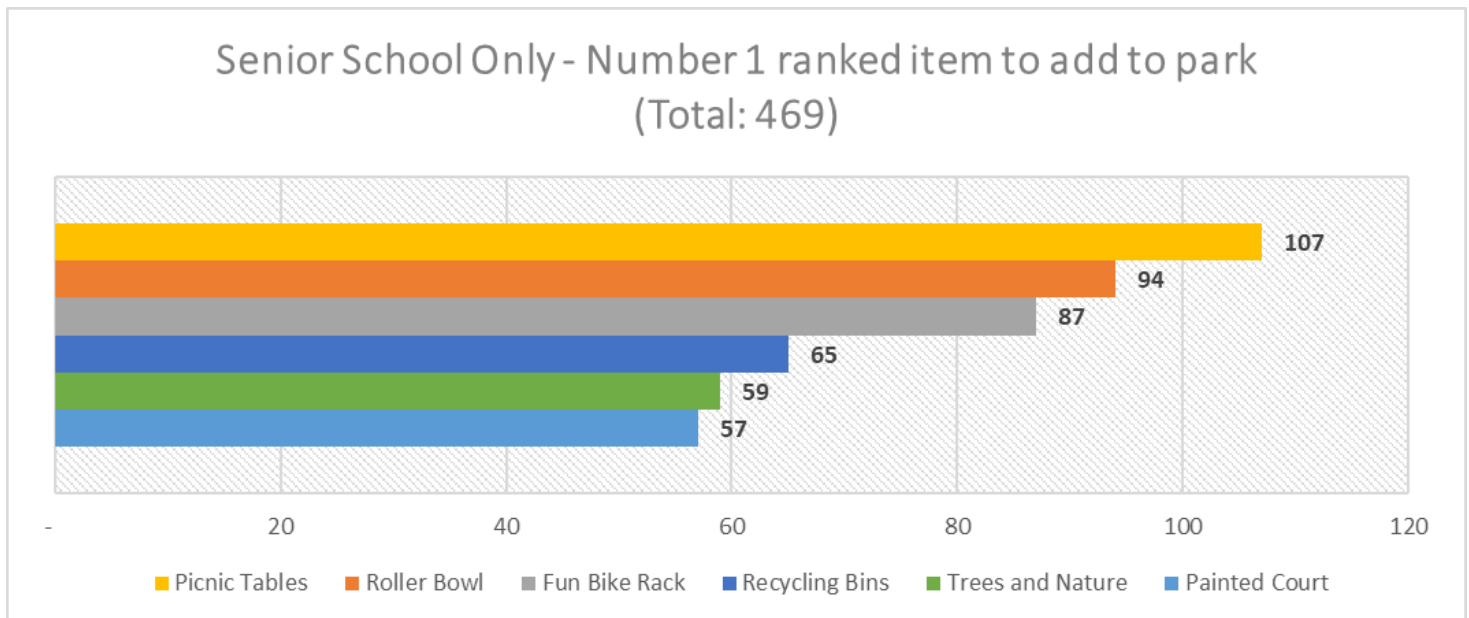


RESULTS OF THE SURVEY

What people would like to see in the new park (selected/ranked from a pre-set selection)

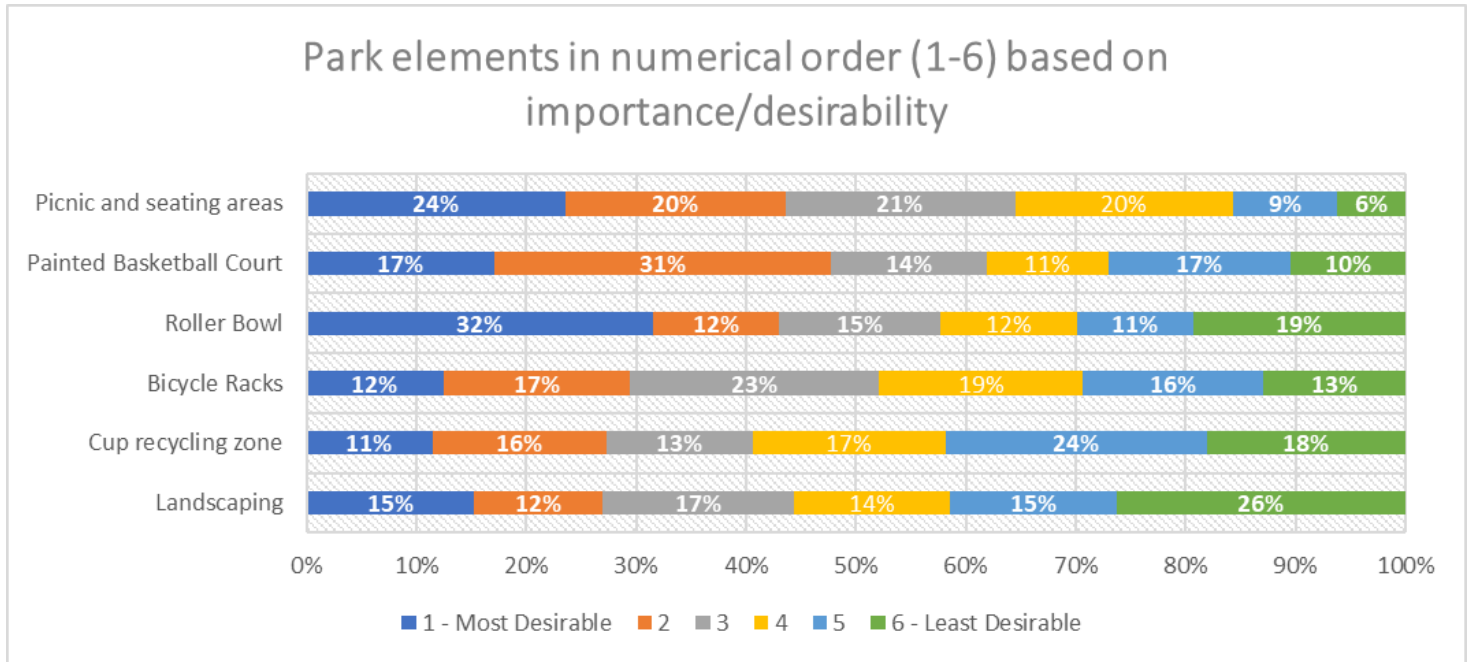


The questions were posed in a different method for the senior school and community surveys whereby they were able to rank the items in order of preference. The below is a chart showing the highest ranked item from the 6 choices for the senior school.





RESULTS OF THE SURVEY

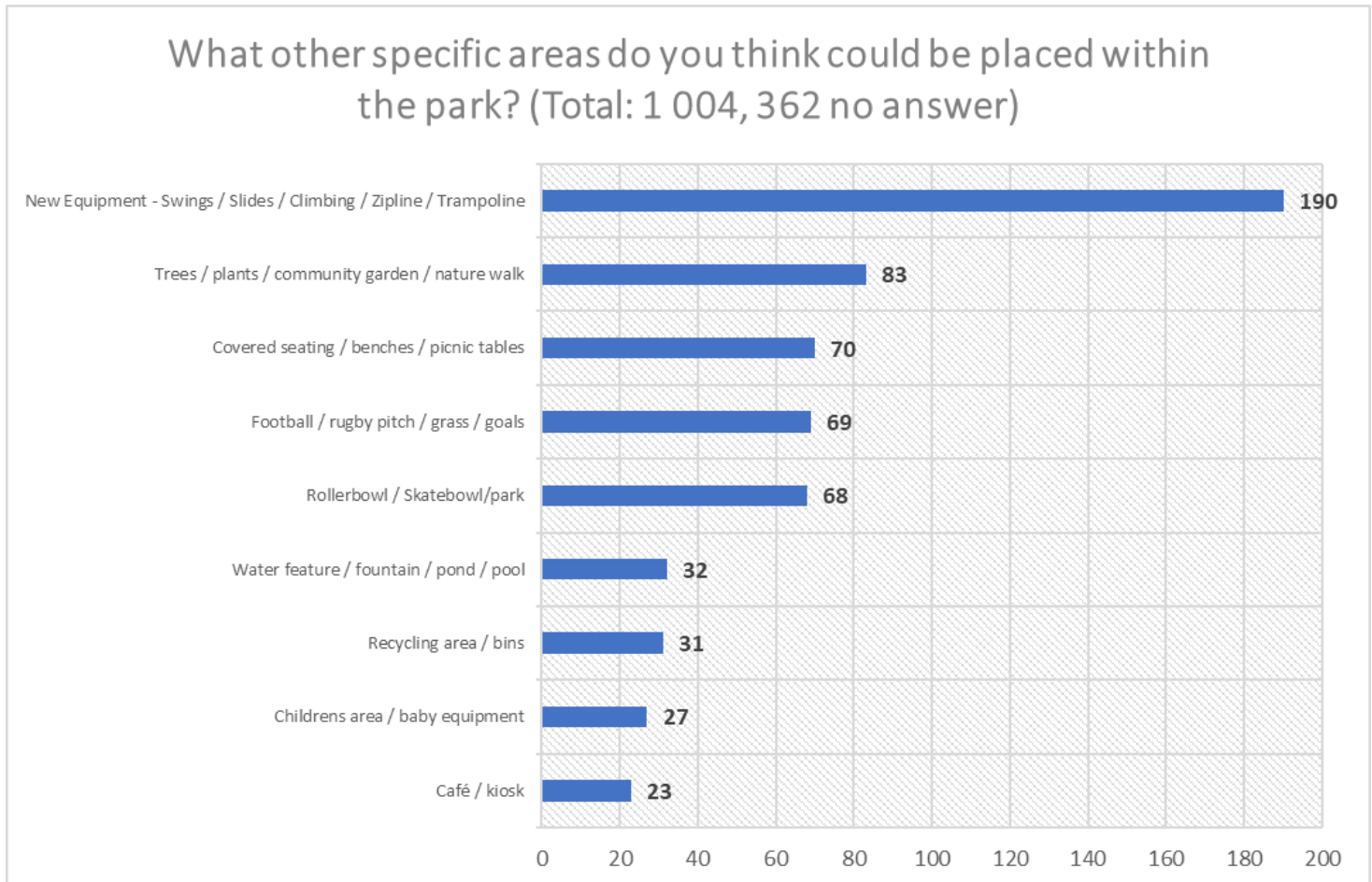


The above graph is ordered in terms of importance of item (top to bottom). Some elements appear to be polarising (such as the roller bowl) whilst some items appear to be more generally supported (such as the picnic and seating areas). A surprising number of respondents appear to not want landscaping based on ranking within a pre-set selection.



RESULTS OF THE SURVEY

What other things people would like to see in the new park (free form answers)



The above graph lists the popular items mentioned, appearing more than 20 times in the free-form field in the questionnaires. The most important area, being mentioned in almost a quarter of all responses, is increase in the volume and quality of play equipment.

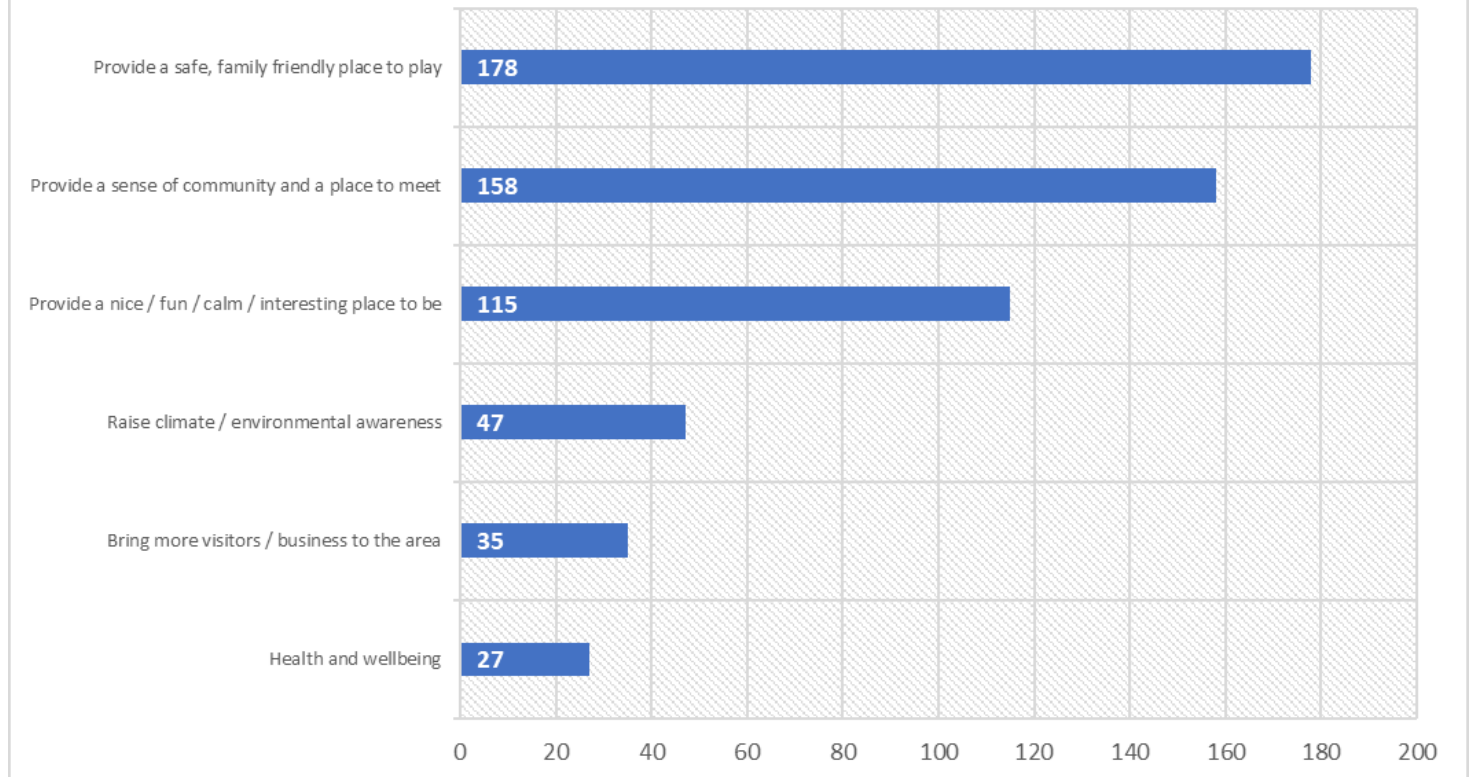
Whilst this list is long, clever park design should allow the incorporation of a significant number of these community desires. Several other areas came up, that whilst only mentioned by a small minority (<20 times), should be considered in the finalisation of any plans that include disabled accessibility and toilet/baby-change facilities.



RESULTS OF THE SURVEY

Benefits from a new park

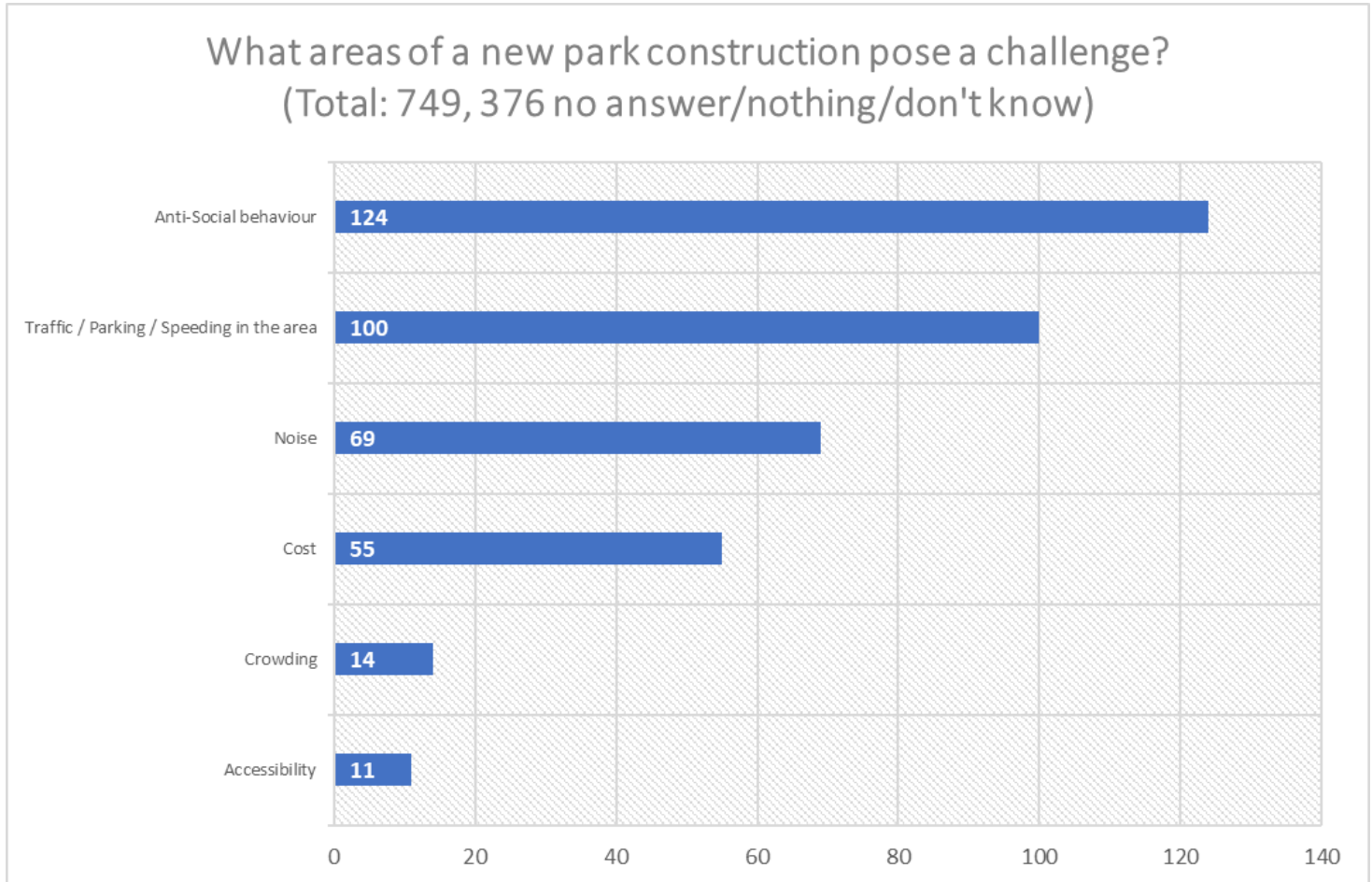
What benefits do you see within this new park?
(Total: 639, 257 no answer)





RESULTS OF THE SURVEY

Challenges of the new park creation



As the results show there are some serious concerns of respondents that should be addressed as part of the planning process. All the above raised issues have potential mitigations as part of the overall park design and should be given careful consideration, holistically, as part of the Rainbow Lane development.



DATA TABLES

What age group are you in?	% of Responses	Total Responses	Community Surveys	Primary Schools	Senior Schools	Online Survey
5-11	20%	173	-	167		6
12-18	55%	477	-		469	8
18+	25%	218	138			80
No Answer	1%	7	6			1
Total	100%	875	144	167	469	95

How often do you use Rainbow Lane?	% of Responses	All Responses	Community Surveys	Primary Schools	Senior Schools	Online Survey
Often	36%	278	126	56	96	
Sometimes	38%	295	13	102	180	
Never	26%	206	4	9	193	
No Answer	0%	2	2	-	-	
Total	100%	781	145	167	469	-

Having a new park delivered within Malton is important to me	% of Responses	All Responses	Community Surveys	Primary Schools	Senior Schools	Online Survey
Strongly Agree	32%	226	128		46	52
Agree	22%	155	10		121	24
Neutral	32%	224	2		207	15
Disagree	7%	51	2		49	-
Strongly Disagree	7%	50	2		46	2
No Answer	0%	2	-		-	2
Total	100%	708	144	-	469	95

I see the value and need for a new community space in Malton	% of Responses	All Responses	Community Surveys	Primary Schools	Senior Schools	Online Survey
Strongly Agree	36%	257	131		66	60
Agree	33%	234	7		201	26
Neutral	24%	167	3		159	5
Disagree	4%	27	2		22	3
Strongly Disagree	3%	22	1		21	-
No Answer	0%	1	-		-	1
Total	100%	708	144	-	469	95

I think that a new park redevelopment is a good use of funds	% of Responses	All Responses	Community Surveys	Primary Schools	Senior Schools	Online Survey
Strongly Agree	36%	254	128		64	62
Agree	30%	210	8		182	20
Neutral	23%	162	5		153	4
Disagree	6%	43	2		38	3
Strongly Disagree	5%	38	1		32	5
No Answer	0%	1	-		-	1
Total	100%	708	144	-	469	95



DATA TABLES

I would be likely to tell my friends and family about this new park	% of Responses	All Responses	Community Surveys	Primary Schools	Senior Schools	Online Survey
Strongly Agree	36%	253	124		72	57
Agree	27%	193	8		164	21
Neutral	21%	146	3		130	13
Disagree	9%	63	2		59	2
Strongly Disagree	7%	47	2		44	1
No Answer	1%	6	5		-	1
Total	100%	708	144	-	469	95

How often would you use the new park on Rainbow Lane?	% of Responses	All Responses	Community Surveys	Primary Schools	Senior Schools	Online Survey
Often	47%	332	132		142	58
Sometimes	33%	235	7		199	29
Never	19%	137	2		128	7
No Answer	1%	4	3		-	1
Total	100%	708	144	-	469	95

How do you access the park?	% of Responses	All Responses	Community Surveys	Primary Schools	Senior Schools	Online Survey
Car	33%	352	10	49	261	32
Bus	7%	77	12	-	62	3
Foot/Bike	59%	623	118	161	286	58
No Answer	1%	6	4			2
Total	100%	1,058	144	210	609	95

How important is sustainability & lowering carbon emissions to you?	% of Responses	All Responses	Community Surveys	Primary Schools	Senior Schools	Online Survey
Important (somewhat/very)	55%	387	42		273	72
Neutral	40%	281	95		167	19
Not Important (not very/not at all)	5%	38	6		29	3
No Answer	0%	2	1			1
Total	100%	708	144	-	469	95

How important is conveying community identity through artistic influence?	% of Responses	All Responses	Community Surveys	Primary Schools	Senior Schools	Online Survey
Important (somewhat/very)	79%	188	131			57
Neutral	16%	38	10			28
Not Important (not very/not at all)	5%	12	3			9
No Answer	0%	1				1
Total	100%	239	144	-	-	95

Primary School Only - What would you like to see most added to your park?	% of Responses	All Responses	Community Surveys	Primary Schools	Senior Schools	Online Survey
Recycling Bins	7%	16		16		
Roller Bowl	36%	77		77		
Fun Bike Rack	6%	13		13		
Picnic Tables	19%	42		42		
Painted Court	19%	40		40		
Trees and Nature	13%	28		28		
No Answer	0%	-				
Total	100%	216	-	216	-	-



DATA TABLES

Park elements in numerical order (1-6) based on importance/desirability	All Responses	1 - Most Desirable	2	3	4	5	6 - Least Desirable	No Answer	Average Score (from responses)	Rank
Bicycle Racks	641	80	109	145	119	105	83	67	3.48	4
Painted Basketball Court	691	118	212	98	76	115	72	17	3.11	2
Roller Bowl	695	219	80	102	86	74	134	13	3.17	3
Picnic and seating areas	594	140	119	124	118	56	37	114	2.90	1
Cup recycling zone	583	67	92	78	102	139	105	125	3.80	5
Landscaping	604	92	71	105	86	91	159	104	3.81	6
Total		716	683	652	587	580	590	440		

Community Surveys - Park elements in numerical order (1-6) based on importance/desirability	All Responses	1 - Most Desirable	2	3	4	5	6 - Least Desirable	No Answer	Average Score (from responses)	Rank
Bicycle Racks	82	9	4	52	11	2	4	62	3.06	5
Painted Basketball Court	132	19	86	9	4	10	4	12	2.33	2
Roller Bowl	138	109	11	2	4	3	9	6	1.61	1
Picnic and seating areas	36	6	15	11	2	1	1	108	2.44	3
Cup recycling zone	25	1	4	7	5	4	4	119	3.76	6
Landscaping	43	14	5	13	2	2	7	101	2.86	4
Total		158	125	94	28	22	29	408		

Senior Schools - Park elements in numerical order (1-6) based on importance/desirability	All Responses	1 - Most Desirable	2	3	4	5	6 - Least Desirable	No Answer	Average Score (from responses)	Rank
Bicycle Racks	469	65	94	82	83	80	65	-	3.46	3
Painted Basketball Court	469	94	108	67	60	82	58	-	3.22	2
Roller Bowl	469	87	57	88	70	61	106	-	3.59	4
Picnic and seating areas	469	107	78	99	104	50	31	-	3.01	1
Cup recycling zone	469	57	78	55	83	121	75	-	3.76	5
Landscaping	469	59	54	78	69	75	134	-	3.96	6
Total		469	469	469	469	469	469	-		

Online Surveys - Park elements in numerical order (1-6) based on importance/desirability	All Responses	1 - Most Desirable	2	3	4	5	6 - Least Desirable	No Answer	Average Score (from responses)	Rank
Bicycle Racks	90	6	11	11	25	23	14	5	4.00	5
Painted Basketball Court	90	5	18	22	12	23	10	5	3.67	4
Roller Bowl	88	23	12	12	12	10	19	7	3.35	2
Picnic and seating areas	89	27	26	14	12	5	5	6	2.52	1
Cup recycling zone	89	9	10	16	14	14	26	6	4.03	6
Landscaping	92	19	12	14	15	14	18	3	3.51	3
Total		89	89	89	90	89	92	32		



DATA TABLES

What other specific areas do you think could be placed within the park to support the new development plan?	All Responses	Community Surveys	Primary Schools	Senior Schools	Online Survey
New Equipment - Swings / Slides / Climbing / Zipline / Trampoline	190	7	44	131	8
Trees / plants / community garden / nature walk	83	9	9	56	9
Covered seating / benches / picnic tables	70	9	3	44	14
Football / rugby pitch / grass / goals	69	2	6	57	4
Skatepark / skatebowl	68	17	13	36	2
Water feature / fountain / pond / pool	32	6	8	17	1
Recycling area / bins	31	4	1	20	6
Childrens area / baby equipment	27	1	1	17	8
Café / kiosk	23	11	-	11	1
Locked/Secure park/CCTV	10	4	-	5	1
Cricket facilities	9	-	-	8	1
Sensory area	8	4	-	3	1
Tennis	7	1	-	5	1
Toilet / baby-change facilities	6	-	-	5	1
Parking	5	-	-	5	-
Stage / bandstand	4	1	-	3	-
Don't Know / Nothing	362	91	82	142	47
Total	1,004	167	167	565	105

What benefits do you see within this new park and what do you think it adds to the community as a whole?	All Responses	Community Surveys	Primary Schools	Senior Schools	Online Survey
Provide a safe, family friendly place to play	178	11	-	127	40
Provide a sense of community and a place to meet	158	12	-	128	18
Provide a nice / fun / calm / interesting place to be	115	2	-	97	16
Raise climate / environmental awareness	47	3	-	39	5
Bring more visitors / business to the area	35	-	-	31	4
Health and wellbeing	27	2	-	19	6
Don't Know / Nothing	257	110	-	116	31
Total	639	129	-	430	80

What areas of a new park construction pose a barrier or challenge to you?	All Responses	Community Surveys	Primary Schools	Senior Schools	Online Survey
Anti-Social behaviour	124	10	-	93	21
Traffic / Parking / Speeding in the area	100	15	-	70	15
Noise	69	6	-	53	10
Cost	55	1	-	51	3
Crowding	14	-	-	12	2
Accessibility	11	-	-	8	3
Don't Know / Nothing	376	114	-	219	43
Total	749	146	-	506	97