

Primrose Hill Public Engagement Survey Results

May 2023



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Introduction

Methodology

The Primrose Hill Engagement Survey was carried out between 9 November and 21 December 2022, and was conducted by the independent research agency trueology. It took the form of a dual online and in-park survey and was communicated to local residents via a leaflet-drop to 37,000 households within a 3-mile radius of the park, The Royal Parks' website and social media channels, The Regent's Park Facebook page, other stakeholder channels, and on-site posters. Additionally, posters were placed on park noticeboards and an email was sent to The Royal Parks Panel (circa 700 contacts).

Face-to-face surveying in the park was conducted on Saturday 3 December, Tuesday 6 December, Sunday 11 December and Thursday 15 December. Internet access in the Primrose Hill area is 98.3%; however, paper copies of the survey were also distributed in the local area.

A total of 1,437 responses were collected, with 1,222 fully complete responses. These numbers have a statistical confidence level of 99%. All responses were quality checked, and checked for duplication by IP address, device type and location co-ordinates. 700 responses were required to be statistically valid.

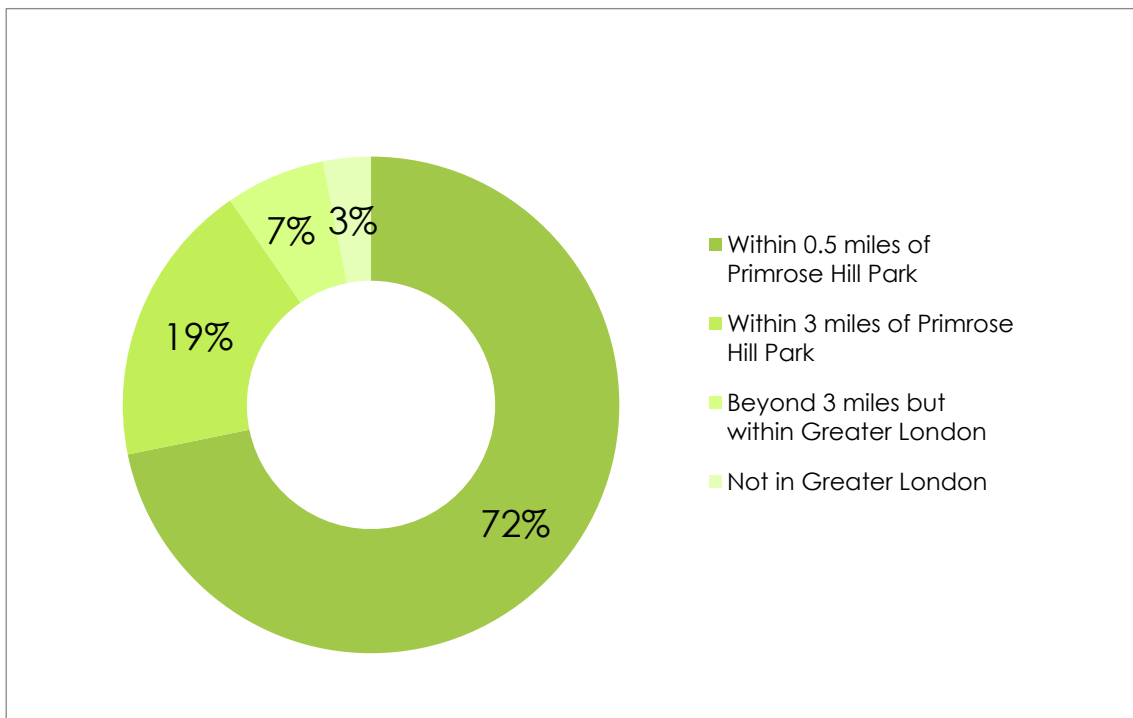
Survey Topics

- Exploring visitor experiences in Primrose Hill park
- Witnessing antisocial behaviour and at what time of day
- Exploring attitudes towards measures being implemented in the park (e.g. restricting access/installing permanent gates)
- Opportunity for further comments regarding Primrose Hill Park

Engagement responses

Question 1) How far do you live from Primrose Hill Park?

(1,422 responses)



Question 2) What is the first half of your postcode, e.g. SW17 or E14?

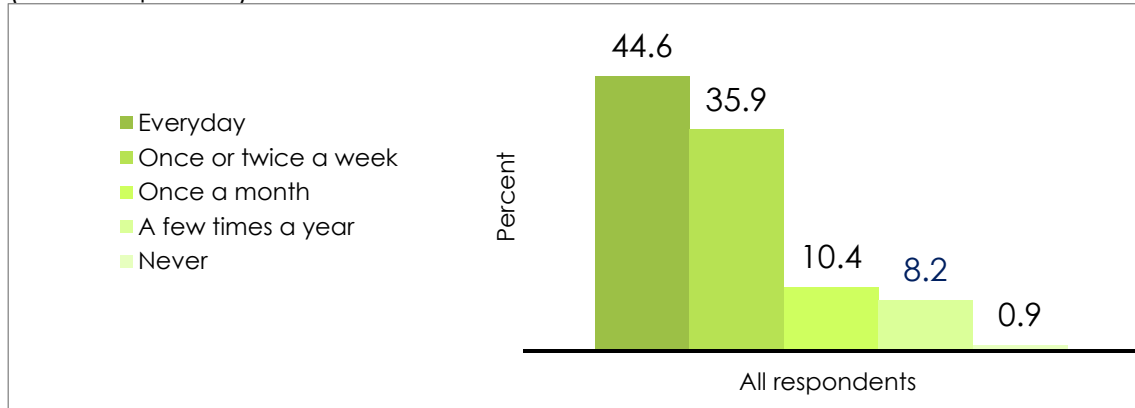
We gathered data on the location of respondents to analyse who was directly impacted.

Question 3) Which street do you live on?

We gathered data on the location of respondents to analyse who was directly impacted.

Question 4) How often do you visit Primrose Hill Park?

(1,419 responses)

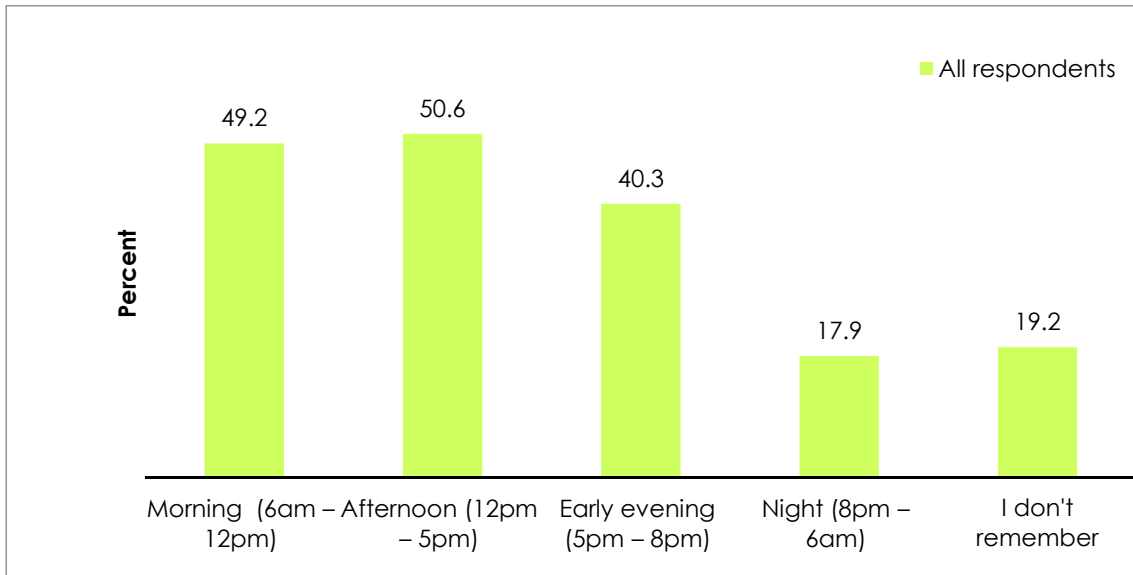


Question 5) In the last 12 months, have you personally observed or experienced any of the following behaviours in the park, and how frequently?

	Everyday	Often (once or twice a week)	A few times	Once	Never
Cycling on unpermitted routes	19.0%	21.9%	29.3%	7.5%	22.3%
Uncontrolled dogs	10.5%	12.9%	30.4%	9.5%	36.7%
Litter	22.9%	22.9%	35.5%	4.0%	14.7%
Loud noise (e.g. music/ fireworks)	4.5%	21.8%	34.2%	11.1%	28.4%
Threatening behaviour	1.7%	6.8%	18.1%	10.1%	63.2%

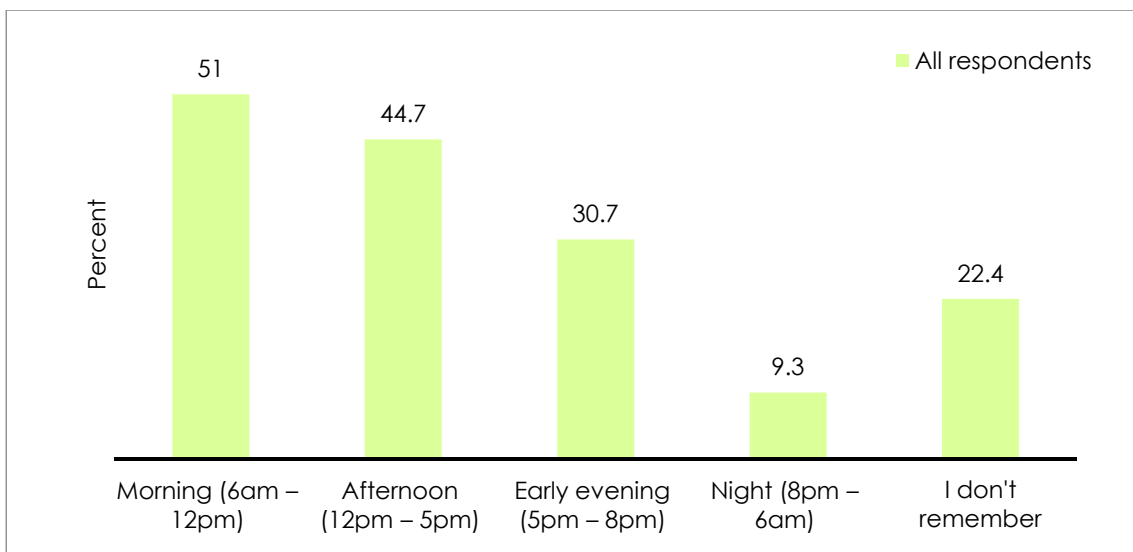
Question 6) In general, what times of the day have you witnessed or experienced cycling on unpermitted routes? Tick all that apply.

(582 responses)



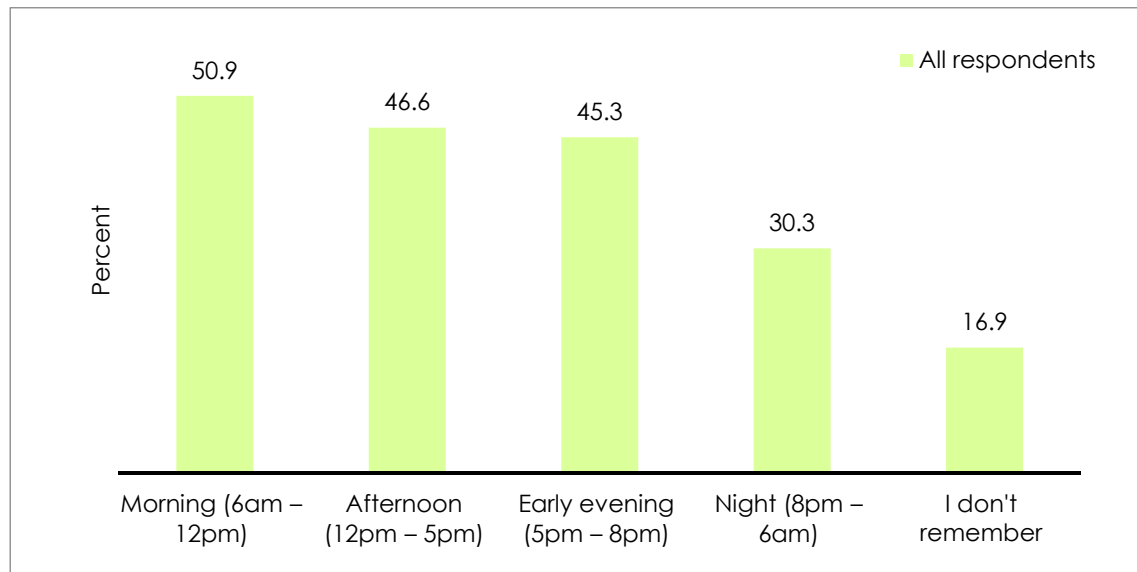
Question 7) In general, what times of the day have you witnessed or experienced uncontrolled dogs? Tick all that apply.

(582 responses)



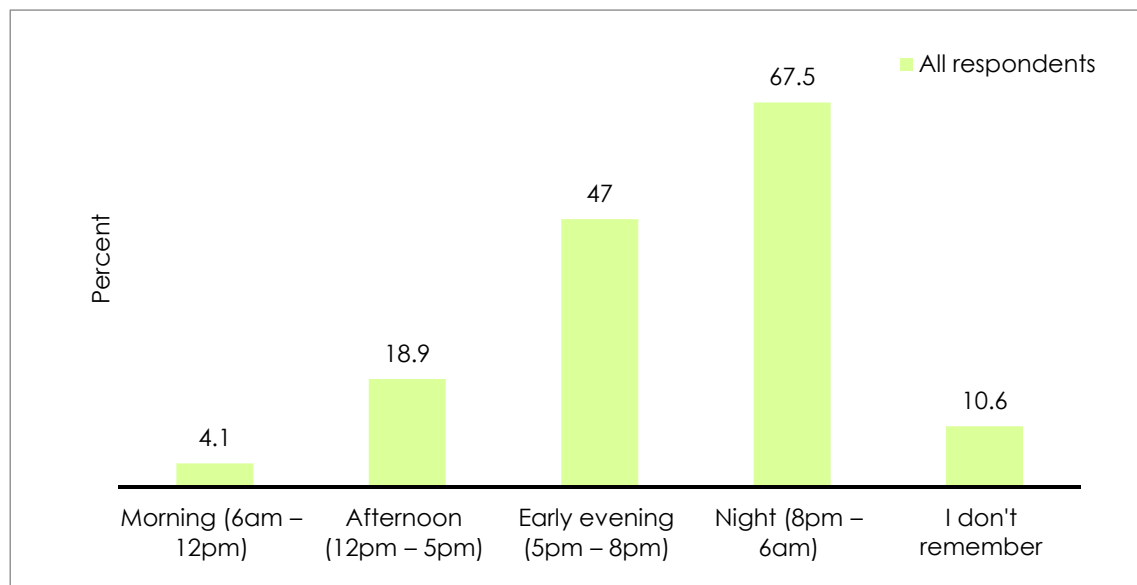
Question 8) In general, what times of the day have you witnessed or experienced litter? Tick all that apply.

(581 responses)



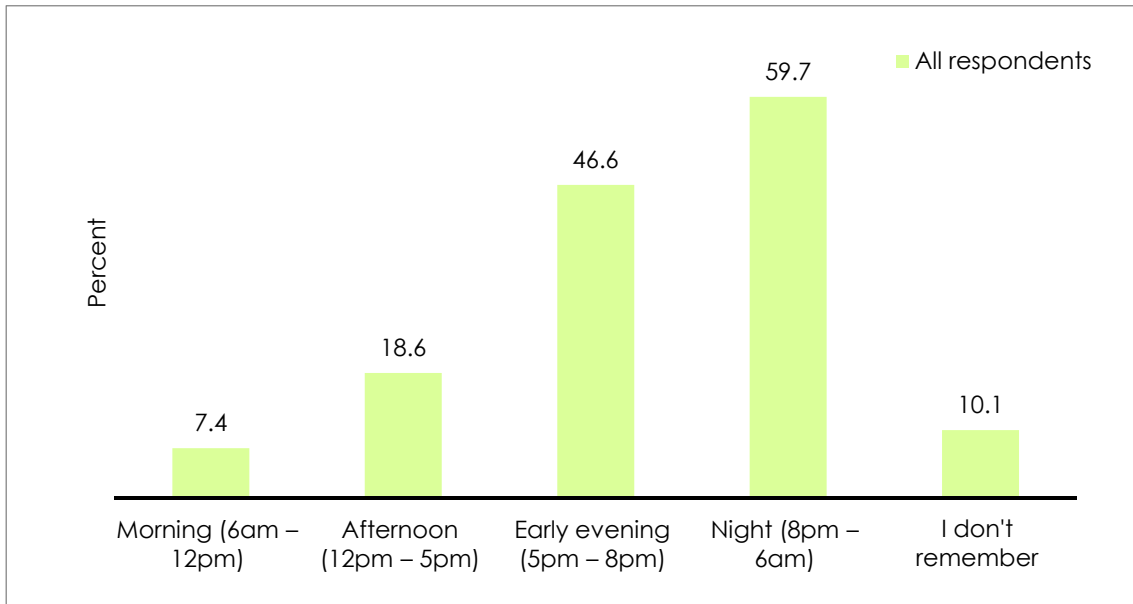
Question 9) In general, what times of the day have you witnessed or experienced loud noise? Tick all that apply.

(583 responses)



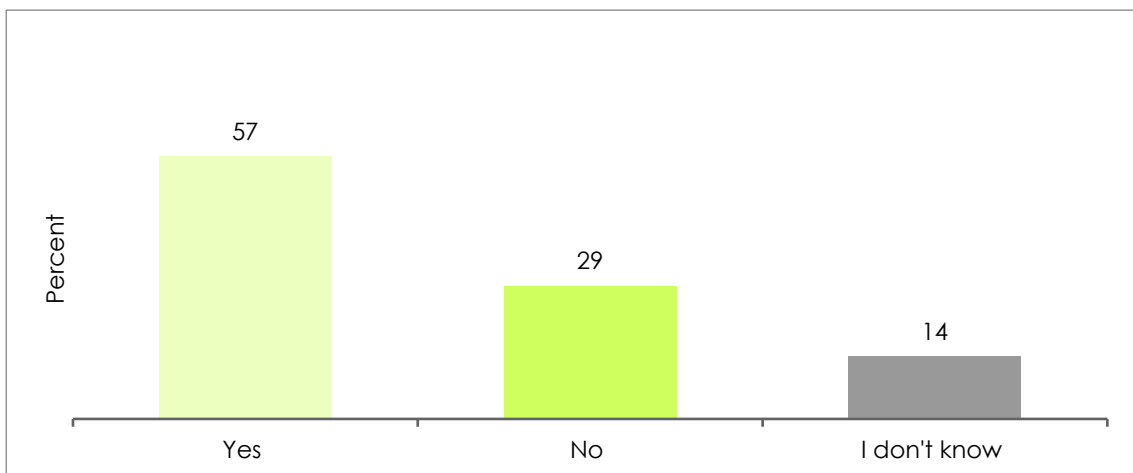
Question 10) In general, what times of the day have you witnessed or experienced threatening behaviour? Tick all that apply

(583 responses)



Question 11) Do you think that any changes are needed to improve the quality of visitor experience within the park and for those who live locally?

(1,254 responses)

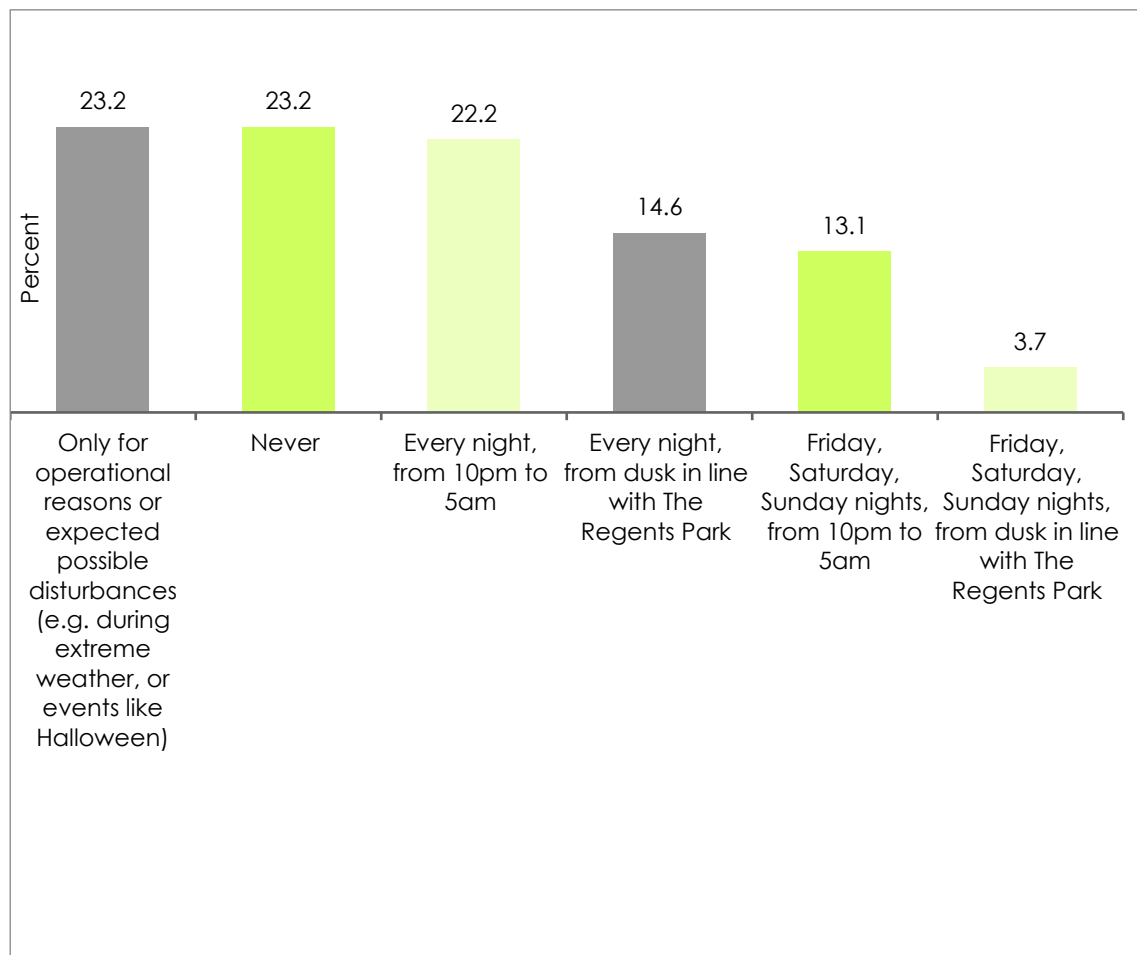


Question 12) What measures would you like to see put in place to help minimise the behaviours that concern you?

This was an open text question and all responses have been analysed for their qualitative data.

Question 13) In the context of managing Primrose Hill Park, should the park be routinely locked?

(1,257 responses)



Question 14) What impact do you think any potential park closures would have on the surrounding areas?

This was an open text question and all responses have been analysed for their qualitative data.

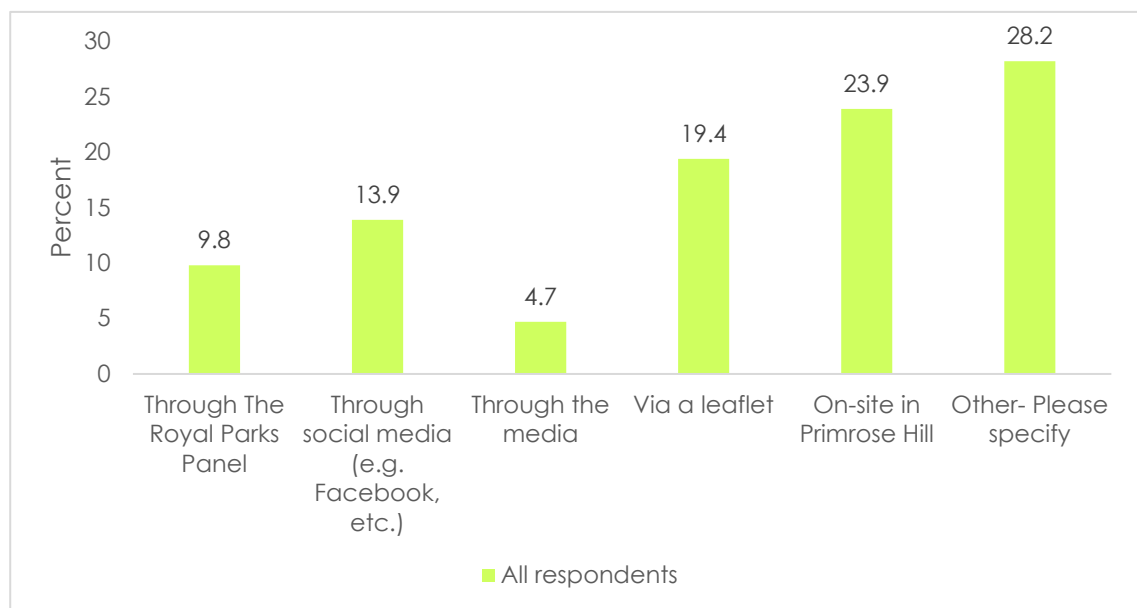
Question 15) Is there anything else regarding Primrose Hill that you would like to comment on?

This was an open text question and all responses have been analysed for their qualitative data.

Question 16a) How did you hear about this survey?

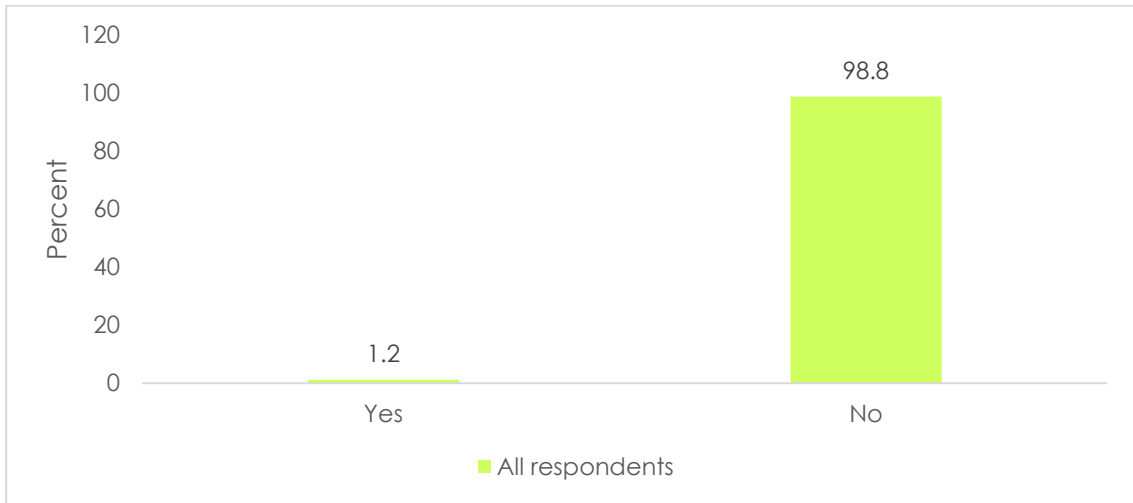
Question asked to respondents who completed the survey through a web link or QR code.

(1,229 respondents)



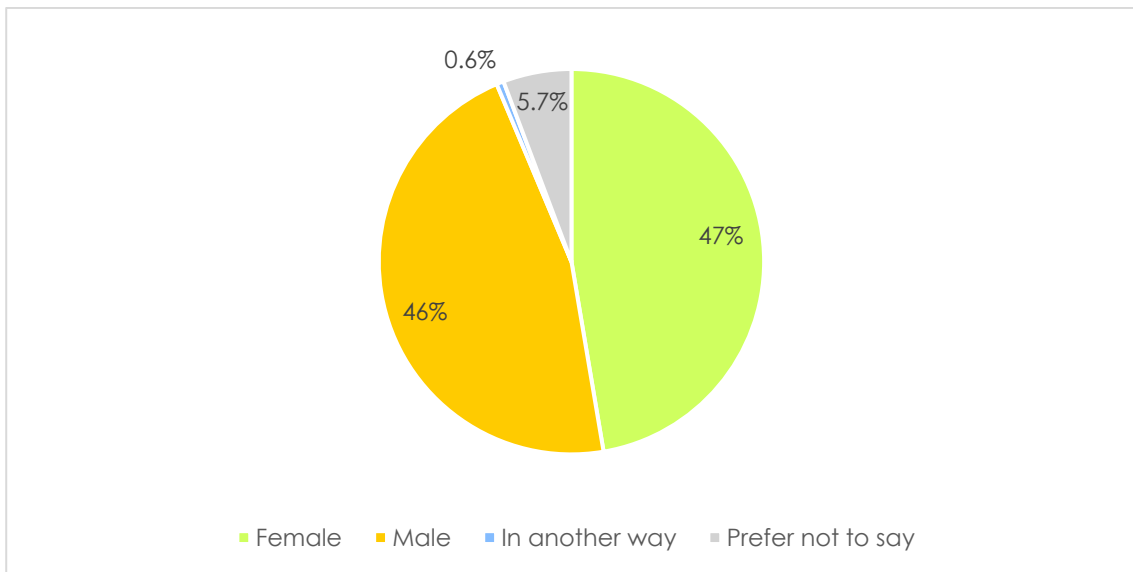
Question 16b) Are you a member of The Royal Parks Panel?

(1,242 respondents)



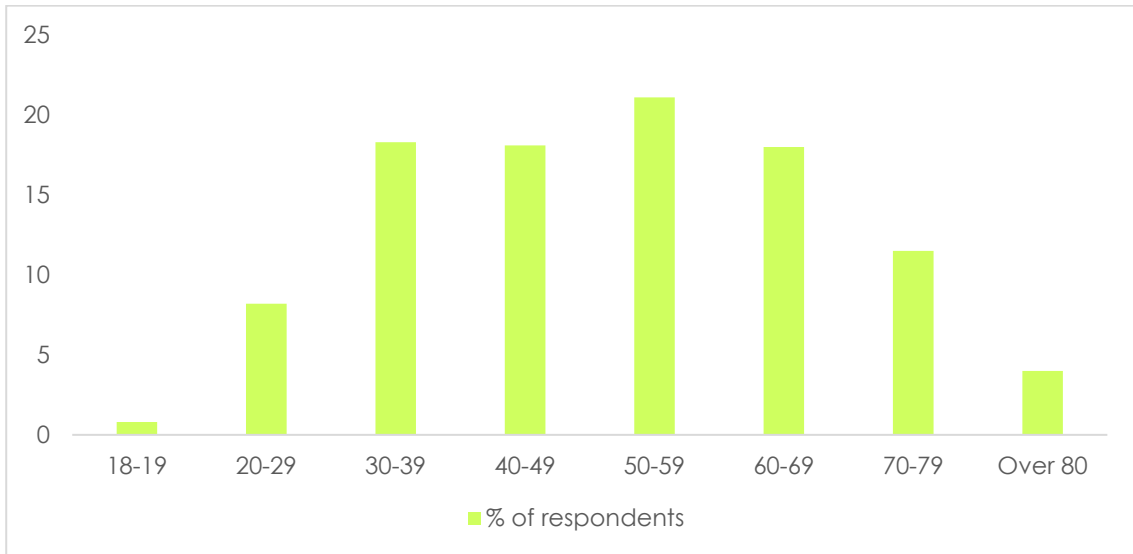
Question 17) How do you describe your gender identity?

(1,201 responses)



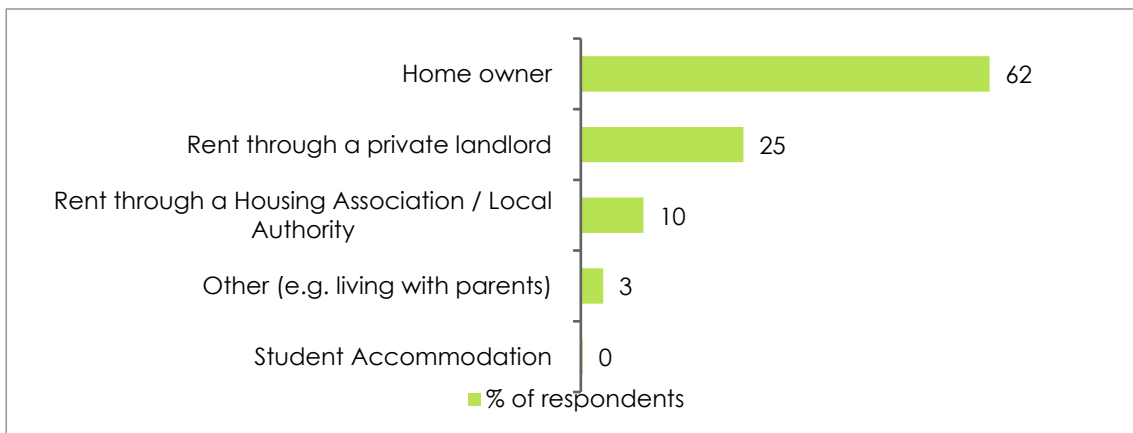
Question 18) Which age band do you belong to?

(1,183 responses)



Question 19) Which best describes your living situation?

(1,183 responses)



Question 20) What is your ethnic group?

(1,164 responses)

Ethnicity	Percentage of respondents
Asian / British Asian (e.g. Indian, Bangladeshi, Pakistani, Chinese)	5

Black/ African/ Black Caribbean/ Black British	1.7
Mixed / multiple ethnicity (e.g. white and black Caribbean)	3.6
Native Hawaiian or Other Pacific Islander	0.2
White (English, Scottish, Welsh, Northern Irish)	51.7
White Irish	2.7
Any other White background	21.5
Other	3
Prefer not to say	10.7

Question 21) What is your current work status?

(1,173 responses)

