

Friends of the Moor Knutsford Summer 2017 Survey

1. Summary & recommendations

All of the following reasons have provided the initiative for this survey.

- Friends Group aim to have an updated maintenance plan and clear set of projects identified to work on for the next 5 years. This will help, attract new members, with grant funding applications and provide clarity to all Moor stakeholders .
- Green flag Judges remarks that the application requires a rewrite of the Management and Maintenance plan in a more concise format to the latest best practice.
- Green flag Judges request for evidence of public engagement and decision making.
- Cheshire East Council providing additional parks management funding to support ANSA Parks team develop updated plans.
- 106 monies available to spend with appropriate justification.

The survey was taken with display materials and the outdoor games to the Lions May Fair and the July Makers Market. 50 surveys were completed. This is seen as satisfactory to guide work on further progress but any major investment in a new permanent feature must be subject to further specific engagement and consultation.

The public are supportive of the Friends group activity to date and the general condition of the Moor, with the exception of the gates and the ephemeral ponds of water which it is hoped could be improved with minor drainage works scheduled for this winter.

The overall aim of keeping the Moor as a green open space for informal recreation has been understood as people were asked about ideas for new features and improvements and appreciated that there is only space for one major new feature. Do nothing is also a real option. It would appear that the greatest support is for some new planting and an outdoor gym/fitness trail for all ages and abilities. There is a question over how inclusive the Moor is, as comments were made regarding facilities for people with disabilities. This requires more consideration. There may be opportunities nearby at the Barncroft to improve the small football goals/ pitch and a young children's bike trail. There may be the opportunity to provide pop up events themed at other ideas such as skateboarding and music. Other places in Town could be better promoted regarding the provision of all-weather pitches and café/ refreshments. A small number of people have given their contact details to receive the report and possibly volunteer to join the Friends group. The survey taking place at events outside of the Moor has led to a wider conversation with people who do not currently visit .

R19 Friends group to review with Ruth Morgan ANSA Parks Team November 2017.

R20 Survey report to be posted on website and Knutsford Guardian & social media.

The full list of recommendations is in appendix a)

Committee review on the draft report has made the comments in appendix g)

2. Background

Friends of the Moor is a group of local residents that works with Cheshire East Council to maintain and enhance and promote the use of the public green space in the centre of Knutsford. Membership of the group is open to anyone that shares this aim and more formally a committee of up to 12 people is elected, by Annual General Meeting, to represent the voice of the public. Contact details for the group are displayed on a noticeboard at the playarea entrance, lodged with Knutsford Town Council and via the local publication, The Knutsford Directory. News of our activities are communicated via the local paper, the Knutsford Guardian, and twitter and Facebook. Representatives are part of the Neighbourhood plan committee and working groups. Knutsford Town Council appoints a representative Councillor to link with the Friends group. There is a standing agenda item for a Moor report on the Environment committee. All of the committee members are regular visitors to the Moor. The group feels that this demonstrates a good level of engagement that supports its role as the major contact point with Cheshire East Council, and Knutsford Town Council on matters related to the Moor. It must be noted that this contact is not exclusive and anyone who is not a committee member, is welcome to make representation to the two Councils' independently of the group.

In the past annual visitor surveys have been carried out to judge satisfaction with the state of the Moor. Results from these have been used to direct attention to maintenance issues and generate new project ideas for investment, however, it mainly sought to confirm general satisfaction with the state of the Moor. The refurbishment of the playarea has dominated activity in recent years. Separate, specific information gathering events to support that were carried out. Macclesfield Borough Council made the original application for Green Flag award in 2009. Since then the annual application by Cheshire East Council/ ANSA environmental services has updated the Management & Maintenance plan. Green flag judges' comments in recent years have suggested that a wholesale rewrite be submitted in line with the latest parks best practice and Green Flag format. The current (2015-18) Friends Chair agreed with the Parks development team that a new Masterplan should be presented to guide the joint working over the next 5 years. This will also help with any grant funding applications and requests for developer contributions that may arise from new building permitted under the Cheshire East Local Plan. We are also responding to comment in the 2017 judges report that evidence is required as to how the group engages with the local community.

Cheshire East Council approved extra Parks development funding for the writing of management plans by ANSA. The Friends group and the ANSA Parks Development, Ruth Morgan met in Spring 2017 to draw together all the previous comment and potential ideas that could be considered and produced a Masterplan map of the Moor graphic (appendix b) to help stimulate public consultation. This was approved at our May monthly meeting.

The objective is for the 2018 application to be submitted in January 2018 to be a comprehensively rewritten Management plan.

3. Survey Aims and Method

Aims

The survey has been structured to provide feedback on three levels of question.

- Are the public supportive of the Friends group activity to date and the general condition of the Moor?
- What is the level of support for the new project ideas that the Friends group have identified and can any preference or priority be justified?
- Are there any maintenance or new project ideas that we have not considered?

By carrying out this survey, we also want to

- reach a wider audience of people i.e. those that may not have visited the Moor and/or visitors to the Town not just residents
- encourage more people to become committee members
- promote our monthly meetings, noticeboard, webpage & social media (twitter & Facebook)

Method

A written survey with 9 questions was created via several drafts. A mixture of yes no answers and comment boxes to provide quantitative and qualitative answers.

Display materials comprising the Masterplan graphic and pictures of suggested new project ideas were posted on display boards.

Two Town events were attended, staffed by Friends committee members and our young Duke of Edinburgh award volunteers. The Lions street fair on the Heath (29 May 2017) The Makers Market (2 July 2017). We also took our outdoor games to play to encourage interaction interest in our display and group.

The intention to take the display to the Library and to put online via our website did not happen due to lack of volunteer time.

Promotion of our events via the local newspaper and social media.

4. Question Analysis results & recommendations

50 surveys were completed over the two events and some submitted afterwards. This is satisfactory across 2 events that were well attended. It is lower than the target of 100 because it did not go online.

As such this provides a good indicator of people's opinions and the options and some help in prioritising further initiatives but in a Town of 12,000 residents is not enough to immediately justify any major investment action, without further specific engagement and evidence.

The raw data (answers) are recorded in a spreadsheet in appendix b).

Interpretation by answer below.

Q1

8 people said they would help out and join us.

R1 This requires follow up for new members. See Q9 below.

Q2 & Q3 Current activity

There was support for everything that we are doing. In particular keeping the Moor as a green open space for informal recreation. It would seem that people have not seen the Green flag flying on its pole in the picnic area and do not understand the Award. The discussions regarding having commercial food and drink for sale on the Moor continues but perhaps there is a role here for the Town Centre Businesses, only a short distance away, to promote themselves to Moor visitors. Currently this, on the Moor facility, has been discouraged for three reasons. One there is no suitable building with utility access. Two it would seem more appropriate to encourage visitors to support existing businesses that also provide takeaway. Three, the aim of the Moor is to promote healthy recreation and to have a café would be more spontaneous temptation into possibly unnecessary food and drink. The question of whether to permit alcohol and/ or commercial events draws some supporters but it has been the response of the current committee to refuse any such events. The issue of commercialisation of parks, argued for to increase funds when local authorities are reducing their monies, will be ongoing. Comments regarding dogs on the loose seem to becoming up more often than in the past, so it is relevant to note that the Council are looking to put in place a public space protection order to allow enforcement of dog control if necessary. It was asked that more facilities for children (sic people) with disabilities are provided but no clues as to what that might be.

R2 Consider relocating the Green Flagpole. Make more of promoting the Green Flag Award. Build on the annual flag raising event.

R3 Promote local café takeaways, maybe on noticeboard or via a Town Centre Map display.

R4 Continue to refuse commercial events and/ or alcohol on the Moor. AGM decision.

R5 Monitor via the police any incident reports involving dogs. PCSO reports request

R6 Go to groups that have members with disabilities and ask their opinions re the Moor. (Disability access survey)

Q4 Paths

There was negligible support for additional paths. A suggestion joining the playarea to the central diagonal path. Also the wish for an extra gate at the rear of playarea for people approaching from Crosstown. It should be noted that a new Scout hut might change opinion on the need for a new path

R7 review paths as Scout hut is developed.

Q5 Planting

There was considerable support for new planting ideas in particular spring & autumn flowering and to attract butterflies & insects. Mixed opinion about trees in the middle of the Moor. Surprising dismissal of raised beds, although anecdotal conversation suggested people thought these may be a target for vandals and that overrode any desire to provide more accessible features for people with disabilities.

R6 Consider planting in any disability access survey.

R8 Include some new planting in the masterplan. To include consideration of disability such as raised beds.

Q6 New feature ideas

People generally understood that there is probably only room for one more big feature on the Moor but this has to be balanced against the do nothing option which supports the flexible informal recreation aim. The outdoor gym, trim trail, activity markers idea alongside the bandstand were the most popular. The desire for a bandstand was indicative of support for music on the Moor. Most people questioned whether the amount of use would justify the cost of a permanent bandstand feature. The variety of other ideas have been coming forward for many years and indicate that the Town lacks these facilities. There might be an opportunity to put some of these in other places or promote other places where they exist and/ or look at informal events on the Moor where limited activity can be provided.

R9 Put a design brief together for an outdoor gym/ trim trail/ activity markers.

R10 Encourage pop up music, consider Makers market weekends, Knutsford Music weekend

R11 Promote the nearby Barncroft for small football goals & Small children's cycle trail

R12 Summer skate & BMX event weekend with temporary ramps & display team.

Q7 Comments

The two previously uncovered ideas are for recycling litter bins and mobile bbq's.

R13 Request ANSA to provide recycle bins or make a statement as to why not.

Top two maintenance issues are the gates and drainage. ANSA have planned works to improve the boggy area by the Moor path and the pooling by the central path. The gates have been reported in many park audits by the Friends group to ANSA.

R14 Request ANSA audit the gates

R15 Request ANSA make a public statement regarding drainage works and post notices before work starts.

There seems to be support for some more contemporary art

R16 Consider an art feature in the masterplan Involve Emma from art on the Moor.

Sensory garden feature and community herbs

R6/8 Add Include sensory planting & herbs in the planting scheme ideas.

Survey needs to be more widely available.

R17 Consider a permanent display location and put online. Note all written returns need to be put online for quicker analysis.

Q8 profile

The number of surveys returned is too small to draw any age or gender conclusions. It would appear that parents and grandparents and carers completed surveys. This may provide some cover for the U13's. A notable gap is in the teenager range 13-18. The survey was distributed by the academy but responses couldn't be chased as it was towards the end of term.

R18 Teenagers must be targeted in any future engagement activity.

Q9 help out & join us & interested in

The number of people at the end that said yes rose to 13 so this would suggest that the survey has encouraged their involvement. Some email addresses and phone numbers provided. Over the year other members of the public have approached us for information.

These contacts indicated interest across the range of our activities.

R1 This contact information provided requires follow up for new members.

5. Appendix

- a) **summary of recommendations**
- b) **question sheet - blank**
- c) **question sheet – spreadsheet record of answers**
- d) **masterplan Map of the Moor**
- e) **display materials**
- f) **photos of survey events**
- g) **additional comments since Committee review.**

It is noted that the open area provides a helicopter landing place for the air ambulance.

The cycle racks are not well used in their current position.

There is a need for cycle parking nearer the playarea.

There is a route link to Tatton Park via Drury Lane to the Knutsford entrance and via Dog Wood to the Park entrance near the railway bridge. This could be improved and made easier for cycling.

Developing links with Tatton Park for leisure routes and to Tatton Estate management for the Moor pool would be desirable. This should be with CEC.

CCTV is a safety issue but outside the remit of the Friends unless the Police, Town Council and CEC take the initiative.

Lighting is a CEC issue.

The roads around the Moor are important for safe and welcoming access but the responsibility again of Council highways on the initiative of the Parks officer.

Appendix a) summary of recommendations

R1 This requires follow up for new members. See Q9 contacts.

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Friends of the Moor – Ideas for the next 10 years –

We are working with Cheshire East ANSA parks team on a plan for the future of the Moor in Knutsford. Since 2005 the joint partnership has made a difference to the centre of Knutsford and people say it has never looked better.

We feel that the desire by both parties to keep it maintained to Green Flag award winning standards is important. This requires a Friends group to exist that promotes community involvement in the Moor. It also needs a management plan to be in place that highlights any future improvements that might be made. The current one was written in 2009 so it is now time to refresh this plan. We don't have to do anything new, but we do need to give the widest public consideration before making any decisions. That is why we are here today.

- To ask you to volunteer and join our Friends group
- To ask for your ideas and your comments on our activity and ideas.

1	Would you help out & join us?			
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2	These are things we already support. Do you agree that we should support?		
	Picnic tables		
	New seating places around the Moor		
	Seating in the shelter		
	Places to park bicycles		
	Signs about wildlife and trees and history		
	A welcome information board		
	GreenFlag pole		
	Investigate new drainage in the worst wet places		
	Free community events		
	Tidy ups such as Litterpicks		
	No events with alcohol		
	No commercial food or drinks sales so supporting visits to town centre business (ex Ice cream van)		
	Outdoor art		
	Keeping a green open space for informal recreation		
	Monthly meetings , website, Facebook, twitter		

3	Any comment on Q2 above?
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4	Pathways	Do we need any new ones?		
<i>Please turn over page</i>				

5	Planting	Do you want any of the below?
	Trees in the middle of the Moor	
	Spring & autumn bulbs & shrubs	
	Community orchard edible planting	
	Encourage butterflies etc.	
	Raised beds	
	Planting in the wet areas	

6	New	Do you support any of the ideas below on the Moor grass area?	
	Car park		
	Skate park		
	All weather games area basketball etc.		
	Football goals		
	Outdoor gym		
	Bike circuit		
	Bandstand		
Given that there is limited space which one would you choose, if any?			
Please note that all of the above are not currently supported by The Friends or ANSA as they would take up a large amount of space and affect the aims of informal recreation and keeping the Moor an open space. No technical feasibility studies have been done but digging the necessary dry foundations may also be impossible.			
	Do you support our position stated above?		
The items below are possible given they take a smaller space or could be spread around the Moor to encourage visitors to make more use of the space.			
	Table tennis table		
	Trim trail with agility and/or gym type stations		
	Distance marker posts for run & walk activity		

7	Do you have any other ideas or comments ?
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8	age	(U13) (13-18) (18-30) (30-50) (50-65) (65+)	male	female
9	Would you help out & join us?			
Most Interested in				
Contact details				

Please return to D Jamison c/o Knutsford Town Council Offices WA16 6TA or scan and email [chair /\[@\] friendsofthemoor.org.uk](mailto:chair[@]friendsofthemoor.org.uk) by 1st September 2017 Pge 2/2

Q1	Would you help out & join us?	MAYBE	YES	NO	blank	
		12	8	14	16	50
Q2	These are things we already support. Do you agree that we should?		YES	NO		
	Picnic tables		45	2	3	50
	New seating places around the Moor		44	2	4	50
	Seating in the shelter		39	6	5	50
	Places to park bicycles		44	2	4	50
	Signs about wildlife and trees and history		44	3	2	49
	A welcome information board		43	3	4	50
	GreenFlag pole		36	4	10	50
	Investigate new drainage in the worst wet places		43	3	4	50
	Free community events		47		3	50
	Tidy ups such as Litterpicks		47		3	50
	No events with alcohol		31	8	11	50
	No commercial food or drinks sales so supporting visits to town centre business (ex Ice cream van)		36	10	4	50
	Outdoor art		45	2	3	50
	Keeping a green open space for informal recreation		48		2	50
	Monthly meetings , website, Facebook, twitter		42	2	6	50
Q3	Any comment on Q2 above?					
Q4	Pathways Do we need any new ones?		YES	NO		
			5	27	18	50
Q5	Planting Do you want any of the below?		YES	NO		
	Trees in the middle of the Moor		13	28	9	50
	Spring & autumn bulbs & shrubs		41	4	5	50
	Community orchard edible planting		26	15	9	50
	Encourage butterflies etc.		45	1	4	50
	Raised beds		21	21	8	50
	Planting in the wet areas		34	9	7	50
Q6	New Do you support any of the ideas below on the Moor grass area?		YES	NO		
	Car park		3	43	4	50
	Skate park		10	33	7	50
	All weather games area basketball etc.		16	30	4	50
	Football goals		18	26	6	50
	Outdoor gym		30	18	2	50
	Bike circuit		15	30	5	50
	Bandstand		29	16	7	52
	Given that there is limited space which one would you choose, if any?					
	Car park					
	Skate park	2				
	All weather games area basketball etc.	3				
	Football goals	1	small goals			
	Outdoor gym	7	fitness circuit	trim trail	adults	
	Bike circuit	1				
	Bandstand	6	if used regularly			
	Do you support our position statement that none of theabove are supported?		YES	NO		
			30	6	14	50
	Items below are supported Do you?		YES	NO		0
	Table tennis table		21	21	8	50
	Trim trail with agility and/or gym type stations		33	12	5	50
	Distance marker posts for run & walk activity		32	11	7	50

Q7

Do you have any other ideas or comments ?

Q8	age	(U13)	(13-18)	(18-30)	(30-50)	(50-65)
		5	1	5	12	13
		male	female			
		16	21			

Q9	Would you help out & join us?	YES	NO		
		13	17	20	50

3 Any comment on Q2 above?

History activities
fencing & dog keep away on new bit
more facilities for disabled children to enjoy
maybe children and adults (non artist) could join in the outdoor art
Thanks for working on our behalf
All good for progressing forward
All good things

more seating away from playareas as older residents think it is all about the young ones
litter ongoing problem without Rick Council coming at weekends & bank hols the moor
could become a complete eyesore He does a good job
you should have a café if only serving tea coffee water

the odd event that sells and promotes sensible drinking would be ok if it makes money
outdoor gym space
dogs should be left on leads like the beaches April - Sept
more proactive approach to groups of youths

organised events with alcohol might introduce individuals to the delights of the Moor
tax the vendors that sell food & drink on the moor

4 Pathways Do we need any new ones?

No but possibly the addition of soft routes across grass areas
It depends on drainage. If it stays boggy then yes to new ones
Where?
around playarea
to right of playarea linking to diagonal central path
already have enough
I think we should keep it open
Gate on opposite side of playarea so people can enter from both directions. I think there
should be a few more gates and paths

7 Do you have any other ideas or comments ?

Get rid of planting in the wet areas

maintain in good condition improve drainage

Gym trail and improved play ground Pedvor Park is brilliant

No love the open space

recycling awareness facilities

Do you know re arrival bird watch

gates need child safety locks they are simply not secure enough

a sensory garden to help those who are sensory or mobility impaired

weekend should be highlighted in and around town centre

more places for survey - library!

supporting contemporary art installation

skatepark will lead to teenagers hanging around

keep the Moor as natural as possible

mobile bbq's

No think you've covered everything older primary kids need something

more art in the park events

adults day, childrens day and pets day and technology day eg events: toy exchange day, snacks for pets & finding out facts

platinum gold silver & bronze stars with a star wall. Include King Canute. An olympics event every month with prizes

park at Northwich - has trim trail café we all go together Roker Park

herb bed - like Todmorden Lancs free to town

I don't think a table tennis table would be used

Running space Dog Bins

Get rid of the old carpets behind the hut

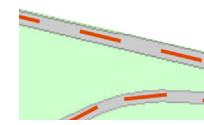
9 Most Interested in

family friendly activities should be a focus. Already a great space for Knutsford
spring bulbs pretty flower beds
football children events
art
supporting contemporary art
new benches more benches
planting green space bike parking trail markers
engineering kids parks
good maintenance improve drainage
fencing around playarea keep children & dogs separate plus new area

Moor enjoyment for all.....Ideas for the next 10 years

Pathways and networks

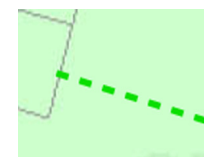
The Moor will be the start of a road free cycle and walking route through to Tatton Park.



A new path to the Scout Hut will provide a safe route through the park and link the park directly to the scout hut. Following the re-building of the scout hut, the kitchen and toilets will be available to support community events.



A new path to the play area will increase accessibility.



A route through the sustainable drainage solution will provide an opportunity for visitors to interact with the water on site.



Biodiversity

New bulb planting will provide seasonal displays and early sources of nectar for insects



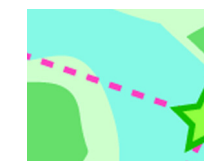
New marginal planting around the wet areas will provide food and create new habitats



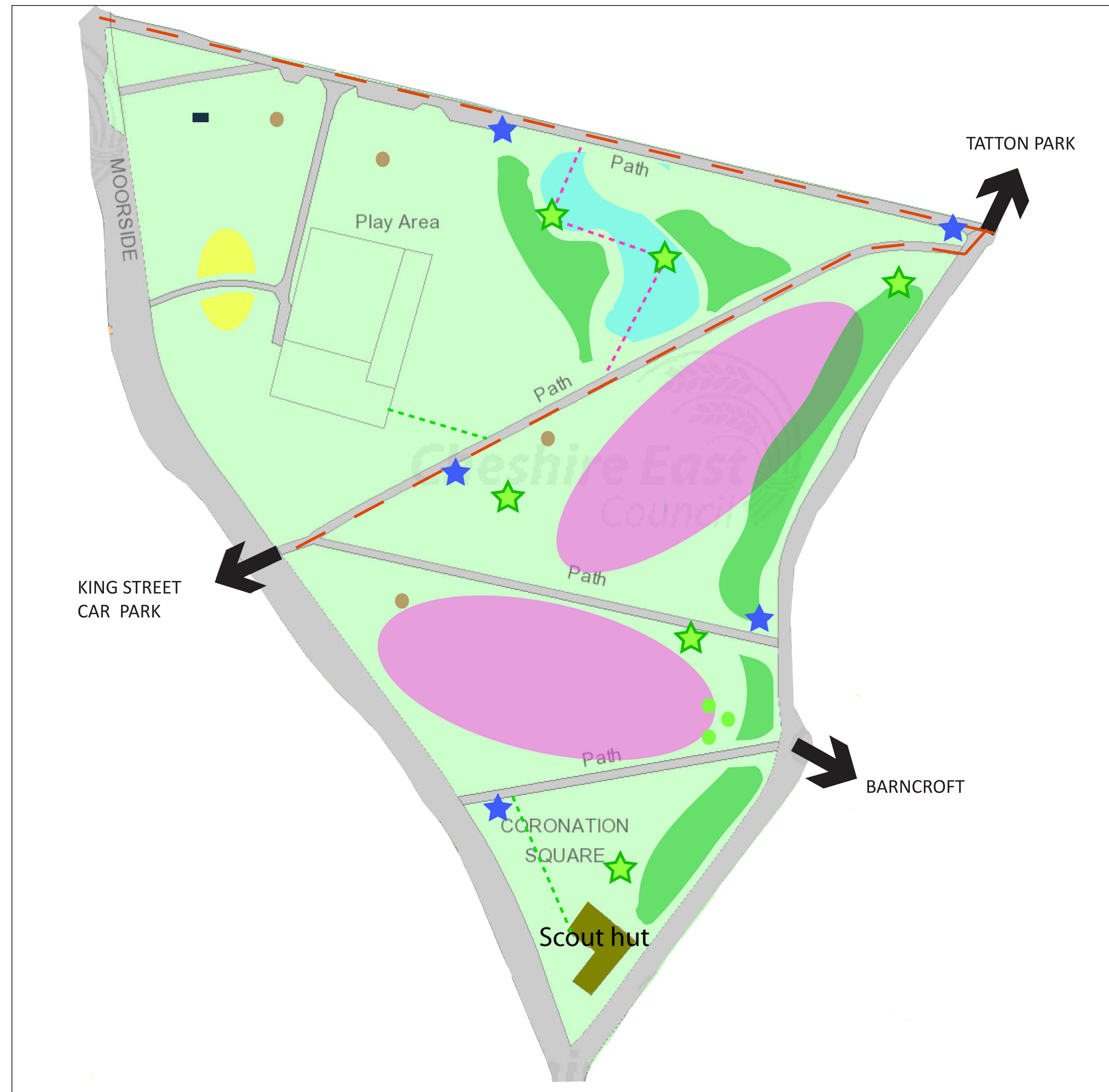
A nature trail will encourage visitors to explore the new planting and habitat creation

Drainage

A sustainable drainage solution will allow us to work with the excess water in the park by moving it to specific chosen areas. We will be able to introduce interesting and beautiful new planting, create habitats and encourage wildlife.

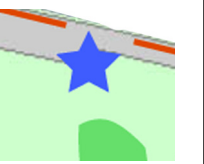


With better drainage we will be able to make proper use of larger areas for events and informal sports.

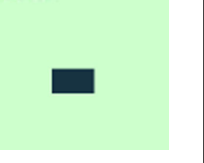


New Equipment and Features

Fitness equipment might link Barncroft open space and the Moor, providing a fitness trail across the two sites. Distance markers will form part of a fitness trail.



A table tennis table provides an activity for all ages



An extended picnic area will increase the family friendly space.



Bicycle stands will provide a secure place for cycles and scooters, encouraging sustainable journeys to the park.

New seating in the shelter will encourage a longer visit to the park, and better and more use of the shelter.

Additional seating will provide more places to relax and enjoy the park.

Enhancement of the existing public art and installation of new art will help to keep the Moor fresh and interesting and provide opportunities for community involvement.

New and improved signs and notice boards will provide useful information about the Moor and surrounding area

Planting

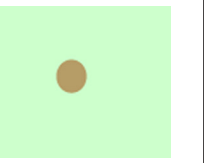
Natural areas will be enhanced with bulb and wildflower planting. New planting will link to the planting at the new scout hut site helping to ensure a smooth visual transition between the sites.



A community orchard or other community gardening opportunity will extend from the picnic area



New specimen trees will be introduced on to the Moor to add interest to the landscape.



ansa



Moor enjoyment for all

ideas for the next 10 years?



IF....

A. You volunteer to help

B. A majority agree with any of these ideas



New activity area ideas?





New larger areas?





Small area features Art Signs Seats Cycle lock





Planting for fruit & flowers & wildlife

Photos Lions Fair May 2017



MakersMarket July 2017

