

Byron Shire Council

Recreation Grounds Research

Prepared by: Micromex Research

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Background & Methodology



Background & Methodology

Objectives

Byron Shire Council wished to undertake research surrounding residents' perceptions of the Byron Recreation Grounds, including the following:

- To understand the current frequency of use, and travel to the grounds
- To explore the reasons for attending or not attending the grounds
- Identifying the importance of facilities at the grounds, and residents' satisfaction with the performance of those facilities
- Understanding the potential activities residents would like to participate in at the grounds
- Identifying residents' support for Council to undertake improvements at the grounds

Questionnaire

Micromex Research, together with Byron Shire Council developed the questionnaire.

The sample consisted of a total of 302 residents. Respondents were selected by means of a computer based random selection process using the electronic White Pages.

For the survey under discussion the greatest margin of error is 5.6%. This means, for example that the answer 'yes' (50%) to a question could vary from 44% to 56%. As the raw data has been weighted to reflect the real community profile of Byron Shire Council, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective sample size may be smaller than the true number of surveys conducted.

Data collection

The survey was conducted during the period 15th – 18th February from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Data analysis

The data within this report was analysed using Q Professional.

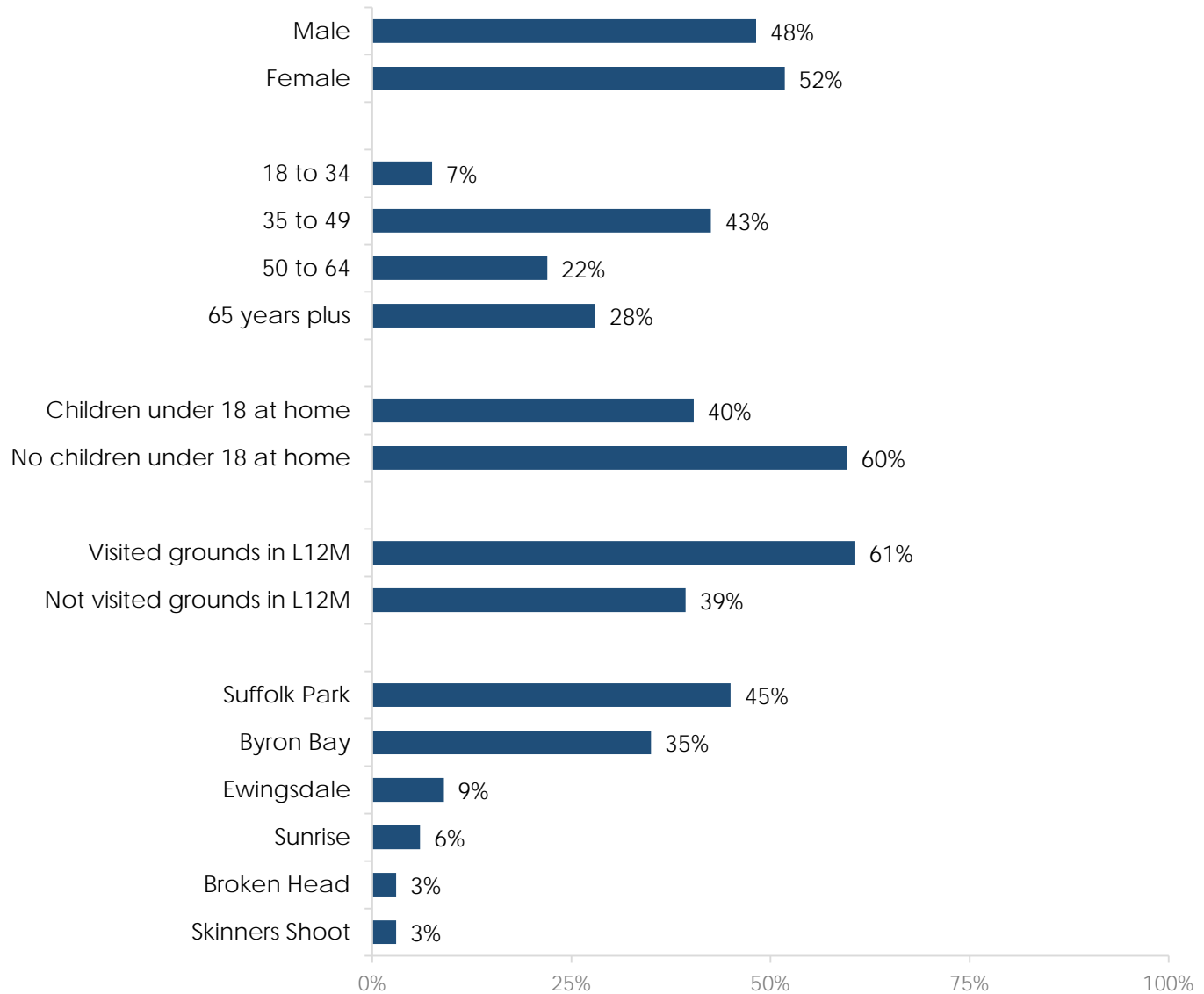
All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.



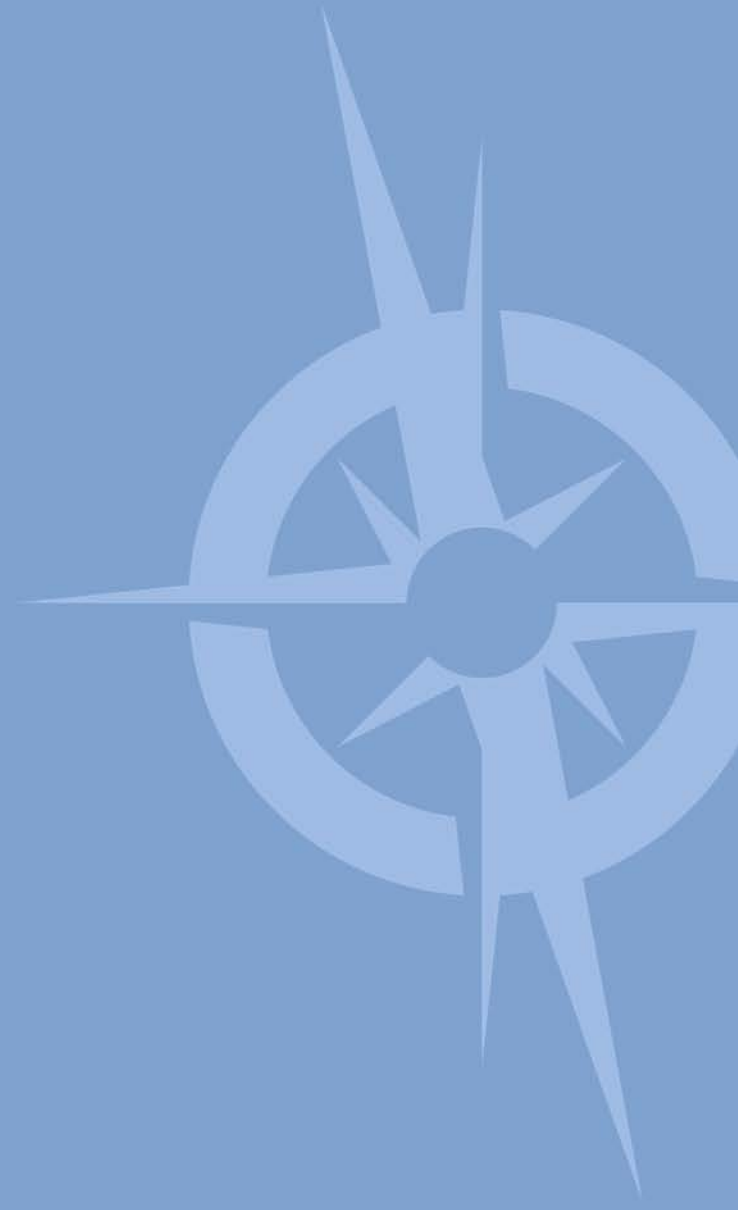
Sample Profile



Sample Profile



Key Findings



Key Findings

Around 60% of respondents in the catchment indicated that they had visited the facility in the last year.

- Last 12 months users have a high level of satisfaction with the facility

Residents of the area indicated the highest level appeal for undertaking the following activities at the facility:

- Events – 78%
- Organised sport – 77%
- Passive Recreation – 77%
- Entertainment – 76%

The community was most supportive of Council working on improving the public amenities/sporting club facilities, and providing more water drinking fountains/shade trees.

Nearly 2/3 of respondents indicated they would like Council to explore opportunities that raise revenue from the Byron Recreation Grounds usage, which could be reinvested back into the site for maintenance and improvement.

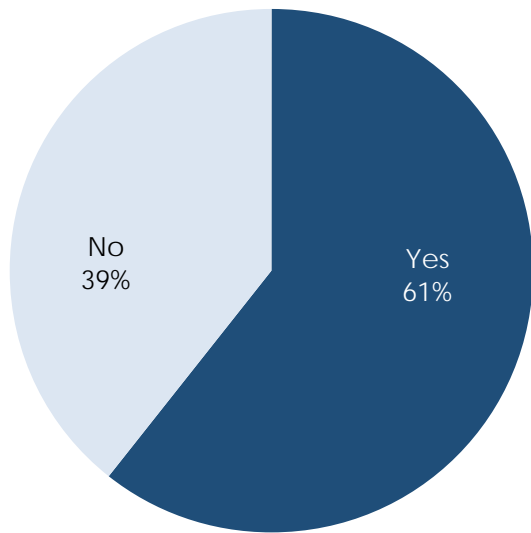


Results – Used the Grounds L12M

This section details the responses from those residents who had attended the Byron Recreation Grounds in the last 12 months

Visiting the Byron Recreation Grounds

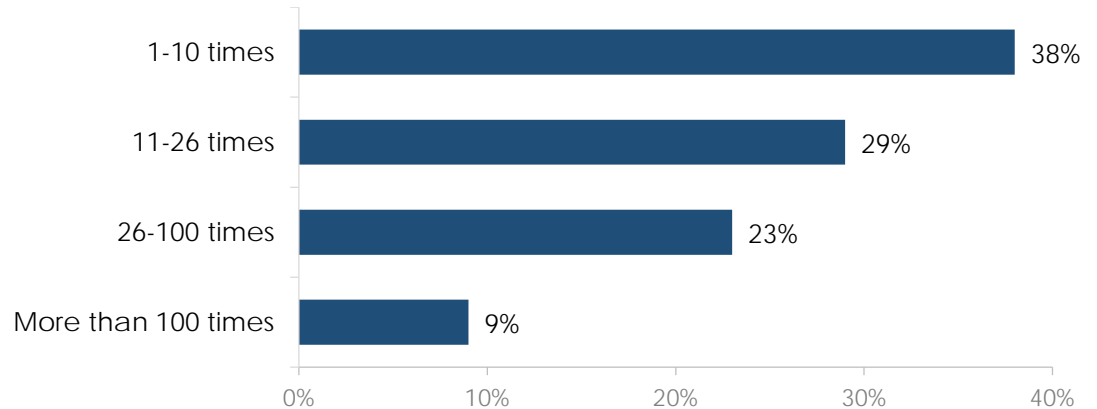
Q3. Have you visited the Byron Rec Grounds in the last 12 months?



Base: N = 302

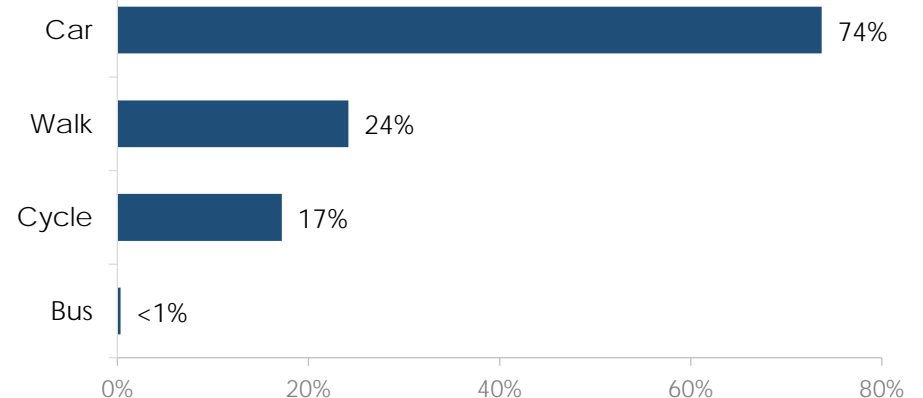
65+ y/o ▼ 45%
Children U/18 at home ▲ 72%

Q5. Approximately how many times have you visited the grounds in the past 12 months?



Base: N = 183

Q6. How do you usually travel to the Byron Bay Rec Grounds?

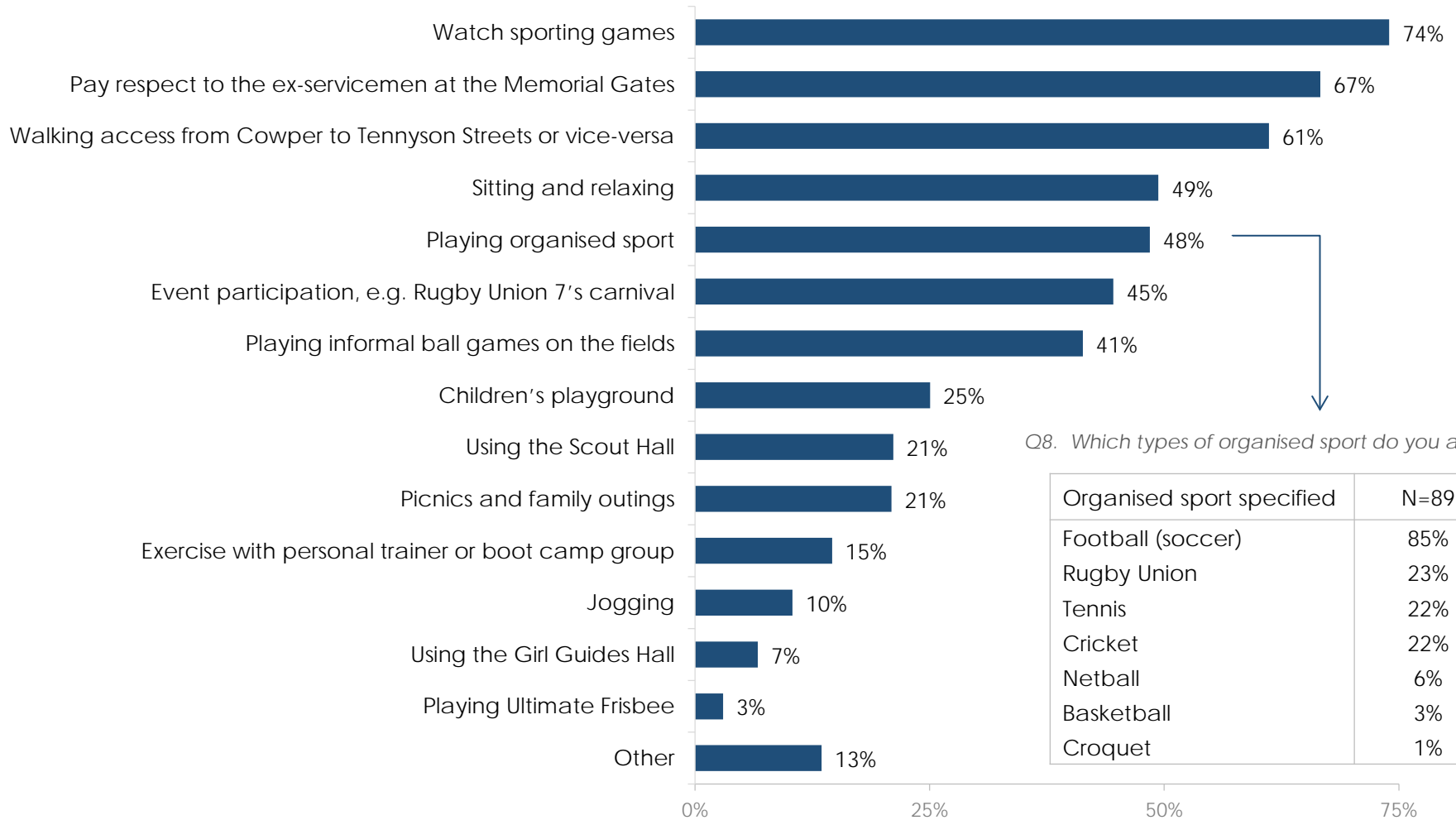


Base: N = 183

Almost two-thirds of residents had visited the Grounds in the last 12 months, with those aged 65+ significantly less likely to have been, whilst those with children under 18 were significantly more likely. The average number of times they visited was 11, with 'car' the predominant method of travel

Reasons for Visiting the Byron Recreation Grounds

Q7. For which of the following reasons do you visit the Byron Rec Grounds?



Q8. Which types of organised sport do you attend?

Organised sport specified	N=89
Football (soccer)	85%
Rugby Union	23%
Tennis	22%
Cricket	22%
Netball	6%
Basketball	3%
Croquet	1%

Base: N = 183

The primary reasons for visiting the Grounds were to 'watch sporting games', 'pay respect to the ex-servicemen at the Memorial Gates' and 'walking access'

Reasons for Visiting the Byron Recreation Grounds

Q7. For which of the following reasons do you visit the Byron Rec Grounds?

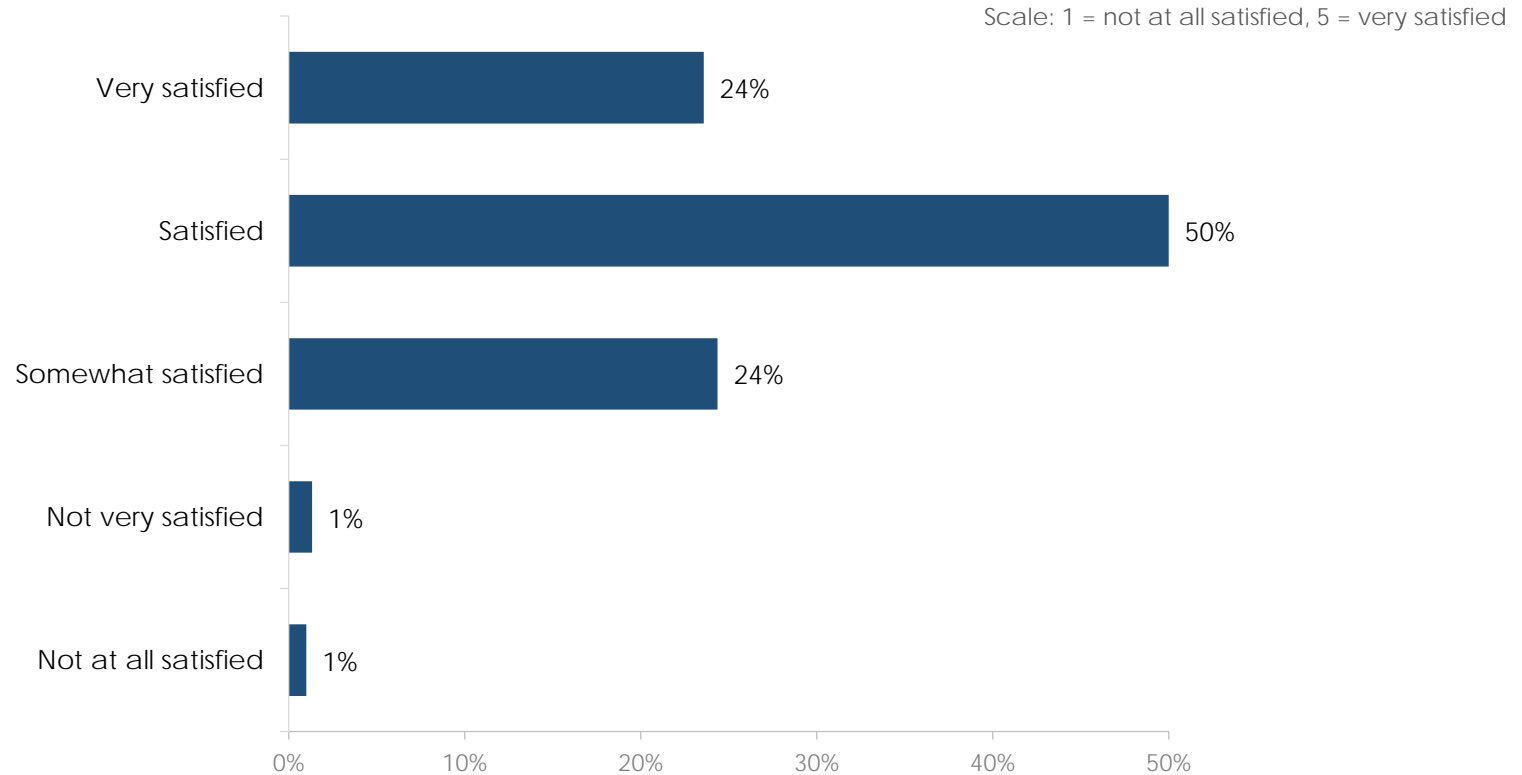
	Overall	Male	Female	<50 y/o	50+ y/o	Children under 18 at home	No children under 18 at home
	N=183	N=94	N=90	N=104	N=79	N=88	N=95
Watch sporting games	74%	75%	73%	80%	66%	81%	67%
Pay respect to the ex-servicemen at the Memorial Gates	67%	65%	69%	73%	58%	68%	65%
Walking access from Cowper to Tennyson Streets or vice-versa	61%	64%	58%	58%	65%	58%	64%
Sitting and relaxing	49%	52%	47%	43%	58%	43%	55%
Playing organised sport	48%	52%	45%	68%▲	22%	72%▲	27%
Event participation, e.g. Rugby Union 7's carnival	45%	34%	55%	48%	39%	53%	37%
Playing informal ball games on the fields	41%	39%	44%	52%	27%	48%	35%
Children's playground	25%	23%	27%	28%	21%	30%	21%
Picnics and family outings	21%	18%	24%	18%	25%	15%	26%
Using the Scout Hall	21%	9%	34%▲	21%	22%	21%	21%
Exercise with personal trainer or boot camp group	15%	13%	16%	20%	8%	13%	16%
Jogging	10%	7%	14%	9%	12%	7%	14%
Using the Girl Guides Hall	7%	6%	8%	5%	9%	6%	7%
Playing Ultimate Frisbee	3%	4%	1%	3%	3%	1%	5%
Other	13%	13%	14%	12%	15%	15%	12%

Residents aged under 50 and those with children under 18 at home were significantly more likely to visit the Grounds for 'organised sport', whilst females were significantly more likely than other users to go to the Scout Hall

Overall Satisfaction with the Byron Recreation Grounds

Q10. How satisfied are you with the Byron Rec Grounds, not just on one or two issues but across all responsibility areas?

	Overall	Male	Female	<50	50+	Children under 18 at home	No children under 18 at home
	N=183	N=94	N=90	N=104	N=79	N=88	N=95
Mean ratings	3.96	3.95	3.96	3.97	3.94	3.95	3.97

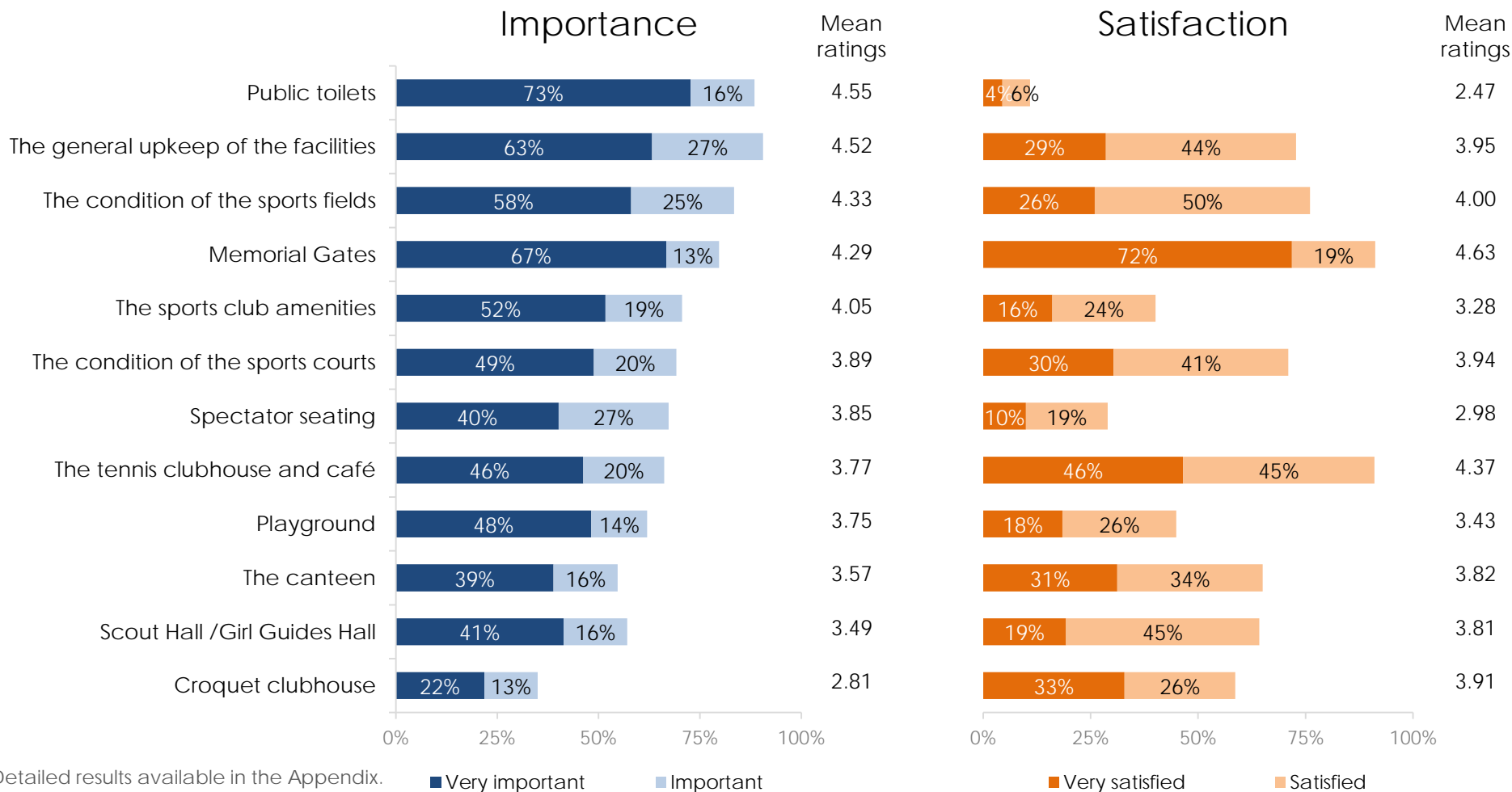


98% of residents who had visited the Recreation Grounds were at least 'somewhat satisfied' with them.

This result was consistent across all demographics

Importance of, and Satisfaction with, Ground Facilities

Q9. For each of these facilities, please rate your opinion of the importance of the facility to you, and your satisfaction with what is currently provided.



Detailed results available in the Appendix.

Base: Importance N = 183, Satisfaction N=63-160

(note: satisfaction was only asked of those who scored importance a 4 or 5)

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied

Of the prompted facilities, 'public toilets' was rated of the highest importance, but had the lowest satisfaction rating. 'The general upkeep of the facilities' was also of extremely high importance to residents, and received a moderately high level of satisfaction.

Residents expressed extremely high satisfaction ratings with the 'Memorial Gates'

Importance of, and Satisfaction with Ground Facilities

The performance gap analysis identifies the gaps between importance and satisfaction. Usually, the larger the gap between importance and satisfaction, the greater the attention required by Council for that category.

	Importance	Satisfaction	Performance Gap
Public toilets	4.55	2.47	2.08
Spectator seating	3.85	2.98	0.87
The sports club amenities	4.05	3.28	0.77
The general upkeep of the facilities	4.52	3.95	0.57
The condition of the sports fields	4.33	4.00	0.33
Playground	3.75	3.43	0.32
The condition of the sports courts	3.89	3.94	-0.05
The canteen	3.57	3.82	-0.25
Scout Hall /Girl Guides Hall	3.49	3.81	-0.32
Memorial Gates	4.29	4.63	-0.34
The tennis clubhouse and café	3.77	4.37	-0.60
Croquet clubhouse	2.81	3.91	-1.10

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied

The Performance Gap Analysis indicates the greatest gap can be observed regarding the condition of the public toilets

Quadrant Analysis

Quadrant analysis is often helpful in planning future directions based on stated outcomes. It combines the stated importance of the community and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted.

For these criteria, the average stated importance score was 3.91 and the average rated satisfaction score was 3.72. Therefore, any facility or service that received a mean stated importance score of ≥ 3.91 would be plotted in the higher importance section and, conversely, any that scored < 3.91 would be plotted into the lower importance section.

The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.72. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

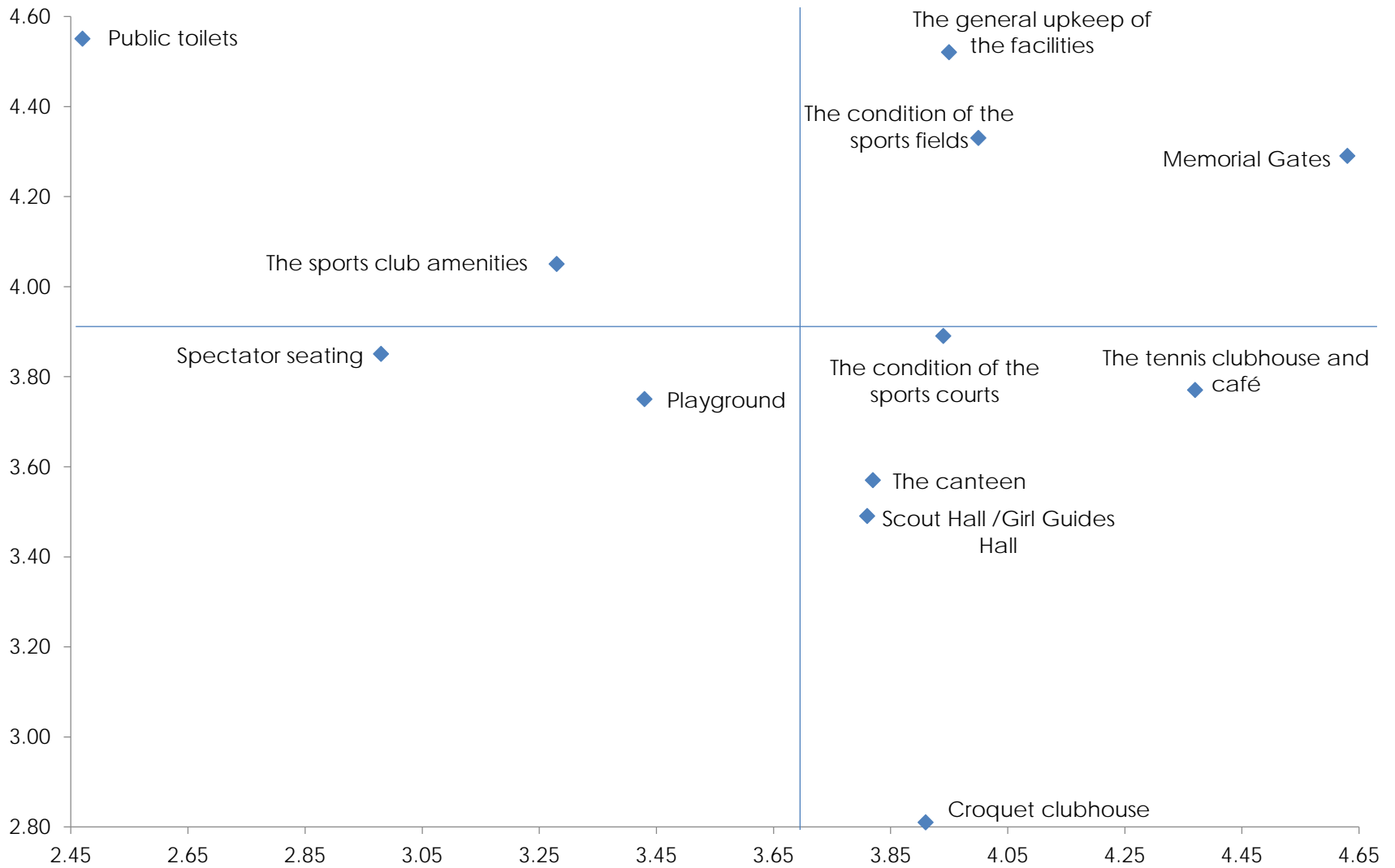
The Quadrant Analysis illustrated on the following slide indicates that residents feel improvements are most necessary for 'public toilets' and 'the sports club amenities'. Council should also look to maintain the facilities that are currently doing well, 'the general upkeep of the facilities', 'the condition of the sports fields', and the 'Memorial Gates'



Quadrant Analysis – Importance v Satisfaction

Improve
Higher importance, lower satisfaction

Maintain
Higher importance, higher satisfaction



Niche
Lower importance, lower satisfaction

Satisfaction

Community
Lower importance, higher satisfaction

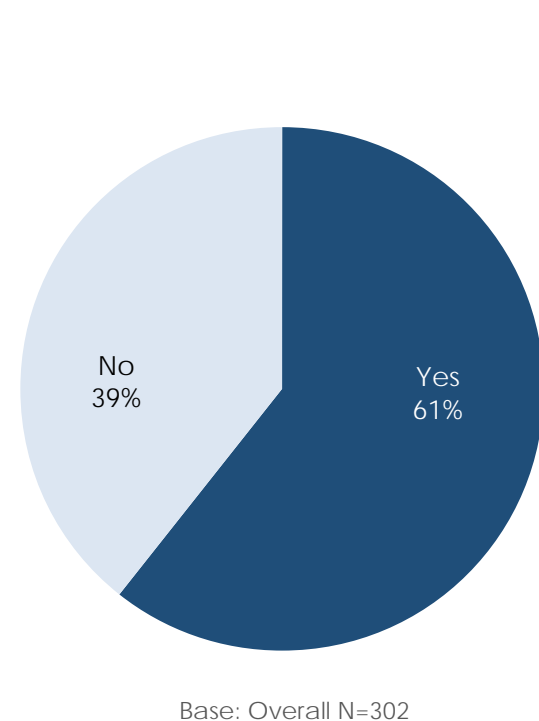
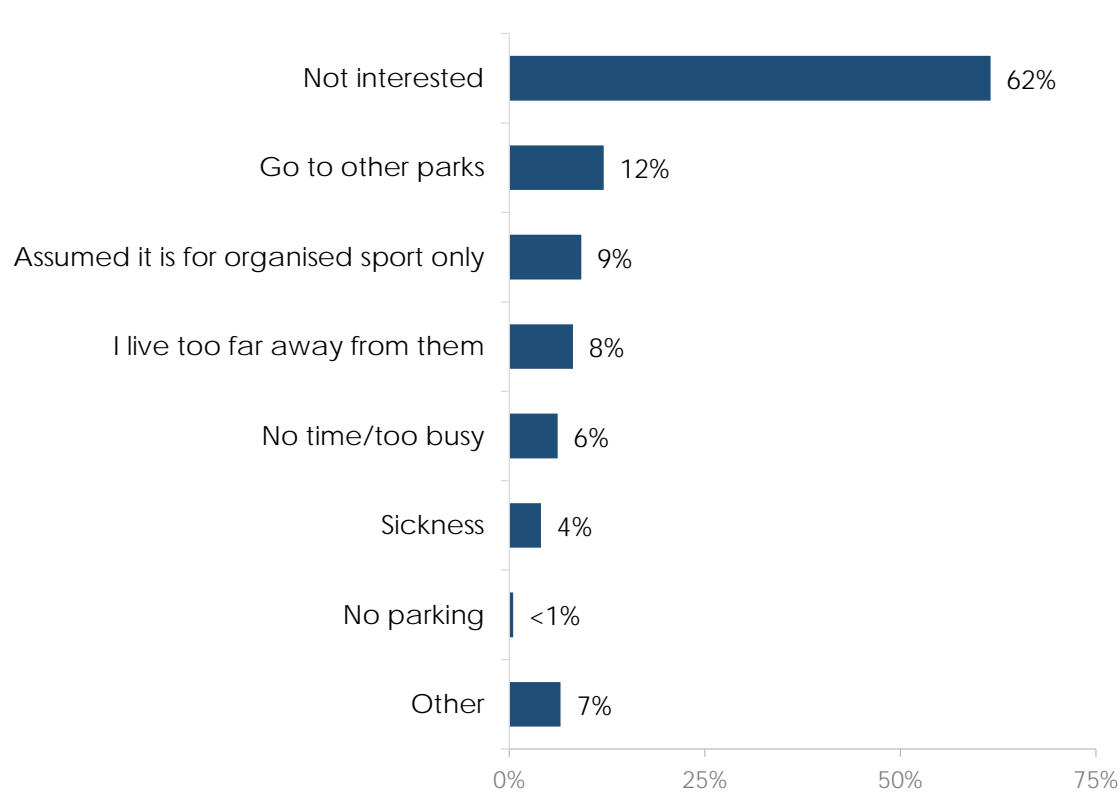
Results – Non-Users

This section details the reasons that non-users gave for not visiting the Grounds in the L12M

Reasons for Not Visiting the Byron Recreation Grounds

Q4. Why have you not visited in the last 12 months?

Q3. Have you visited the Byron Rec Grounds in the last 12 months?



65+ y/o ▼ 45%
Children U/18 at home ▲ 72%

Base: Non-users N=119

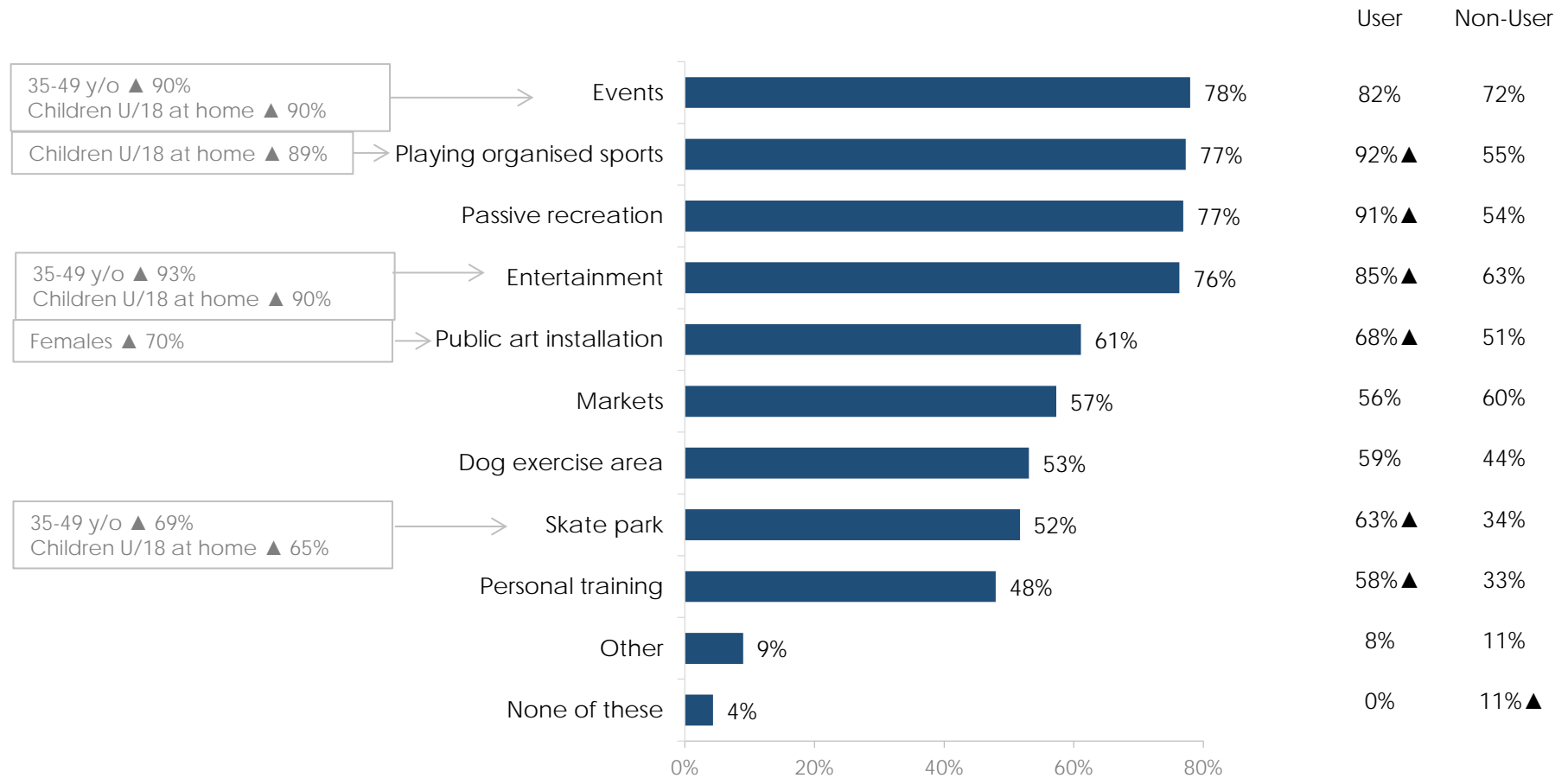
The main reason residents gave for not having visited the Grounds in the last 12 months was they were 'not interested', this was similar across all demographics

Results – Users and Non-Users

This section details the responses from all residents, regardless of whether they had visited the Grounds recently or not

Potential Activities for the Grounds

Q11. Thinking of the future, which of the following types of activities would you like to be able to do at the Byron Rec Grounds?

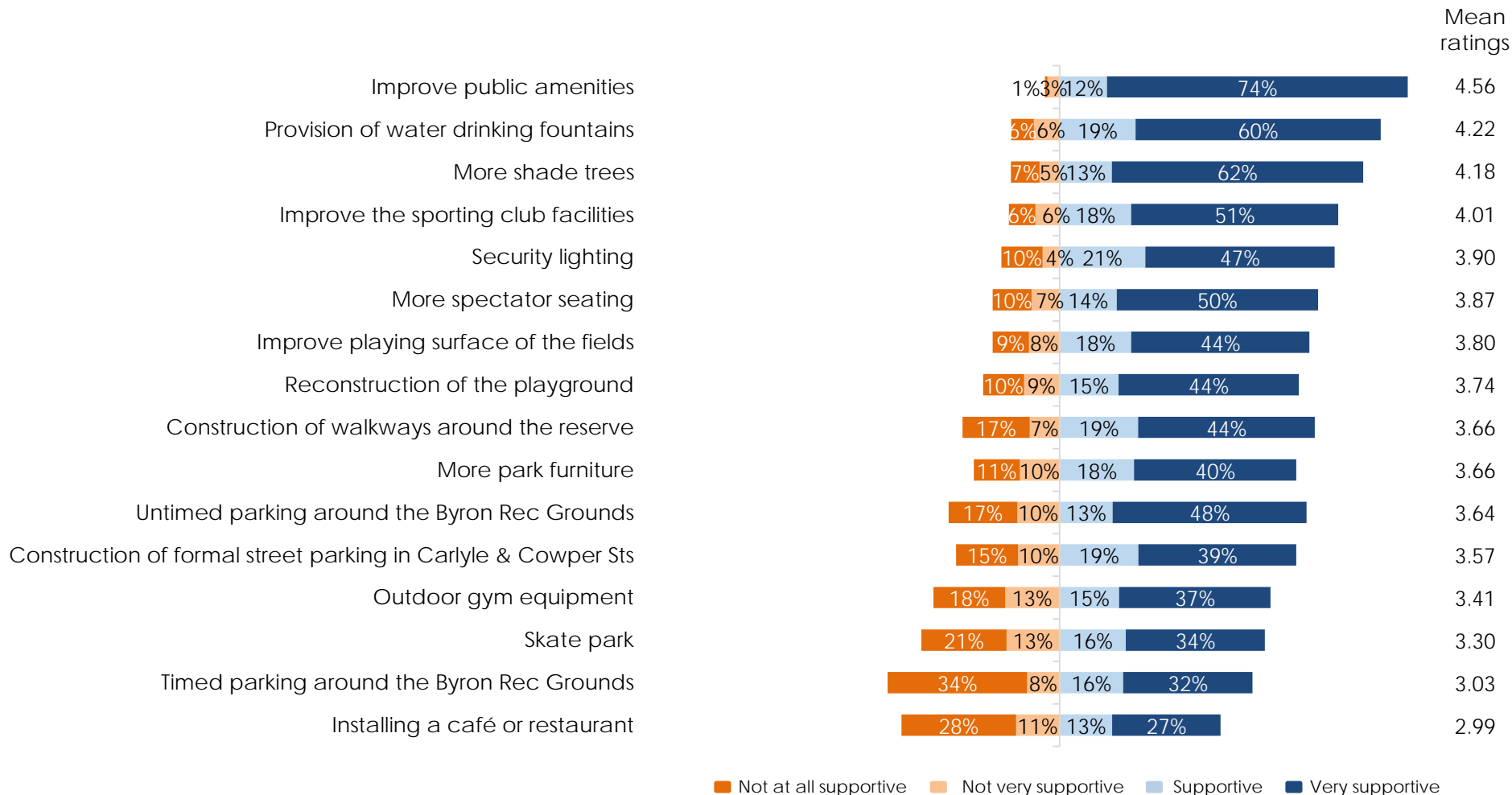


Base: Overall N = 302, User (L12M) N=183, Non-User (not visited L12M) N=119

The main activities residents would like to take part in at the Byron Recreation Ground are 'events', 'playing organised sports', 'passive recreation', and 'entertainment', with current users significantly more likely to want to participate in the latter 3, along with 'public art installation', 'skate park', and 'personal training'. Non-users were significantly more likely not to participate

Support for Council Undertakings at the Grounds

Q12. How supportive would you be of Council undertaking the following:



Scale: 1 = not at all supportive, 5 = very supportive

Residents were extremely supportive of 'improving public amenities', which correlates with 'public toilets' being rated the most important facility at the ground, with the lowest satisfaction in terms of what is currently provided (Q9).

'Provision of water drinking fountains', 'more shade trees', and 'improving the sporting club facilities' were also areas that the community are strongly supportive of

Support for Council Undertakings at the Grounds

Q12. How supportive would you be of Council undertaking the following:

	Overall	Male	Female	<50 y/o	50+ y/o	Children under 18 at home	No children under 18 at home	User	Non-user
	N=302	N=146	N=156	N=151	N=151	N=122	N=180	N=183	N=119
Improve public amenities	4.56	4.50	4.61	4.64	4.48	4.62	4.51	4.69	4.35
Provision of water drinking fountains	4.22	4.10	4.33	4.31	4.13	4.28	4.18	4.46▲	3.85
More shade trees	4.18	3.87	4.46▲	4.23	4.12	4.28	4.11	4.25	4.07
Improve the sporting club facilities	4.01	3.98	4.03	4.03	3.98	4.02	4.00	4.28▲	3.59
Security lighting	3.90	3.65	4.13	4.02	3.78	3.97	3.85	3.99	3.76
More spectator seating	3.87	3.76	3.97	4.02	3.72	3.88	3.87	4.20▲	3.37
Improve playing surface of the fields	3.80	3.64	3.95	3.91	3.69	3.79	3.80	4.09▲	3.35
Reconstruction of the playground	3.74	3.53	3.94	3.98	3.51	3.88	3.65	3.93	3.46
Construction of walkways around the reserve	3.66	3.34	3.96▲	3.79	3.53	3.68	3.65	3.80	3.45
More park furniture	3.66	3.44	3.86	3.64	3.68	3.47	3.79	3.77	3.48
Untimed parking around the Byron Recreation Grounds	3.64	3.79	3.51	3.59	3.70	3.62	3.66	3.70	3.56
Construction of formal street parking in Carlyle & Cowper Sts	3.57	3.60	3.53	3.60	3.53	3.69	3.48	3.52	3.63
Outdoor gym equipment	3.41	3.30	3.50	3.57	3.24	3.40	3.41	3.63	3.06
Skate park	3.30	3.31	3.28	3.61▲	2.98	3.57	3.11	3.46	3.05
Timed parking around the Byron Recreation Grounds*	3.03	2.86	3.18	2.79	3.26	2.93	3.09	2.92	3.19
Installing a café or restaurant	2.99	2.90	3.07	3.30	2.68	3.27	2.80	3.17	2.71

* Timed parking around the Byron Recreation Grounds – 4 hour time limit, but no time restriction for residents living in the time-limited streets

▲ = Significantly more supportive

Scale: 1 = not at all supportive, 5 = very supportive

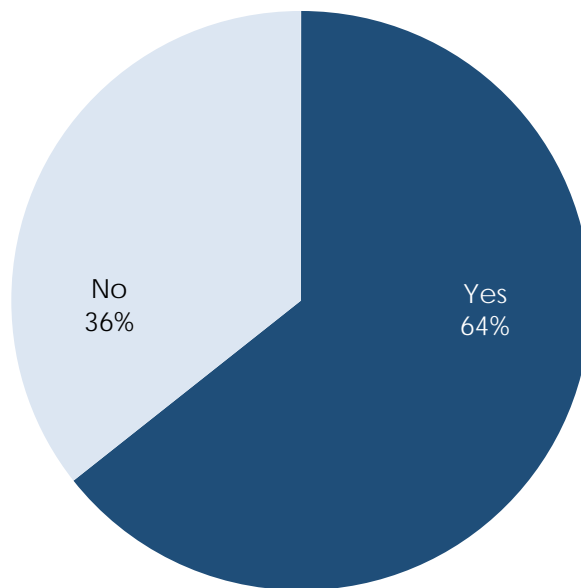
Current users of the Grounds tended to be more supportive of Council undertaking improvements, significantly so for water drinking fountains, sporting club facilities, seating, and improving the playing surfaces.

Younger residents were significantly more likely to approve of the addition of a skate park

Exploring Revenue Raising Opportunities for the Grounds

Q13. Would you like Council to explore opportunities that raise revenue from the Byron Rec Grounds usage that could be reinvested back into the site for maintenance and improvement?

	Overall	Male	Female	<50 y/o	50+ y/o	Children under 18 at home	No children under 18 at home	User	Non-user
	N=302	N=146	N=156	N=151	N=151	N=122	N=180	N=183	N=119
Yes	64%	70%	59%	70%	58%	68%	62%	62%	68%
No	36%	30%	41%	30%	42%	32%	38%	38%	32%



Almost two-thirds of residents supported Council exploring opportunities to raise revenue from the Ground usage, enabling reinvestment into the site's maintenance and improvements. This result was statistically similar across the demographics, and between users of the Grounds and non-users

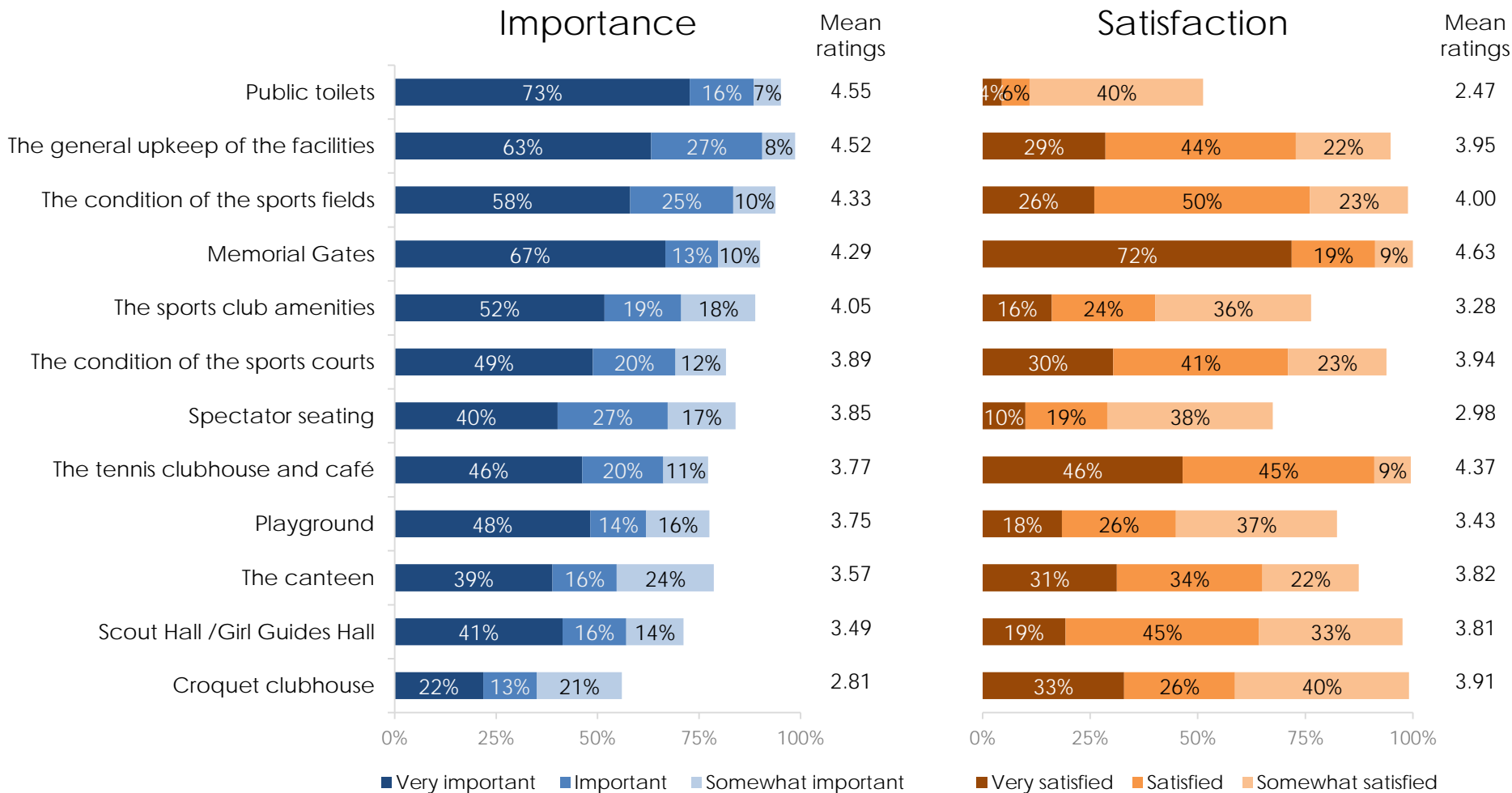


Appendix



Importance of, and Satisfaction with, Ground Facilities

Q9. For each of these facilities, please rate your opinion of the importance of the facility to you, and your satisfaction with what is currently provided.



Base: Importance N = 183, Satisfaction N=63-160

(note: satisfaction was only asked of those who scored importance a 4 or 5)

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied

Of the prompted facilities, 'public toilets' was rated of the highest importance, but had the lowest satisfaction rating. 'The general upkeep of the facilities' was also of extremely high importance to residents, and received a moderately high level of satisfaction.

Residents expressed extremely high satisfaction ratings with the 'Memorial Gates'

Importance of, and Satisfaction with, Ground Facilities

Q9. For each of these facilities, please rate your opinion of the importance of the facility to you, and your satisfaction with what is currently provided.

	Not at all important	Not very important	Somewhat important	Important	Very important	Mean ratings	Base
The general upkeep of the facilities	1%	1%	8%	27%	63%	4.52	183
The condition of the sports fields	3%	4%	10%	25%	58%	4.33	183
The sports club amenities	6%	5%	18%	19%	52%	4.05	183
The canteen	15%	6%	24%	16%	39%	3.57	183
The condition of the sports courts	11%	8%	12%	20%	49%	3.89	183
The tennis clubhouse and café	12%	10%	11%	20%	46%	3.77	183
Spectator seating	7%	9%	17%	27%	40%	3.85	183
Public toilets	1%	4%	7%	16%	73%	4.55	183
Scout Hall /Girl Guides Hall	20%	9%	14%	16%	41%	3.49	183
Croquet clubhouse	32%	12%	21%	13%	22%	2.81	183
Playground	13%	10%	16%	14%	48%	3.75	183
Memorial Gates	8%	2%	10%	13%	67%	4.29	183

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Mean ratings	Base
The general upkeep of the facilities	1%	4%	22%	44%	29%	3.95	165
The condition of the sports fields	0%	1%	23%	50%	26%	4.00	153
The sports club amenities	4%	19%	36%	24%	16%	3.28	125
The canteen	2%	11%	22%	34%	31%	3.82	99
The condition of the sports courts	1%	5%	23%	41%	30%	3.94	126
The tennis clubhouse and café	0%	0%	9%	45%	46%	4.37	120
Spectator seating	9%	24%	38%	19%	10%	2.98	123
Public toilets	20%	29%	40%	6%	4%	2.47	160
Scout Hall /Girl Guides Hall	0%	2%	33%	45%	19%	3.81	102
Croquet clubhouse	0%	1%	40%	26%	33%	3.91	63
Playground	3%	14%	37%	26%	18%	3.43	112
Memorial Gates	0%	0%	9%	19%	72%	4.63	146



micromex
research

Telephone: (02) 4352 2388

Fax: (02) 4352 2117

Web: www.micromex.com.au

Email: stu@micromex.com.au