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Chorley Borough Council

Astley Park Survey

Summary Report

Prepared for: Chorley Borough Council
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1. Introduction / Methodology

The approved HLF funded Astley Park restoration project, in Chorley includes the provision of new play facilities for toddler and junior play, a new refreshment kiosk and a new pets' corner, all located near to the sports pavilion.

The new facilities will replace and upgrade the existing play area and the existing pets' corner.

The new pets' corner is to be created within a secure enclosure and will be designed in consultation with RSPCA. It is likely to include well-designed arks, hutches and structures, housing domesticated/farm animals such as guinea pigs, ducks, rabbits, hens and other birds.

Previous public consultation demonstrated support for the retention of a pets' corner in the park and the Council now wishes to establish whether or not this view remains unchanged.

Chorley Borough Council has therefore commissioned Beacon Research to undertake a telephone survey amongst a random sample of Borough residents.

A total of 400 interviews were conducted during the w/c January 22nd 2007 and the following document represents our summary report on the survey results.

2. Summary of Findings

The following summarises the responses to each of the three main questions.

Q1: Do you or do you not think the Council should replace pets' corner in Astley Park, as planned?

	%
Yes	79.0
No	5.6
DK	15.4

Almost 80% of all residents and 93.3% of those expressing an opinion said that the Council should replace the pets' corner in Astley Park, as planned. Only 5.6% of residents disagreed.

There was very little significant difference in response between different age and social groups.

Q2: Do you or do you not think the public would benefit from having a new pets' corner in Astley Park?

	%
Yes	84.6
No	6.4
DK	9.0

Almost 85% of all residents and 92.9% of those expressing an opinion think the public would benefit from having a new pets' corner in Astley Park. Only 6.4% of residents disagreed.

Younger residents were marginally more likely to hold this opinion.

Q3: Would you or would you not, personally, like to see a new pets' corner in Astley Park?

	%
Yes	74.6
No	13.1
DK	12.3

Almost 75% of all residents and 85.1% of those expressing an opinion would, personally, like to see a new pets' corner in Astley Park. In this case, 13.1% of residents disagreed.

Younger, female residents and those in the higher social groups were more likely to hold this opinion.

Q4: Further Comments

When asked, over 52% of residents were prepared to offer further comments on the proposal

	<i>%</i>
No / nothing / no reply	47.7
Good idea / nice for children	13.8
Good idea / much needed improvement	13.6
Need to take better care of animals / protect animals/control vandalism	14.6
Need better security	7.4
Previous pets corner was a disgrace / animals in poor condition / got really horrible	2.8
Too much dog dirt / litter in park	1.8
Other	20.0

Whilst, 27.4% commented that the improvements were a good idea, there was significant criticism of the previous pet's corner, particularly the condition of the animals and the vandalism. These comments were particularly strong from older, female residents and should be noted.

There were no adverse comments about the relocation of pet's corner.

CONCLUSIONS

There continues to be almost universal approval for this project amongst all groups of residents, although there are concerns that better care will need to be taken of the animals, with better security against vandalism.