Evaluating Community Engagement with Parks in Ealing

Providing the Ealing Parks Foundation with a strong foundation for future projects, fundraising efforts, and activities.

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Abstract

The Ealing Parks Foundation (EPF) is a charity that was formed in 2018 to enhance the community in the London Borough of Ealing by promoting the use of parks and green spaces. We surveyed members of the public, interviewed leaders of other successful parks foundations, interviewed park rangers in the borough, and observed park visitor behavior. We found that many Ealing residents use parks as a safe place to relax, enjoy nature, and walk around, but that many are deterred by dogs, antisocial behavior, litter, and a lack of nighttime lighting, toilets, and benches. We recommended how the EPF might enhance fundraising, build relations with the Council and community, and address park safety and other community concerns. We also provided considerations for those who may continue our research.

Acknowledgments

Executive Summary

Background

The Ealing Parks Foundation (EPF) is an independent charity that works closely with the local authority, Ealing Council, to help raise funds and assist in the management of parks and green spaces across the London Borough of Ealing. The EPF was established in 2018 in response to the decline of funding for parks by local authorities. EPF focuses on engaging with the community to preserve, enhance, and encourage use of the borough's green spaces.

Methodology

The goal of the project was to gather data that can help the Ealing Parks Foundation develop a greater understanding of how people in the borough do or do not engage with green spaces. These data should also provide the EPF with a strong foundation for future projects, fundraising efforts, and activities. The project had four objectives:

- Assess current and best practices to promote community engagement, support, and use of green spaces in London and elsewhere.
- Analyze existing data on the current use of green spaces in Ealing.
- Determine the factors that shape how and why members of the community do or do not engage with green spaces in Ealing.
- Recommend strategies that the Ealing Parks Foundation can use to promote green spaces in Ealing.

To achieve these objectives, we collected and analyzed data from three distinct sources:

- Surveys distributed through in-person intercepts, social media, public flyers, and schools
- Interviews with Ealing Park Rangers and leaders of other parks foundations
- Observational studies in select parks

We assessed current and best practices by conducting interviews with founders and current leaders of other parks foundations, including a co-founder of The Parks Foundation in Bournemouth, Christchurch, and Poole; the current CEO of The Parks Foundation; and the founder and current Chair of Your Park in Bristol and Bath. By conducting these interviews, we improved our understanding of what it takes to establish and operate an efficient parks foundation. These interviews provided insight into the successes they have had in fundraising, forming relationships with the community and local authority, and making the parks more appealing.

To analyze policies and practices concerning green spaces in the borough, we interviewed Ealing Park Rangers and toured select towns. By conducting interviews with park rangers, we were able to collect information about how community members engage with their local parks, how the council interacts with parks, and how the EPF could aid them. We also toured three of the parks in which we planned to conduct surveys so that we could develop and record our first impressions. We made note of languages spoken, religious and educational buildings, and other notable cultural aspects of the area.

Our third objective was to determine the factors that shape how and why members of the community do or do not engage with green spaces in Ealing. To achieve this goal, our team developed a survey instrument that we distributed through the community in multiple different ways. We conducted in-person intercept surveys in and around four green spaces in the borough: Northala Fields, North Acton Playing Fields, Maytrees Rest Garden, and Southall Park. Figure ES.1 shows the geographic distribution of these locations.
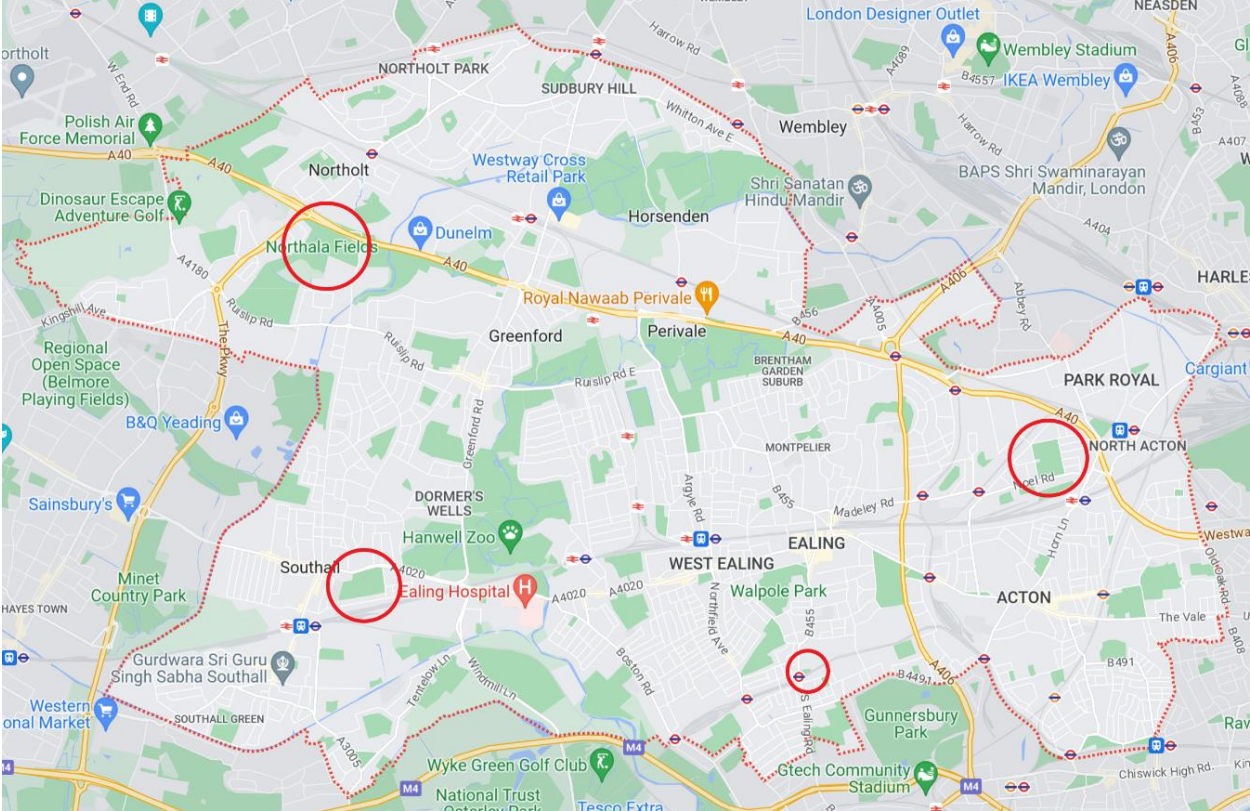

Figure ES.1. Map of the borough with park locations. Clockwise from top left, they are Northala Fields, North Acton Playing Fields, Maytrees Rest Garden, and Southall Park.

We conducted these intercept surveys in various weather conditions and at intervals throughout the day to gather variability regarding park visitors and activities. To distribute our survey more broadly, we also posted the survey online via social platforms and on printed flyers in five of the borough's seven towns. Finally, we liaised with the Ealing Grid for Learning, which allowed us to distribute the survey to parents of students attending Ealing public schools. We supplemented this survey data by recording observational data in each of the four parks listed above. The team used field notes to document the weather, time of day, and activities that park users engaged in while we were present for survey administration.

Findings

Our survey recruited 264 total valid participants, the majority of which accessed the survey from one of our social media postings. Our sample of respondents over-represented women, residents of the town of Ealing, and people above the age of 55.

Our interviews with representatives of parks foundations highlighted that the primary funding source is grants from national organizations as well as local groups and authorities. Fundraising can be facilitated by encouraging members of the community to participate in specific activities (e.g., rubbish removal, tree planting) and donate. Additionally, one of the parks foundation representatives mentioned continuously accepting donations from the community in the form of online donations, donation boxes, and memorial donations to commemorate loved ones.

Our survey data and discussions with park rangers revealed factors that discourage park use. While 80% of respondents identified that they feel safe in the parks, some expressed concerns about safety that reduce their park usage, especially during the evening hours. Dimly lit areas encourage antisocial behavior from young crowds drinking at night, which deters some members of the community from visiting parks at those times. Park rangers indicated that local authority budget cuts have resulted in understaffing and made enforcement more difficult. This is especially true in the town of Southall, where, compared to other locations in the borough, 24% fewer survey respondents described feeling safe in parks. Implementing features that mitigate these concerns, such as nighttime lighting, may make visitors more comfortable, increasing the perceived safety of the area and allowing for more park engagement.

We learned from other parks foundations that a lack of amenities like toilets and benches make the park less accessible, as their absence limits the amount of time that people can spend at

a park. In fact, 35% of survey respondents agreed that parks in the borough lacked sufficient benches, tables, and other rest areas. Through our observations and surveys, we found that walking and getting fresh air were the two most common outdoor activities that people engage in when visiting parks. Notably, there were also some features and activities unique to certain parks (e.g., fishing, a café, and athletic facilities) that draw visitors to those parks over others. Introducing spaces to accommodate dog walkers, cyclists, children at play, and sports may allow for more interactions with certain parks. Park visitors also appreciate the parks appearing well maintained and fashionable. Considering community desires whilst keeping the parks accessible for all will allow for the local community to frequent their parks more.

The last major finding we drew from our data was the importance of establishing strong relationships with the local authority and the greater community. In our interviews with the other parks foundation representatives, they all stressed the need to clearly lay out relationships with the local authority in written agreements (e.g., memorandums of understanding). These representatives also emphasized the importance of connecting with the community through social media platforms, organization websites, and newsletters. Park rangers explained the need for local parks-related groups to come together and to pool improvement efforts. They suggested that the Ealing Parks Foundation could serve as a central hub for these groups to unite and discuss park information.

Conclusions and Recommendations

Based on our findings, we created a set of recommendations to help the Ealing Parks Foundation increase community engagement with parks in the borough. We divided our recommendations into four main categories: enhancing fundraising efforts, addressing community safety concerns, making improvements based on community needs, and communicating effectively.

Regarding **enhancing fundraising efforts**, we recommend:

- Applying for national grants.
- Developing specific projects to encourage local fundraising.
- Providing an opportunity for public donations online or at events.

Regarding **addressing community safety concerns**, we recommend:

- Introducing certain features to increase the perception of park safety.
- Encouraging prevention of antisocial behavior.

Regarding **making improvements based on community needs**, we recommend:

- Encouraging the improvements of park facilities.
- Identifying specific parks and sites for future projects.
- Considering expanding the Board of Trustees.

Regarding **communicating effectively**, we recommend:

- Establishing a clear relationship with Ealing Council.
- Increasing awareness of the Ealing Parks Foundation.
- Building relationships with community groups.

A complete list of recommendations is found in Chapter 5. For each recommendation, we discuss the factors that lead us to the recommendation, how the recommendation could positively impact the community, and how the Ealing Parks Foundation may implement the recommendation.

Table of Authorship

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1.0 Introduction

In the United Kingdom, there are over 27,000 parks and green spaces, with over 3,000 in London alone (Communities and Local Government Committee, 2017). The parks and green spaces in London are a valuable resource for residents. Research shows that exposure to green spaces reduces mental fatigue and provides a mental escape from strenuous tasks and environments, thus improving overall mental health (Houlden et al., 2017). Physical health benefits of exposure to green space include lower heart rate, blood pressure, and cholesterol, as well as reduced incidence of stroke, asthma, diabetes, and heart disease (URBACT Health & Green Space, 2020). Parks and green spaces also help mitigate climate change, as trees in a city can remove carbon from the air and can filter pollutants released by vehicles and other sources, which improves air quality (Rogers et al., n.d.). Green space provides immense economic benefit to London; a 2017 account of Greater London's "natural capital" found that the city's green space has a value equivalent to just over £90 billion per year (Vivid Economics, 2017). Much of this value comes from the positive correlation between proximity to parks and property value.

Although parks provide an array of benefits, government funding for parks has declined substantially following the imposition of austerity measures across the board that began in 2009 (*Ten Impacts of the Government Cuts on National Parks*, n.d.). Numerous volunteer groups and organizations have sprung up to try to fill the gap in resources, and many communities such as Bath, Bristol, and Bournemouth have created parks foundations to support park programs, activities, and maintenance. A similar pattern has played out in the London Borough of Ealing, located in the west of the city. Like other boroughs in London, Ealing has suffered significant budget cuts since 2010, and these cuts have affected park operations (Curling, 2021). To fill the gap left by budget cuts, the Ealing Parks Foundation (EPF) was formed in 2018. EPF's mission is to "enhance the community by supporting parks and green spaces" in the Borough of Ealing (*Ealing Parks Foundation*, 2022).

The goal of this project was to gather data that will provide the Ealing Parks Foundation with a strong foundation for future projects, fundraising efforts, and activities. The Ealing Parks Foundation may use this data to develop a greater understanding of who in the borough engages with green spaces. The project has four objectives:

- Assess current and best practices to promote community engagement, support, and use of green spaces in London, Bournemouth, Bath, and Bristol.

- Analyze existing data on the current use of green spaces in Ealing.
- Determine the factors that shape how and why members of the community do or do not engage with green spaces in Ealing.
- Recommend strategies that the Ealing Parks Foundation can use to promote green spaces in Ealing.

To reach these objectives, we collected data in multiple ways. We conducted and distributed surveys to members of the Ealing borough community. We took observational field notes out in the parks while surveying. Additionally, we conducted interviews with employees at parks foundations across England, and employees of Ealing Council. Based on an analysis of these data, we recommend goals the Ealing Parks Foundation should set for future park engagement strategies.

2.0 Background

The parks and green spaces in the London Borough of Ealing offer similar opportunities and face similar constraints as parks and green spaces elsewhere in London and the UK. This background section seeks to contextualize the uneven distribution of green space use in Ealing. First, Section 2.1 takes a broader look at parks in the United Kingdom as a whole, including the benefits that access to urban green space provides. Then, Section 2.2 elaborates on these benefits as they impact London and shows the recent treatment of green spaces by the Greater London Authority. Section 2.3 provides an overview of the histories of parks foundations in Bath, Bristol, and Bournemouth, then studies the practices that have led to their success in keeping parks popular. Finally, Section 2.4 focuses on Ealing itself, discussing the presence of green space in the borough as well as the structure of the local authority. It also discusses the Ealing Parks Foundation's efforts to support the use of green space in the face of declining parks funding.

2.1 Benefits of Green Space

There are more than 27,000 parks and greenspaces in the United Kingdom (UK), according to a House of Commons report published in 2017 (Communities and Local Government Committee, 2017). These parks and green spaces are intended to be accessible for all residents and can be used for multiple types of activities and events. Parks and green spaces help to improve the life of residents, workers, and visitors in Greater London. This positive impact of green spaces on people in London and the UK can be observed in many ways. Some of the impacts include improvements in mental health, physical health, and climate change management (BOP Consulting, 2013). Natural spaces in urban environments contribute to cleaner air, provide shade, and mitigate city noise. Parks are effective at "facilitating social contact between people […] through participation in social and cultural events" and encouraging active and social lifestyles (Cicea & Pîrlogea, 2011, p. 85). A survey conducted in 2009 by the UK Heritage Fund found that 80% of community members said that the parks in the UK made living in their area more enjoyable and visually appealing (*Everyone's a Winner!,* 2009).

Parks and green spaces in the UK are extremely important for mental health, especially in urban areas where residents are more removed from nature (Houlden et al., 2017). Residents in cities have been found to suffer increased stress and other psychiatric disorders because of

demanding social environments, overcrowding, social disparities, and other environmental stressors (Akins, 2022). Research has shown that exposure to green spaces reduces mental fatigue and provides a mental escape from strenuous tasks and environments. Conversely, lack of access to green space can be harmful to the mental health and well-being of members of the community (Houlden et al., 2017). Another study showed that individuals residing within 300 meters of accessible green space showed improvements in mental health and physical well-being compared to those that live further away (Houlden et al., 2019). While the parks are important to help relieve stressors in everyday life, the availability of parks during impactful life events. They also allows residents to sustain positive mental health, like when residents were forced to isolate themselves from others during the COVID-19 pandemic. A study by Wortzel et al. (2021. P. 6) found that "increased greenspace was associated with lower depression symptoms and lower composite mental health scores."

Parks and green spaces in London and urban areas of the UK are one of the primary ways residents can get physical exercise. Studies from around the world have shown that residents in urban areas with relatively more greenspaces are at lower risk for cardiovascular disease (CVD) as well as diabetes (Seo et al., 2019). According to the World Health Organization (WHO), extensive data reveal that little to no physical exercise can result in premature mortality, and overall lack of physical activity is the "4th leading risk factor for mortality" (*Indicator Metadata Registry Details*, n.d.). Another meta-analysis conducted by the University of East Anglia showed that "exposure to green spaces was linked to lower heart rate, lower blood pressure, lower cholesterol, and reduced incidence of stroke, asthma, diabetes and coronary heart disease" (URBACT Health & Greenspace, 2020, p. 6). The report also found that a higher percentage of green space near residences connects to a lower rate of obesity (URBACT Health & Greenspace, 2020). Furthermore, having access to urban green spaces and parks allows residents in these areas to exercise for free, improving physical health and longevity of life.

Along with both mental and physical health benefits, the green spaces in London and the UK also help moderate air pollution and mitigate the impacts of climate change in many ways. In 2015, Treeconomics estimated that around 77, 200 metric tons of carbon are sequestrated annually by trees in London (Figure 2.1), including around 15,900 metric tons in inner London and 61,300 metric tons in outer London (Rogers et al., n.d.). Using slightly different assessment methods, Vivid Economics (2017) estimates that carbon storage in London greenspaces amounts

to around 5.4 million metric tons total, with around 2.3 million metric tons physically stocked in London soil, and 3.1 million metric tons stored in trees in London. The total storage of carbon equates to an economic value of £18 million per year (Vivid Economics, 2017).

London's Urban Forest - Key Statistics				Total
Number of Trees	Inner London	1,587,000		8,421,000
	Outer London	6,834,000		
Tree Cover	Inner London	13%		14%
	Outer London	14%		
Canopy Cover	Inner London	18%		21%
	Outer London	21%		
Most Common Species	Inner London	Birch, Lime, Apple		
	Outer London	Sycamore, Oak, Hawthorn		
Pollution Removal (per annum)	Inner London	561 tonnes	£58 million	£126.1 Million
	Outer London	1680 tonnes	£68.1 million	
Stormwater Alleviation (per annum)	Inner London	705,000m³	£568,935	£2.8 Million
	Outer London	2,709,000m³	£2.2 million	
Carbon Storage (whole value)	Inner London	499,000 tonnes	£30.9 million	£146.9 Million
	Outer London	1,868,000 tonnes	£116 million	
Carbon Sequestration (per annum)	Inner London	15,900 tonnes	£987,000	£4.79 Million
	Outer London	61,300 tonnes	£3.8 million	
Building Energy Savings (per annum)	Inner London	£223,000		£260,600.00
	Outer London	£37,600		
Building Avoided Carbon Emissions (per annum)	Inner London	£23,600		£54,600
	Outer London	£31,000		
Replacement Cost (whole value)	Inner London	£1.35 Billion		£6.12 Billion
	Outer London	£4.77 Billion		

Figure 2.1. Equivalent economic value of environmental benefits provided by trees in London (Rogers et al., n.d.)

The parks and green spaces can also mitigate the impacts of extreme weather events (such as storms and heat waves) that are expected to become more frequent and more severe due to climate change (Leeds City Council, n.d.). Narrowing in on protection from weather events, parks can aid in urban temperature control. In urban areas, less energy is needed to evaporate water since there are fewer areas with greenspace or bare earth. This causes a decrease in the amount of sunlight reflected, allowing for direct sunlight to reach urban areas, where heat is then trapped in pavement and buildings (Royal Meteorological Society, n.d.). When parks and greenspaces separate the denser parts of cities, it allows residents and the overall environment to stay cooler. Parks also allow for rainwater collection and diversion during storms. Parks can be formed or preserved to include swales, rain gardens, wetlands and ponds, and many more features that direct the flow of stormwater and encourage percolation to avoid flooding within urban areas (Mayor of London, 2020). Overall, the impacts of parks and green spaces on climate change are indispensable.

2.2 Green Space and Policies in Greater London

This section continues the discussion on green space by looking more closely at Greater London. Section 2.2.1 describes the classification of publicly accessible green spaces and parks in Greater London, as well as the distribution of these spaces across the city. Then, Section 2.2.2 details the economic valuation of Greater London's parks and the unequal distribution of the benefits they provide. Finally, Section 2.2.3 highlights the goals of the Greater London Authority to make London a greener city, as well as where they have fallen short on promises.

2.2.1 Types of Green Space and Distribution in London

According to the Greenspace Information for Greater London CIC (GIGL), 31,000 (or about 20%) of London's 157,000 hectares of land area are considered green space. GIGL divides the city's public green space into five primary categories: large, freely accessible parks and formal gardens; natural and semi-natural urban parks, representing spaces like country parks, commons, and woodlands; amenities for a variety of informal recreation; outdoor sports facilities; and smaller categories like allotments, community gardens, and small play areas. Table 2.1 shows the total area of Greater London occupied by these kinds of green spaces, and Figure 2.2 illustrates the distribution of green space.

Table 2.1. Areal extent of green space by type in Greater London. (Data from Vivid Economics, 2017)

Type of Green Space	Area (ha)	Proportion (%)
Parks and formal gardens	9,200	29
Natural and semi-natural urban park	8,500	27
Amenity	6,600	21
Outdoor sports facilities	6,200	20
Allotments and community gardens	1,000	3

Figure 2.2. Distribution of public green space in Greater London. (Vivid Economics, 2017)

Notably, formal and semi-natural parks comprise most (56%) of the publicly accessible green space in the city, but the distribution of parks varies across London. For example, Table 2.2 shows the distribution of public park area across London's 32 boroughs and the City of London.

Table 2.2. Total area, park area, and percentage of area dedicated to green space in each London Borough and the City of London. (Data from Vivid Economics, 2017)

Borough	Total Area (ha)	Park Area (ha)	Percentage (%)
Richmond upon Thames	5,900	2,400	41
Merton	3,800	1,100	29
Hounslow	5,700	1,600	28
Hackney	1,900	500	26
Waltham Forest	3,900	1,000	26
Greenwich	5,000	1,200	24
Croydon	8,600	1,900	22
Redbridge	5,600	1,200	21
Enfield	8,200	1,700	21
Harrow	5,000	1,000	20
Barnet	8,700	1,700	20
Camden	2,200	400	18
Wandsworth	3,500	700	20
Westminster	2,200	400	18
Ealing	**5,600**	**1,100**	**20**
Haringey	3,000	500	17
Bexley	6,400	1,200	19
Havering	11,400	2,100	18
Barking and Dagenham	3,800	700	18
Bromley	15,000	2,600	17
Sutton	4,400	700	16
Hillingdon	11,600	1,800	16
Lambeth	2,700	400	15
Lewisham	3,500	500	14
Brent	4,300	600	14
Kingston upon Thames	3,700	500	14
Kensington and Chelsea	1,200	200	17
Hammersmith and Fulham	1,700	200	12
Tower Hamlets	2,200	300	14
Southwark	3,000	400	13
Islington	1,500	200	13
Newham	3,900	300	8
City of London	300	20	7

2.2.2 Benefits of Green Space, Valuation, and Inequities in Distribution

In addition to the physical, social, and mental health benefits they provide, green spaces can also bolster the monetary value of a city via "natural capital"—natural assets that provide economic goods and services. In 2017, the Greater London Authority (GLA), National Trust, and Heritage Lottery Fund commissioned Vivid Economics to directly quantify the cumulative economic value of all the parks and green space in London. Here, economic value considers several factors: lowered healthcare expenditures due to the population engaging in more active lifestyles; the value of carbon stored in soil and by the growth of trees; costs people are willing to pay to travel to visit certain parks; the value of temperature regulation preventing excess deaths during heat waves; and the relationship between access to green spaces and house prices. Table 2.3 summarizes the report's findings; the city's green space has an equivalent value of £91.3 billion, 61% of which comes from increases in the value of residential properties located near parks (Vivid Economics, 2017). Parks also provide more economic benefits than they cost in development in upkeep: the same report concluded that, for every pound spent by the GLA on public parks, the total value of London's green space will increase by £27 (Vivid Economics, 2017).

Table 2.3. Economic value provided by public parks in Greater London by category of benefit. (Data from Vivid Economics, 2017)

Variable	Total Value (£bn)	Proportion (%)
Recreation	17	19
Mental health	6.8	7
Physical health	10.7	12
Residential property	55.9	61
Carbon (soil)	0.2	0
Carbon (trees)	0.1	0
Temperature	0.6	1
Gross asset value	91.3	100

Because green space is not evenly distributed across London, there are also inequities in the distribution of benefits. Of the factors studied in the 2017 natural capital accounting report, residential property value contributes most to the equivalent economic valuation of the city. Figure 2.3 shows the spatial distribution of property value increases per household. Comparing Figure 2.2 and Figure 2.3 reveals how proximity to green space correlates with increased

property value. Regions like central and southwest London, which are home to some of the large, reputable Royal Parks, are colored blue and green, indicating significant economic benefits. Areas like those north of the River Thames in eastern London have a lack of green space and are thus colored red.
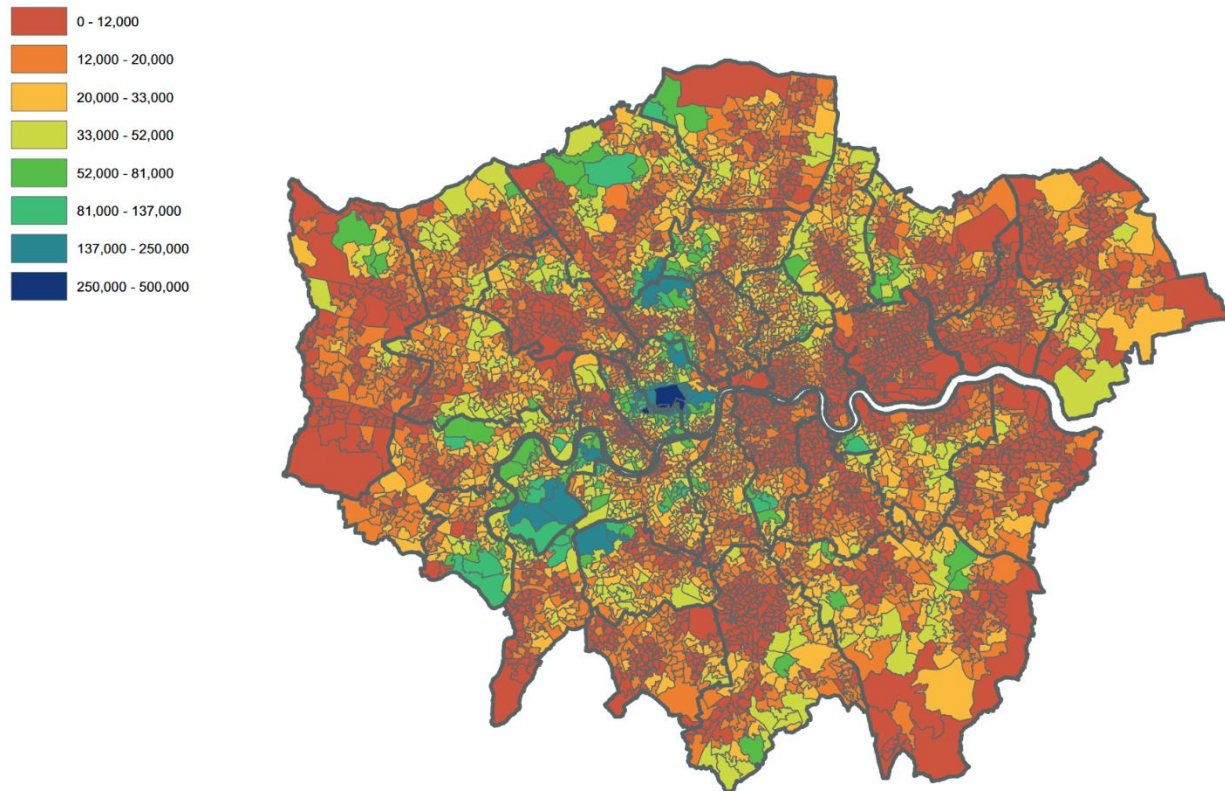
Figure 2.3. Value of parks on property prices in London in pounds per household. (Vivid Economics, 2017)

The multiple economic benefits provided by parks have similar geographic distributions, as do the benefits to mental, social, and physical health. As Figure 2.4 shows, economic benefits like raised property values correlate with higher median income of a region. Thus, more economically deprived regions of London have less access to green spaces and their associated benefits, and wealthier Londoners will experience most of the positive impacts that proximity to parks provides.

Figure 2.4. Plot of natural capital value added by green space against median income of Lower Layer Super Output Area in London. (Vivid Economics, 2017)

2.2.3 Decline of Funding for Parks in London

Over the past few years, authorities have sought to transform London into a greener city that better connects people and nature. In July 2019, Mayor of London Sadiq Khan solidified this promise by signing the London National Park City Charter (*Launch July 2019*, 2019). Then, in March 2021, the GLA published the newest London Plan from the office of the Mayor of London. In this document, the GLA lays out an overall plan to improve the city's "economic, environmental, transport, and social framework" over the next two decades to create a more safe, sustainable future for Londoners (Mayor of London, 2021, p. 2). Plans for urban greening focus on protecting and enhancing existing metropolitan open land and creating green roofs atop buildings. Policy G4 mentions that new open space provisions should target areas of deficiency. However, because London is so thoroughly developed, local councils may experience challenges in attempting to expand parks to meet the needs of these more deprived community members.

The National Park City Charter and 2021 London Plan demonstrate extensive goals for the city that may very well be achievable in the future. While the London Plan recommends guidelines for local authorities to follow, it is not a binding policy document. In reality, economic support for parks and green spaces in London has declined year after year. Starting in 2009, the "austerity baseline year," parks across the United Kingdom experienced tremendous

losses in funding (*Ten Impacts of the Government Cuts on National Parks*, n.d.). Because park management and upkeep are not typically statutory budget items, they became easy targets for funding reductions compared to other required services. An August 2022 article from *The Guardian* reported that, since 2010, English parks have seen budget cuts averaging £330 million per year (Gayle et al., 2022). A 2017 report from the Communities and Local Government Committee of the House of Commons concluded that national budget decline for public parks puts the responsibility for development and upkeep "primarily with local authorities" (Communities and Local Government Committee, 2017, p. 65).

To remedy a lack of attention from national and city authorities, several volunteer organizations have risen to bolster community support of parks. Historically, parks design and management "appeal most to white British people" and "[overlook] the preferences of other ethnic groups" (Communities and Local Government Committee, 2017, p. 25). Organizations comprised of dedicated members of the general public can interface with local government on behalf of more deprived residents, better communicating their needs. Volunteer organizations like parks foundations can assist in the operation of park activities, maintaining the benefits that green spaces provide and potentially expanding the reach of these benefits to those regions most in need.

2.3 The Rise of Parks Foundations and Other Support Groups

Across London and the greater United Kingdom, local governments handle the respective management of their parks differently. The responsibilities of maintenance and development of parks often fall onto the local authority, although sometimes there is a need for a park foundation to aid in the enhancement of local greenspaces. Parks foundations are small, independent charities that typically work in tandem with local councils to enhance their parks and green spaces. There are many parks foundations across the United Kingdom, and each operates in a unique way. As stated by the National Endowment for Science, Technology and the Arts (NESTA),

> An optimally functioning park foundation can counteract public budgeting trends by invoking the power of philanthropy and volunteerism to replace unfunded budgetary items, which reduce the need for higher revenue-producing user fees and the pay-to-play trends happening across public recreation (*What Is a Park Foundation?*, 2023).

As a result of this belief, NESTA created the Rethinking Parks program. The program was a joint effort with The National Lottery Heritage Fund (UK) and The National Lottery Community Fund (UK) from 2014 to 2020. The Rethinking Parks program financed and supported the management of many public parks to help provide a meaningful impact on local communities. This initiative began as a response to reductions in spending on park service by local authorities of up to 60% in 2013 (*Rethinking Parks*, n.d.). The program funded 24 innovations, providing over £3 million in funding and support in its six-year life span (*Rethinking Parks*, n.d.).

This program led to the creation of one of the first parks foundations in the UK in January 2015: The Parks Foundation, which represents the towns of Bournemouth, Christchurch, and Poole (Shanks, n.d.). Now in its eighth year of operation, the Foundation has eight trustees and 12 other volunteer staff members. Their mission focuses on conserving wildlife, upholding the well-being of the community, reducing social isolation, and supporting local community groups (Shrubsole, n.d.). The organization works directly with, but not for, the Bournemouth, Christchurch, and Poole Council (BCP). Because of this, the Foundation receives no funding or budget from the local authority, and all monetary expenses for park improvements must come from internal revenue or fundraising such as donations and grants.

The Parks Foundation was very successful in fundraising in the 2022 fiscal year, securing £443,201 of income from grants, which accounted for 92% of the organization's total fundraising income (*2021-2022 Annual Review*, 2022). The Foundation has facilitated many projects, achieving their goals of improving park resources and accessibility. One recent project carried out by the organization was Play Parks, in which new playground equipment was installed in 15 different parks around Bournemouth to increase the engagement of families with young children and their local park. Another large effort was Parks in Mind, an ecotherapy project designed to create a positive change in the physical and mental health of members of the community. The Nature Recovery project is another effort being made by the Foundation to improve access to and engagement with local parks and green spaces. This project will oversee the transformation of 11 local parks to increase the ability of wildlife to find a home and to encourage residents to interact with and learn about nature. This involves physical work in the parks, such as improving accessibility walkways, increasing space for wildlife habitats, and planting new trees and flowers to create homes for insects (Farrer, 2021). The Parks Foundation has two volunteer-run cafés that generate income that can be reinvested into other projects, while

also providing a hub for community activities. The cafés encourage community engagement, often renting the space out to local sports groups, knitting groups, board game clubs, and local charities (*Park Cafés*, 2021) Other smaller projects implemented in 2022 include 24-hour wildlife cameras, contactless donation trails, and park yoga (*Projects*, 2023). With years of experience, The Parks Foundation continues to create positive change in its local communities.

Facing similar issues of cuts to park budgets from local authorities, a group of citizens in Bath and Bristol followed in The Parks Foundation's footsteps. In February 2019, Your Park was founded as an independent charity to support local parks and green spaces (*About Us*, n.d.). The foundation raises funding for the parks, conducts research, and manages minor activities to benefit community health, such as wildflower planting, nature photography, gardening, and meditation (*Roots to Wellbeing*, n.d.). The Your Park foundation has a similar organizational structure to The Parks Foundation, with seven trustees that lead the group and coordinate with the local authority, the Bath and Northeast Somerset Council. In the most recent fiscal year, Your Park had a total gross income of £167,780, £90,000 of which came from grants. The organization's total expenditure was £172,500, all of which funded initiatives to improve the parks and community (*Bristol and Bath Parks Foundation*, n.d.). The first major initiative taken by Your Park this year was the Love Your Park Community Fund, in which grants of up to £1,000 were given to 13 groups across the community to kick-start projects in their parks (*Love Your Park Community Fund*, 2022).

The foundation determines the barriers that limit park usage by disabled people and low-income families in Bristol and Bath (Mather, 2022). The survey found that getting to parks, dog owners not cleaning up after their pets, and lack of internal park infrastructure were the primary concerns. The report recommends that organizations: collaborate and co-develop projects within the community; hold more inclusive community consultations; update and renew websites frequently; improve toilet facilities; audit park accessibility often; and introduce inclusive recreation (Mather, 2022).

Both parks foundations have found much success in their respective towns and boroughs. Their many programs and initiatives to improve parks and interact with the community, as well as their fundraising and spending habits, provide a lot for other parks foundations to consider.

2.4 Ealing and the Ealing Parks Foundation

Taking inspiration from other parks foundations in the United Kingdom, Ealing Council helped found the first parks foundation in Greater London. This section will contextualize the formation of the Ealing Parks Foundation by describing the borough it is based in, the local authority it interfaces with, and the history of the charity itself.

2.4.1 Ealing Council

The London Borough of Ealing is a large borough on the west side of London which is proud of its many parks. Ealing has 200 parks, community gardens, sports grounds, and other green spaces that are open to the public (*Boroughs Map*, 2023). According to the 2017 Greater London Authority Natural Capital Account report, Ealing is the 15th greenest borough (see Table 2.2) with 1,100 of its 5,600 hectares of land area (20%) dedicated as green space (Vivid Economics, 2017). Ealing underwent redistricting in 1965, consolidating the three municipal boroughs of Ealing, Acton, and Southall (*Area History*, n.d.). These three districts live on as towns within the borough alongside the towns of Greenford, Hanwell, Northolt, and Perivale. Ealing is the third most populous of London's 32 boroughs, with 367,100 inhabitants according to the 2021 UK Population Census (*How the Population Changed in Ealing: Census 2021*, 2022). Ealing is the 11th largest borough by land area, which means its population density is slightly higher than boroughs like Croydon, Barnet, and Enfield, which have comparable populations.

The local authority in Ealing is the Ealing Council, which consists of 70 councilors, including 59 Labour, 6 Liberal Democrats, and 5 Conservative councilors who have been elected by the members of the local community (*Councillors*, n.d.). The Council is responsible for delivering services, including rubbish removal, recycling, transportation, parking, street maintenance, social housing, and social services for youth, the aged, and other vulnerable groups.

The park service, which is overseen by Ealing Council, is responsible for the regular maintenance of these parks, including mowing, landscaping, litter collection and maintenance of playgrounds and other facilities (*Grounds Maintenance*, n.d.). Beyond the park service team, Ealing Council also oversees a group of seven park rangers responsible for making spaces safe for individuals in the community to visit and enjoy. Their responsibilities include identifying

areas in the parks in substandard conditions as well as remedying any unsafe visitation conditions (*Park Rangers*, n.d.). The ranger service enforces park policies and bylaws created by the Ealing Council through the Environmental Protection Act of 1990 (*Environmental Protection Act 1990*, 1990). This act addresses multiple issues, such as air pollution, land waste, litter, and nature conservation. For example, walking dogs is a very common activity in the parks and is encouraged, though dogs are only allowed in certain areas of the parks. They must also wear a collar, and owners are required to clean up after them. The Ealing Council also has a zero-antisocial behavior policy and encourages park patrons to report antisocial behavior to the nearest ranger team (*Park Rules and Bylaws*, n.d.). Ealing's commitment to managing the parks and green spaces in the area has not gone unrecognized. Twenty-two of the parks in Ealing earned the prestigious Green Flag Award in 2022. This award is presented by the independent environmental charity Keep Britain Tidy to parks with outstanding management services (*Our History*, n.d.). Green Flag parks and green spaces must demonstrate that they meet the needs of the local community and set a high standard for parks in other areas (*Green Flag Award Winners 2022*, n.d.).

The Ealing Council also has priorities beyond the upkeep of parks in the borough, such as tackling the climate crisis that connects directly back to the parks in the area (*Council Priorities*, n.d.). The Council began to focus on the climate crisis following their declaration of a climate emergency in April 2019. Later, in January of 2021, Ealing Council adopted a Climate and Ecological Emergency Strategy with the goal of becoming carbon neutral by 2030 (Ealing Council, 2021). Carbon dioxide is one of the main greenhouse gases responsible for climate change. Trees in parks and along streets play an important role in storing carbon and preventing and/or slowing its release to the atmosphere (Foderaro, 2022). To that end, parks across Ealing are an important part of how the borough combats the climate crisis. Green spaces slow down the effects of climate change while offering biodiverse spaces for community members to take advantage of (Ealing Council, 2021).

Similarly, the Council outlines its response to the decreasing levels of biodiversity in the borough due to climate change in the *Ealing Biodiversity Action Plan*. This report specifically highlights the importance of protecting vulnerable animal populations and increasing the overall awareness of the effect of climate change on biodiversity in the borough (Ealing Council, 2022). Like the *Climate and Ecological Emergency Strategy*, this document concludes that—to take real

action to improve biodiversity in the area—the whole community must get involved. Ultimately, enhancing biodiversity and preventing climate change are enormous motivators for community members to get involved in protecting parks. As shown, Ealing has some forward-thinking policies on climate change and biodiversity that refer to the borough green spaces. Still, as in other boroughs, funding for parks has declined in recent years, causing them to not always receive proper support for necessary upkeep. As a response, volunteer organizations like the Ealing Parks Foundation have been formed to try to make up for the shortfalls.

2.4.2 Ealing Parks Foundation

Local governments in London have struggled with decreased budget cuts for quite some time. Peter Mason, leader of the Ealing Council, states that "local government has been cut to the bone since 2010 and in Ealing alone, we have had a 64% cut to our core government grant over this period, making our spending power hard," (Curling, 2021). This made it challenging for the Ealing Council to allocate money towards non-statutory improvements to the parks such as playgrounds, activities, and new programs. With decreased funding it became more difficult to enhance the parks (*London Parks and Green Spaces – COVID-19 Guidance*, 2019). As previously stated, the National Endowment for Science and Technology and Arts (NESTA) created a program called "Rethinking Parks" that operated from 2014-2020 to fund projects that explore the challenges the parks face and help set up new management such as parks foundations. Two hundred and one local authorities applied to the program, but only 11 were selected (*Rethinking Parks Highlights*, n.d.). Unfortunately, NESTA declined Ealing's request which it considered excessive and financially risky (C. Bunting, Personal, Communication, February 1st, 2023). To help counter the lowered funds toward parks, the Ealing Council appointed trustees and formed the Ealing Parks Foundation (EPF).

In November of 2018 the Ealing Council announced the creation of the EPF with the intention that the organization would work closely with the council to help raise funds and assist with the management and maintenance of the green spaces across Ealing. Although the EPF was initially sponsored by the Ealing Parks department, it is now an established organization with trustees who are independent of the council. The charity is based in West London and works beside the local authority to protect, manage, and make continuous improvements to the green spaces within Ealing (*The Ealing Parks Foundation,* n.d.). The role of the EPF is to promote the preservation of green space and enhance the surrounding community of local parks (Stephens,

2018). One of the main reasons for its creation is also to support communities' use of parks and encourage volunteering to provide a positive impact for Ealing. Creating a foundation run by people who are passionate about green spaces enhances the community and allows the parks and green spaces to thrive and reach their full potential.

Four trustees founded the EPF: Sonja Evelyn Garsvo, Patricia Jane Newman, Paul Carter, and Jane Fernley. They were appointed to the position and currently serve as unpaid volunteers to the charity. These trustees were installed on July 14th, 2021 (*The Ealing Parks Foundation*, n.d.). Ms. Garsvo is the chair of the foundation, she is also a founding trustee of the Pitzhanger Manor and Gallery Trust (*New Trustees for Ealing Parks Foundation*, n.d.). Newman and Carter both had previous experience in other trusteeships, bringing that knowledge with them into the EPF. In August of 2021, the EPF received Charitable Status by raising a minimum of £5,000 annually, whilst having "charitable purposes for the public benefit" (*Set up a Charity,* n.d.). In 2022, the foundation brought on four new trustees: Peter Hutchison, Cathy Swift, Anne Uwechia, and James Woodman (*Ealing Parks Foundation,* n.d.). The trustees oversee the activities, finances, and administration of the foundation. In the latest fiscal year ending on 03/31/22, the foundation had a gross income of £16,770 and a total of £8,640 expensed (*The Ealing Parks Foundation*, n.d.).

EPF aims to promote various uses of the parks in the area including but not limited to walking, biking, playing games, and appreciating the surrounding nature (*Ealing Parks Foundation,* 2022). Once the foundation became independent and gained charitable status it created multiple outlets for individuals to reach them including through the website and other social media platforms such as Facebook and Twitter. Unfortunately, the implementation of projects and fundraising efforts were halted due to the COVID-19 pandemic.

Since then, the EPF has funded numerous projects, some of which include helping to develop a monthly plant and art market and creating an outdoor photographic exhibition at North Acton playing fields. They have also assisted with funding projects like the installation of new gates at Horsenden Farm to allow conservation cattle to graze without wandering, organized a Halloween-themed nature session for family and kids, and secured funding from the holiday activities and food program to deliver nature activities to children (*Ealing Parks Foundation - News*, n.d.). In the latest project they worked with Spacehive to raise funding for a drinking

water station in Southall Park. With forty-nine supporters and over £11,284 raised, the project was successful (*Southall Park Drinking Water Fountain*, n.d.).

The Ealing Parks Foundation has conducted surveys across the borough in line with their mission as a charity. One online survey was conducted from August 2021 to February 2022 during the COVID-19 pandemic. The survey's 376 respondents provided the EPF with general information about which parks are visited most, which activities people engage in most frequently, and which changes visitors would like to see from the borough's green spaces. The EPF wants to further investigate information about the usage of the green space in Ealing and which barriers may be preventing certain individuals from engaging with green spaces across the borough. More specifically, they would like to increase usage from minority ethnic groups, who comprise a large population of Ealing. As shown in Figure 2.5, the proportion of non-white residents is much higher within Ealing (57%) and London (46%) than in England as a whole (19%). Asian residents are the largest non-white ethnic group, comprising 15% of the population of Ealing (*Ethnic Group*, 2022). The EPF wants to answer questions such as: how does age, ethnicity, and other demographics affect whether people use or do not use the parks? What can they do to expand park usage and increase desirability? Do parks inadvertently limit access to certain groups of individuals? Why are some people not interested in the parks and which projects could they implement to spread more awareness to them? What would the community want to see added to these parks? These are just a few questions that we as a team aim to provide answers to while assisting the EPF in their efforts to enhance green space usage in Ealing.
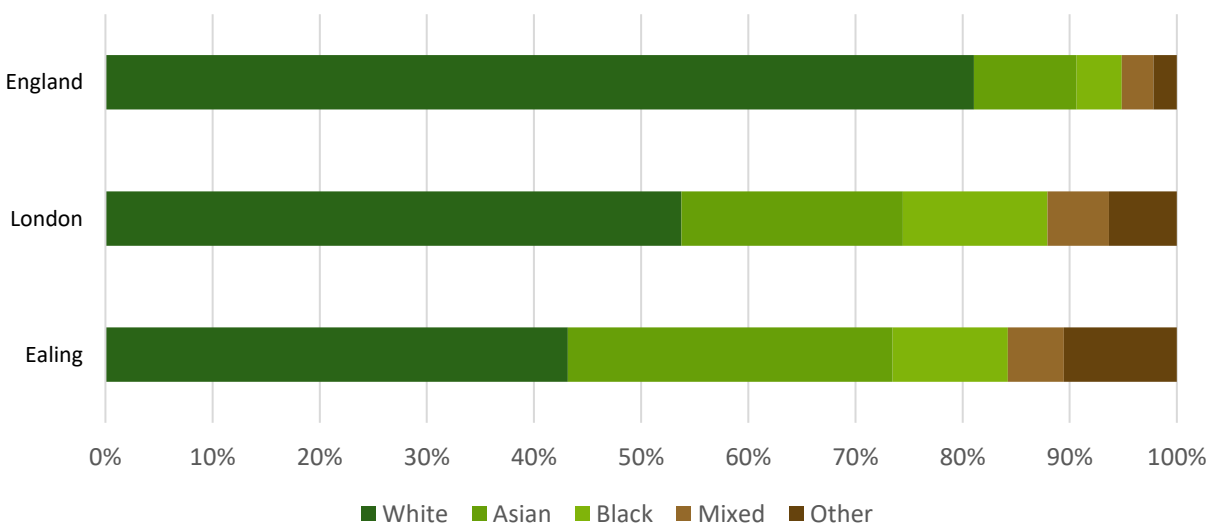
Figure 2.5. Comparison of ethnic demographics for Ealing, London, and England. (Data from Ethnic Group, 2022)

Parks across London and the greater United Kingdom are valuable because they provide health and economic benefits. To support parks in the London Borough of Ealing, the Ealing Parks Foundation aims to encourage usage through volunteering, protection, and enjoyment. Using the research included in this background, our team has been able to better understand the important effect that parks foundations can have in supporting communities. This background research and literature review served as a base for developing appropriate project methods, discussed in the following section.

3.0 Methodology

The goal of the project was to gather data that can provide the Ealing Parks Foundation with a strong foundation for future projects, fundraising efforts, and activities. The Ealing Parks Foundation may use this data to develop a greater understanding of who in the borough engages with green spaces. The project had four objectives:

- Assess current and best practices to promote community engagement, support, and use of green spaces in London; Bournemouth, Christchurch, and Poole; and Bristol and Bath.
- Analyze existing data on the current use of green spaces in Ealing.
- Determine the factors that shape how and why members of the community do or do not engage with green spaces in Ealing.
- Recommend strategies that the Ealing Parks Foundation can use to promote green spaces in Ealing.

Our project team used a multi-method approach including background research, interviews, surveys, and observational field notes to accomplish these objectives. Figure 3.1 shows the relationship between our overall research goal, individual objectives within the overall goal, and tasks associated with each objective.
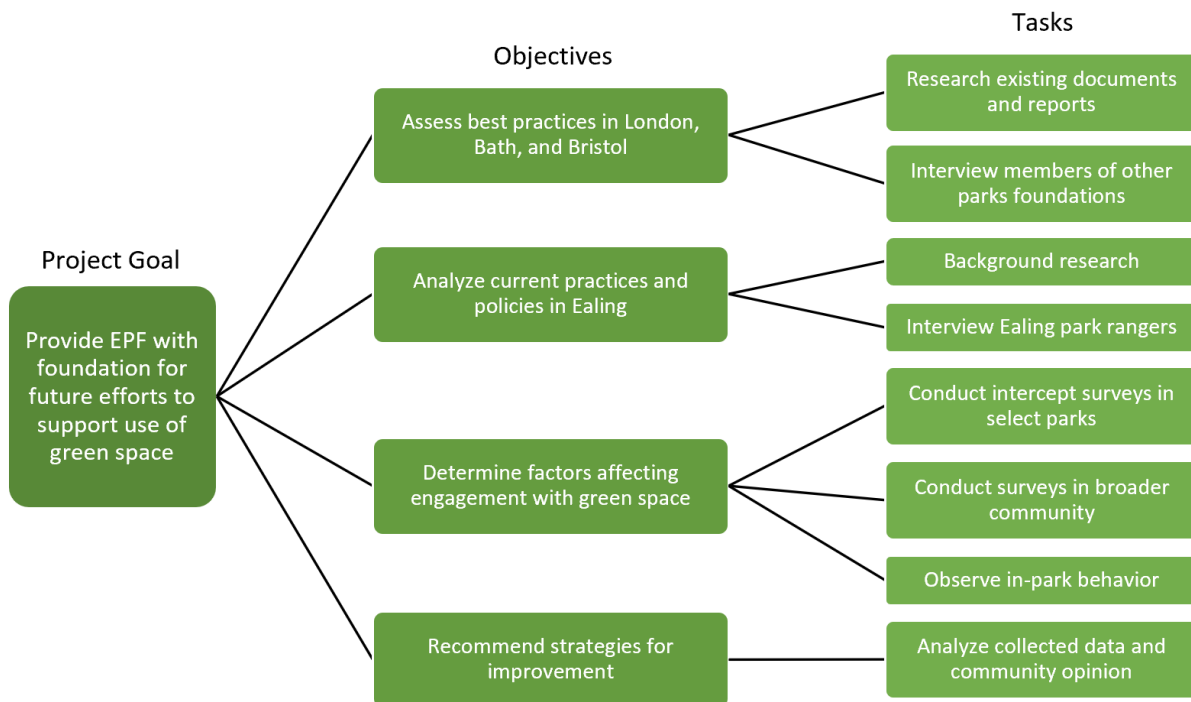

Figure 3.1. Breakdown of overall project goal into objectives and associated tasks.

3.1 Assess Best Practices

The first objective was to assess current and best practices that promote community engagement, support, and use of green spaces in London and other locations in the UK. We supplemented our background research on best practices through interviews with representatives of parks foundations in England. Parks foundations in Bournemouth, Christchurch, and Poole and in Bristol and Bath have adopted innovative approaches to encouraging community support and use of parks. We chose to interview select representatives from two organizations—Your Park and The Parks Foundation—to better understand the strategies utilized in their continuing success.

We first identified individuals and organizations to research based on recommendations from our project hosts. They are: Michael Rowland, founding trustee of The Parks Foundation; Cathi Farrer, current CEO of The Parks Foundation; and Rob Acton-Campbell, Founder and Chair of Your Park. We then established a set of questions to cover in a potential interview. As research and conversations with our hosts continued, the set of questions evolved (see Appendix A). Our project advisors reviewed interview questions to ensure question comprehension. Although we developed and distributed a generic set of interview questions before our first interview, the exact content evolved over the duration of the project. Following each interview, we reassessed the quantity and wording of questions, and we ensured that the set was appropriately tailored to the upcoming interviewee. The evolution of these questions can be seen in Appendix A. We contacted a representative at each organization and requested to set up an interview that would last approximately 45 minutes. With the consent of the potential interviewee, we then coordinated a meeting time.

The interview format depended on the availability of both the interviewee and our team. We conducted some interviews in person, and we conducted some online via Zoom. One interviewee and two project team members were present in each interview session. One team member conducted the interview and presented the set of questions, and one team member recorded notes. Prior to each interview, the team distributed two documents to the interviewee: the set of questions to be asked and a privacy statement (see Appendix A). The privacy statement allowed the interviewee a chance to understand their data protection rights. Before beginning each interview, we asked the interviewee if they read the statement. If they had not, we read the statement out and explained their rights, ability to skip questions, stop the interview at any time,

and review notes post-interview. We then collected verbal consent to conduct the interview and to record session audio for future reference and transcription.

3.2 Analyze Policies and Practices Concerning Green Space in Ealing

Our team's second objective was to analyze policies and practices that affect green spaces in Ealing. Our background research focused on inspecting park usage data previously collected by the Ealing Council and Ealing Parks Foundation. Additionally, we met with Chris Bunting, our liaison at the Ealing Council, to understand more about the Council's role in park management. With the help of Chris Bunting, we reached out to several park rangers who have firsthand experience with upkeep of green space and oversight of parks projects. Interviews with park rangers allowed the project team to gain a more thorough perspective on the responsibilities of park staff in Ealing, a greater understanding of which activities community members engage in throughout the day, and which strategies the rangers think might work best for outreach alongside the efforts of the Ealing Parks Foundation. These interviews proceeded similarly to those with leaders of other parks foundations. The privacy statement and rights of the interviewees (which remained the same), and the set of tailored interview questions can be seen in Appendix B.

During our first week in London, the project team toured three of the parks in which we intended to conduct in-person intercept surveys. Through connections from our project hosts, we met local individuals who gave us tours of the parks and surrounding communities. From these interactions, we developed first impressions of areas in which we would be surveying, and we made note of languages spoken, religious and educational buildings, and other notable cultural aspects of the area.

3.3 Gauge Community Engagement

The third objective was to determine the factors that shape how and why members of the community do or do not engage with green spaces in Ealing. To achieve this goal, we conducted brief in-person surveys (approx. five minutes) of community members as we encountered them in select parks and in other designated areas outside of the parks across Ealing. We also accepted

responses from participants who accessed the survey via online postings and flyers posted in the borough.

3.3.1 Instrument Development and Pretesting

To easily organize and track our collected data, the project team conducted in-person intercept surveys with electronic tablets. The electronic survey platform Qualtrics was used because it can collect and store data without the need for an internet connection, making it the best application for our purposes. We used one questionnaire for all individuals regardless of survey location and access method (e.g., social media or in-person intercept). We asked survey respondents for their town of residence within Ealing and the park closest to their home, so that we could distinguish responses based on location. We then asked a series of sociodemographic questions that survey respondents could skip if they preferred to not answer. We collected no personal identifying information at any point in the survey. By default, Qualtrics displays the survey in English. We also translated the survey into other languages commonly spoken in the London Borough of Ealing: Arabic, Gujarati, Polish, Punjabi, Somali, Tamil, and Ukrainian.

The final set of survey questions can be found in Appendix C. The survey utilizes questions with different response styles, including multiple-choice, check-all-that-apply, and short-answer prompts. Project hosts and advisors reviewed the survey to ensure that questions aligned with the overall project goal and that participants would likely understand the questions. Following this review, we pretested our survey with eight randomly selected pedestrians in Walpole Park in the town of Ealing during the second week of the project. This sample testing allowed us to determine if our intended population understood the survey questions and if the responses were providing us with the data we aimed to retrieve from future surveys. Following pre-testing, we made edits to the survey to improve how well respondents can comprehend and answer our set of questions.

3.3.2 Sampling Strategy

Based on suggestions from our hosts, the project team selected four parks in the borough on which to concentrate data collection. During park selection, both our team and hosts considered several criteria, such as park size, type, and features (e.g., play areas and ponds), as well as sociodemographic data of the surrounding community. Based on these discussions, we selected Southall Park, Northala Fields, North Acton Playing Fields, and Maytrees Rest Garden

for intercept survey administration. These four green spaces are located in the towns of Southall, Northolt, Acton, and Ealing, respectively. Following tours of the parks, we determined precise locations for survey distribution both inside and outside of these parks. We administered surveys in specified time blocks: a morning time slot from 9am to 12pm, a midday slot from 11am to 2pm, and an afternoon slot from 2pm to 5pm. We surveyed both during the week and on weekends to collect park users with a variety of usage styles and frequencies. We initially aimed to survey between 200 and 300 residents in and around these parks.

We distributed and conducted surveys anonymously, and only those above the age of 18 were permitted to participate. We ensured this with a screening question at the start of the survey that asked participants to select their age range. If respondents were under 18, the survey ended automatically. To reduce selection bias, we approached every third eligible pedestrian. Members of the project team traveled in groups of two or three to conduct intercept surveys, and each member interacted directly with the survey participant and entered responses into the tablet. During most survey sessions, one group was stationed within a select park, and the other group was stationed in a nearby public location outside the park. Prior to in-person survey collection, we read the potential respondent a preamble to explain the purpose of data collection and receive consent. If the pedestrian did not wish to complete the survey in the park, we offered access via a paper slip with a QR code so they may respond later. If the pedestrian declined to respond to our survey, we thanked them for their time and approached the third pedestrian after the encounter. In the survey, we asked a series of questions that allowed us to gauge how often respondents use local parks, the activities they participate in at the parks, and any improvements they would like to see in their closest green space. The preamble and survey questions can be found in Appendix C.

In addition to in-park intercepts, the project group collected information from residents in the broader Ealing community, with the goal of reaching both park users and non-users. One strategy involved posting flyers with survey access QR codes in popular public locations. We printed nine flyers in two languages: six in English and three in Punjabi. We posted one English-language flyer in each of the towns of Ealing, Perivale, Greenford, and Southall, and two English-language flyers in Acton. We posted all three Punjabi flyers in Southall, as the town is home to a large Punjabi population who may not discover our survey otherwise. Appendix D

contains examples of the flyer with both English and Punjabi text. Appendix E shows the locations we posted the nine flyers in the London Borough of Ealing.

Through collaboration with our project hosts, we contacted the Ealing Grid for Learning, which is the Council's channel for communication with local school administration. With their assistance, we sought to distribute our survey to parents and guardians of public-school students in the London Borough of Ealing. The Ealing Parks Foundation posted a survey access link and project description on their website and social media accounts. The EPF and project team posted an infographic with a QR code link to the survey in local Facebook groups and Reddit pages specifically for residents of the London Borough of Ealing. The infographic posted to social media can be found in Appendix D. Online distribution allowed the survey to be accessed by residents of Ealing at large. We recognize that social media postings exclude community members that may not have internet access or an understanding on how to use it.

3.3.3 Observation Strategy

To supplement in-person survey data, the team collected observational data while in the parks. These field notes allowed us to make note of visitor behavior and interactions with the green space. Field notes included descriptions of locations surveyed, weather, time, and other observations about activities that occurred, including but not limited to the number of individuals walking with headphones, cycling, scootering, roller blading, speaking on the phone, walking dogs, walking with young children, and playing sports. Observing these behaviors within the parks provided insight into and understanding of how members of the community interact with their local parks.

3.4 Recommend Strategies for Improvement

Our fourth and final objective was to recommend strategies that the Ealing Parks Foundation could use to promote the use and support of green spaces in Ealing. After careful analysis and consideration of data collected in background research, interviews, and surveys, the project team provided suggestions for improvement. The assessment of why community members in Ealing do not use the parks, which barriers they face when attempting to do so, and what they would be interested in seeing in the parks all provided useful insight and helped us determine where the EPF should focus future fundraising efforts for projects and activities. We

have given the EPF our survey data, and we have recommended strategies for improvement that the foundation can continue to use to gather community feedback in years to come. Because this project was primarily focused on three towns in Ealing, we have noted where potential future teams may seek to investigate, whether this is done by EPF volunteers or WPI students.

4.0 Findings

Following initial background research on both best practices of green space engagement in the UK and a review of previous data about park usage in the London Borough of Ealing, our team used multiple methods to acquire additional information. Through survey distribution, we were able to better understand how community members currently engage with local green spaces in the borough and improvements they would like to see. Concurrently with survey data, we collected observational data to examine factors not accounted for in the survey such as overall park-goer activities and weather patterns. By interviewing members of parks foundations outside of London, the team determined which techniques their foundation used to improve community engagement with green spaces. We conducted these interviews with members of The Parks Foundation in Bournemouth, Christchurch, and Poole, including Cathi Farrer, the current Chair of the Board of Trustees; and Michael Rowland, a founding trustee of the charity. We also interviewed Rob Acton-Campbell, current chair of Your Park in Bristol and Bath. Additionally, we conducted interviews with Ealing Council Park Rangers, allowing our team to better understand how the community uses parks and how they would like to see a parks foundation supplement the increase of this usage.

In this chapter, we present the ideas and themes regarding park usage that were common across multiple data sources. Before introducing these themes, however, we discuss some of our survey data—particularly the instrument's outreach and demographic sample—to better contextualize any claims presented.

4.1 Contextualizing Survey Data

We surveyed members of the public to assess levels of engagement with parks in Ealing and to understand why people use parks and the barriers that may be preventing others from doing so. We received 264 valid responses during the three weeks that the survey was open (March 27 through April 16, 2023). We recruited 60 of these respondents (23%) through in-person intercepts in and around select parks, but most survey respondents (68%) accessed the survey via postings on social media (Figure 4.1).
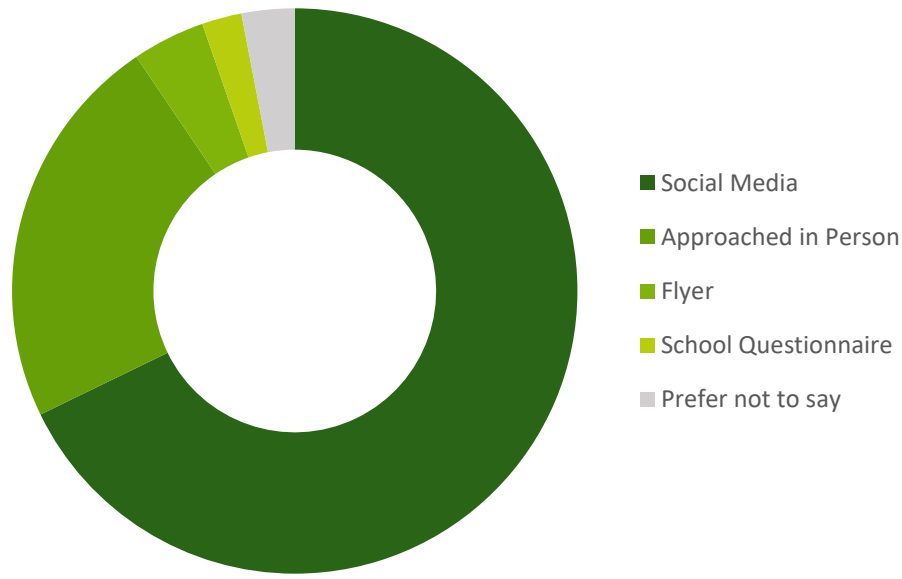
Figure 4.1. Access method of survey respondents. (N = 264)

Collecting respondent demographics was essential to our data analysis. We asked participants to identify their gender, age, and ethnic group (while also providing a "Prefer not to say" option for all questions). The sample of respondents included 148 who identified as female (56%), 85 as male (32%), and 1 as non-binary (<1%). Thirty respondents (11%) opted not to indicate their gender. Compared to the approximately even distribution of women to men in the borough, our survey sample overrepresents women (Mangara, 2021).

Figure 4.2 shows that the sample included a diverse range of ages. However, it is likely that our sample overrepresents older people (55 years of age and above) and underrepresents younger people (18 to 34 years of age).
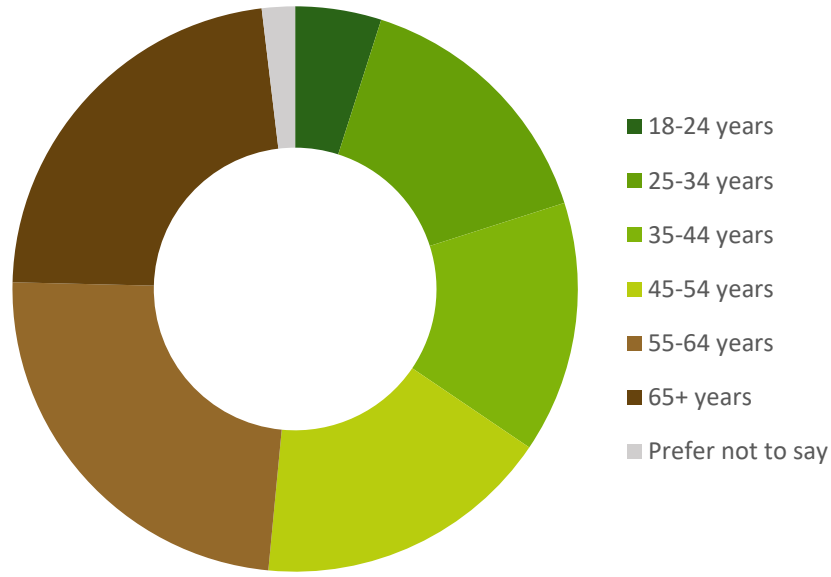
Figure 4.2. Survey respondents by age. (N = 264)

Our survey used the same ethnic group categories as the United Kingdom's 2021 census. A vast majority (68%) of our sample indicated they were white. Thirteen percent indicated they were Asian or Asian British, 3% identified as Black, Black British, Caribbean, or African, 2% as Mixed or Multiple ethnic groups, and 1% as another ethnic group. 14% of survey respondents opted not to indicate their ethnicity. Figure 4.3 shows the distribution of the survey sample by ethnic groups.
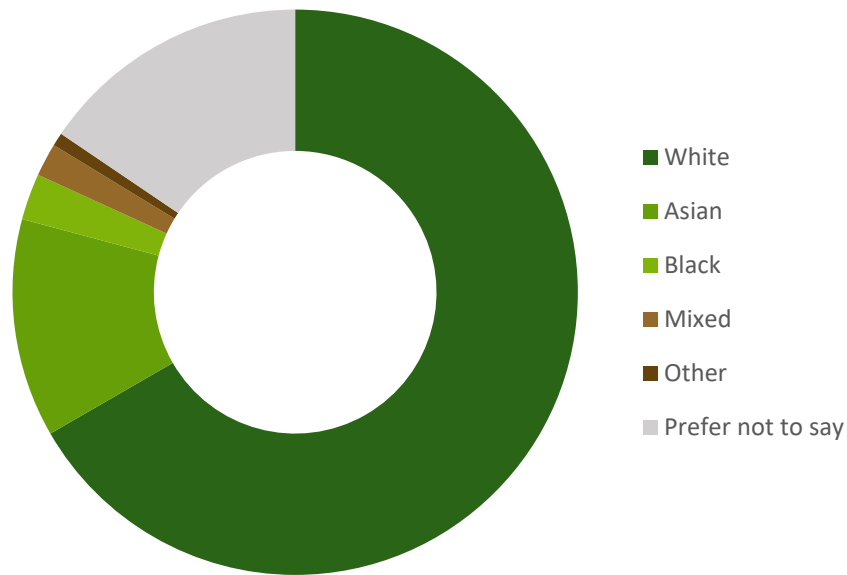

Figure 4.3. Survey respondents by ethnic group. (N = 264)

A large plurality of respondents (45%) identified that they live in the town of Ealing. Figure 4.4 shows the composition of the sample by town of residence. Evidently, the sample is not representative of the borough as a whole; there is a clear overrepresentation of respondents from Ealing.
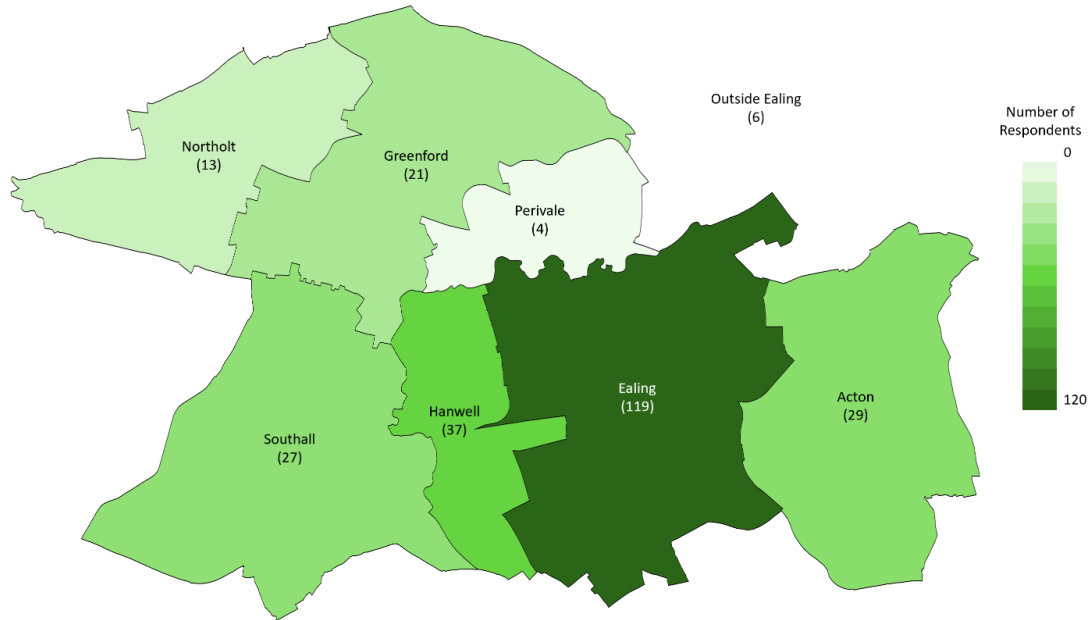

Figure 4.4. Survey respondents by town of residence. The darker color of a region corresponds to a higher number of survey respondents living in that location.

Another finding from the survey data was that our sample overrepresents individuals who visit parks frequently. A frequent park user was defined as a respondent who uses parks in the borough multiple times a month or more. Figure 4.5 demonstrates the distribution of park usage across all respondents who answered the park visitation frequency question.
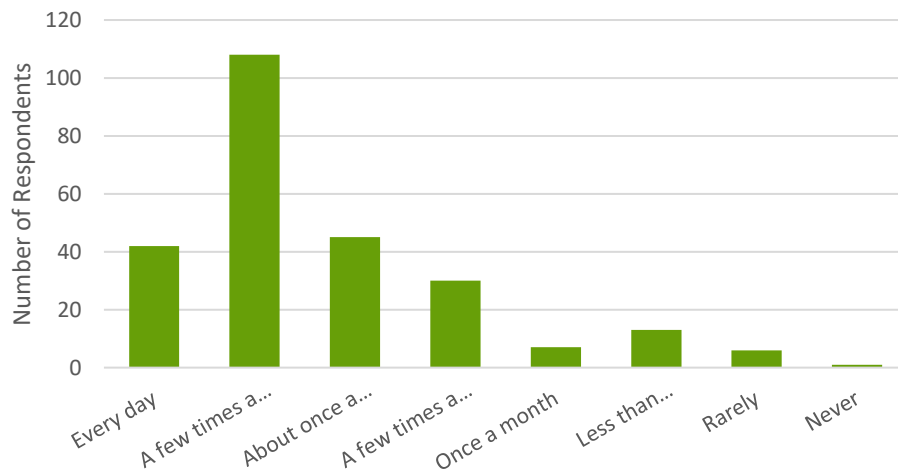

Figure 4.5. Survey respondents by park visitation frequency. (N = 252)

We use these characteristics of the sample to analyze the rest of our data in the following sections. Below, we present findings from our interviews and observations and use survey responses to supplement and support those findings. One must consider, however, that our survey data come from a set of individuals who do not fully represent the London Borough of Ealing. As a result, there may be biases present in their responses.

4.2 Methods for Raising Funds and Developing Projects

Parks foundations use a variety of methods to raise funds for the projects they implement. In our interview, Cathi Farrer discussed how The Parks Foundation delegates seeking funds to a specific member of the foundation. This fundraising manager establishes how the foundation aims to collect funds for the future. They may oversee applications for grants and trusts, which provide most of The Parks Foundation's fundraised income. Grants may come through local organizations with interest in the park's foundation's progress, or they may come from national organizations like the National Lottery. In the same way, Mr. Rowland mentioned that, at its start, The Parks Foundation placed a bid for a grant from The National Lottery Heritage Fund (UK). This grant was intended to be used by organizations to develop innovative solutions towards funding public parks. Aside from fundraising through grants, parks foundations can raise funds with donations provided by the local community. Ms. Farrer mentioned that The Parks Foundation will be piloting a new fundraising method this year that gives community members the opportunity to donate in remembrance of a loved family member or pet. The Parks Foundation also receives general donations from the public, who can donate online via the charity's website or at events via cash or contactless money transfer.

In addition to fundraising efforts of The Parks Foundation, Your Park has seen the most success in raising funds when sourcing for specific projects. Mr. Acton-Campbell explained that Your Park completes work on specific projects to bring people into the parks in the area. In our interview, Mr. Acton-Campbell highlighted three primary projects on which Your Park has focused efforts since their founding, all of which are designed to positively impact the relationship residents have with their local green spaces. The first of these projects aims to research park accessibility. Your Park has worked with disabled individuals to better understand the barriers they face in accessing green space. This research found that the parks foundations and towns must improve how they inform disabled individuals about resources and accessibility

of the parks in the area. Another project focuses on bringing together efforts across parks groups. Mr. Acton-Campbell highlighted that it is important for Your Park to fill in the gaps in their knowledge as an organization. It is critical that Your Park's projects are complementary to those accomplished by other groups. Finally, Your Park supports a mental health program called Roots to Wellbeing. With this program, individuals referred by doctors or self-referred can attend sessions in parks to collaborate on organized projects, often in the domain of nature conservation.

Similarly, Mr. Rowland and Ms. Farrer both mentioned the importance of having specific projects for The Parks Foundation to focus efforts on. Mr. Rowland discussed some past projects that The Parks Foundation piloted that improved the relationship between local parks and the community. One of these projects was implementing a park café. The foundation did this by starting in one location and updating an unused park building to hold a café. The Parks Foundation then recruited local volunteers to assist with running the facility. Once the foundation established this café business model in the original park, they were able to expand the model to other nearby parks. Ms. Farrer mentioned that The Parks Foundation is actively implementing this model in two new locations. Ms. Farrer also mentioned that, more recently, The Parks Foundation has been working on mini projects to increase biodiversity. This includes placing wildlife ponds in certain parks, hanging bird and bat boxes, and planting trees and hedges to increase plant life. It is important for parks foundations to think broadly about the efficiency of their fundraising efforts. Evaluating a variety of techniques such as grants, memorial donations, virtual donations, and raising money through specific projects are all important methods to pursue based on specific foundation goals.

4.3 Deterrents to Park Usage

Through our survey data and interviews with Ealing Park Rangers, who work for the Ealing Council, we have determined factors that discourage park use. We interviewed three park rangers and gained insight into how a variety of issues, including antisocial behavior and a lack of certain features, have impacted perceived safety in certain parks. For instance, rangers believe a lack of proper lighting is a key factor in individuals feeling unsafe later in the day. Likewise, when prompted to describe one discouragement park visitation, 8% of respondents mentioned that the inclusion of nighttime lighting would make them feel more comfortable. For instance,

one respondent commented, "There is a serious issue with lighting on the pathways and around the entrances to [Gunnersbury Park] including the main entrance to the car park. This needs to be addressed by next winter as it doesn't feel safe for everyone arriving and leaving to use the park and the new sporting facilities."

All the rangers mentioned that the decline in funding for parks has led to massive understaffing of the ranger team. In 2005, 23 rangers managed 160 parks and green spaces in Ealing. As of 2023, six rangers remain. The implications of understaffing and decreased funding of the ranger team are directly proportional to the reduction in amenities and enforcement of antisocial behavior within the parks. In particular, the combination of maintenance cost and the misuse of toilets has led to the closing of many restroom facilities. All three of the rangers made comments highlighting that, although toilets are an important aspect to include in a park, they often attract antisocial activities such as vandalism, drug and alcohol use, and rough sleeping. These behaviors deter potential visitors from enjoying the parks' benefits.

One survey question asks respondents to indicate the extent to which they agree or disagree with the statement, "I feel safe in parks in the borough." We compared the distribution of responses against the various demographics of our survey respondents. The data suggest that respondents of all age ranges feel relatively safe in parks in Ealing. In contrast, perceived safety was not similar between the gender categories. Figure 4.6 shows that, while 45% of male respondents strongly agreed that they feel safe in the borough's parks, only 28% of female respondents strongly agree.
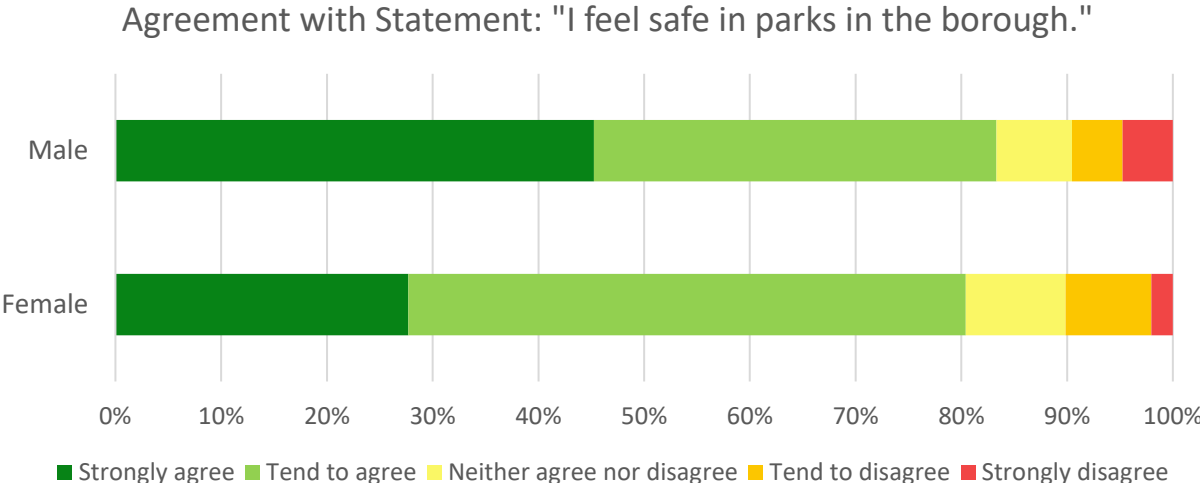

Agreement with Statement: "I feel safe in parks in the borough."

■ Strongly agree ■ Tend to agree ■ Neither agree nor disagree ■ Tend to disagree ■ Strongly disagree

Figure 4.6. Agreement and disagreement with the statement "I feel safe in parks in the borough," separating respondents who identify as male and those who identify as female. (N = 232)

When comparing the survey responses based on geographical location of respondent, the data varied even more. Figure 4.7 shows that 83% of survey respondents from towns other than Southall agreed with the statement to some extent; while only 59% of respondents from Southall agreed to some extent.

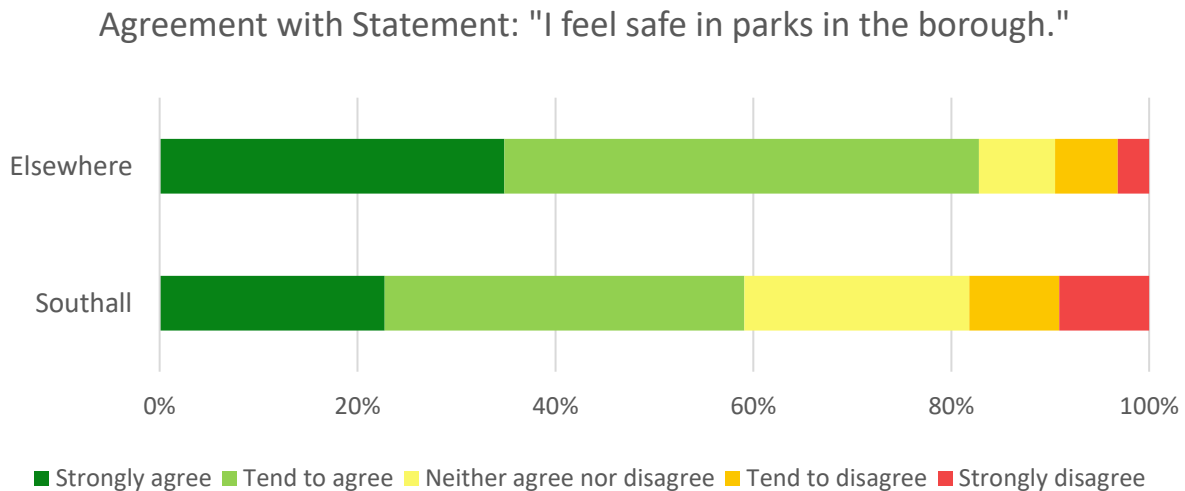Agreement with Statement: "I feel safe in parks in the borough."

Figure 4.7. Agreement and disagreement with the statement "I feel safe in parks in the borough," separating respondents who live in Southall and those who live outside of Southall.(N = 243)

An encounter experienced while surveying in Southall Park further highlights this perception of a lack of safety in the community. One individual approached members of the project team, described the park as unsafe, and recommended surveying in other parks. Another individual approached us and told us to leave the park while using foul language. Although we cannot generalize about the park based on our sample size, personal experience and collected data suggest that individuals in Southall may feel less safe in parks than in other parks in the borough.

Further, observational findings revealed other deterrents to park usage that community members may face. On rainy, cold, or cloudy days, we observed fewer individuals in parks compared to warm sunny weather. We found more people participating in outdoor activities like walking, sports, and cycling during more pleasant weather. Although dog walking was one of the more popular observed activities in parks, a select few indicated that dogs hindered their enjoyment of parks. Some survey participants stated that unleashed dogs could be dangerous to small children and other dogs if not trained properly. When asked to describe factors that discourage park use and when asked about desired changes, many survey respondents suggested

improved enforcement of dogs or the addition of areas relegated for unleashed pets. One survey respondent commented, "Dogs off leads are the absolute, leading factor. I would much prefer those with dogs to have an area fenced off for them to go." Similarly, Mr. Acton-Campbell described how dog walking is one of the most popular activities in parks in Bath and Bristol, and that it is difficult to satisfy both those who have dogs and those that do not want to encounter them.

4.4 Park Accessibility

The need for overall accessibility within parks is highlighted by parks foundation leaders broadly and more specifically in the context of Ealing with the park rangers. In the interview with Mr. Acton-Campbell, he discussed working with park groups to produce accessibility guides for each park, which would allow individuals to better understand what to expect when visiting a specific park. These guides would include photographs to help individuals decide whether the park is somewhere they can visit. The lack of certain facilities, such as toilets, puts people off from using parks. Mr. Acton-Campbell emphasized that the lack of toilets in a park may affect what activities people engage in and how long they stay.

Similarly, park rangers mentioned that access to a toilet might limit the amount of time people, especially families with young children, spend at the park. The loss of toilets to the parks was a deterrent for some survey respondents as 9% of people had mentioned they would like access to toilets in the parks. Another factor that excluded people from the parks was access to water fountains. If people running or walking in the park could not stop and get a drink, then they are more inclined to leave and find it elsewhere. This could also be applied to children and dogs. Visitors are less inclined to bring their young child or pet to an area in which they cannot provide water, especially on a very hot day. Survey respondents also thought the addition of benches and rest areas would make a park more accessible and encourage usage, especially by the elderly population.

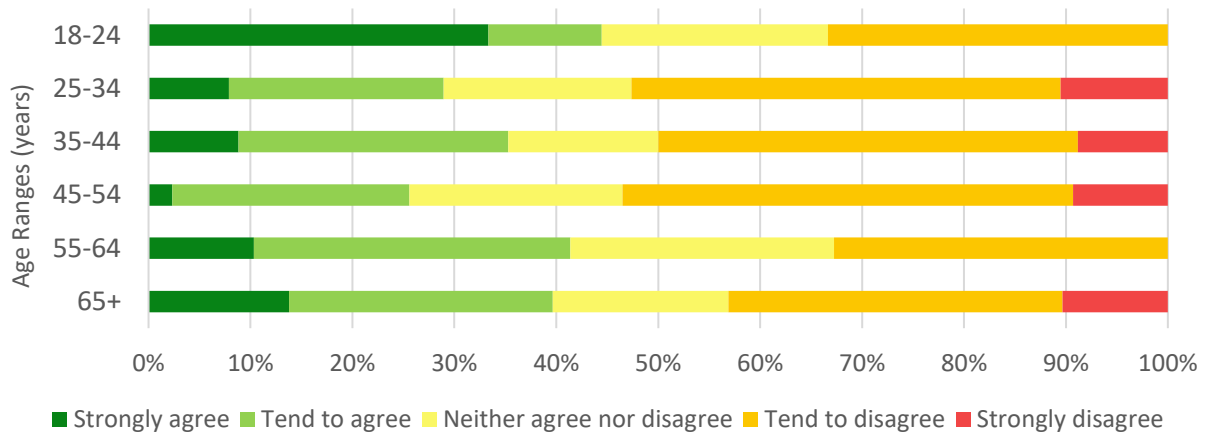Agreement with Statement: "Parks have enough benches, tables, and other rest areas."

Legend: ■ Strongly agree ■ Tend to agree ■ Neither agree nor disagree ■ Tend to disagree ■ Strongly disagree

Figure 4.8. Agreement and disagreement with the statement "Parks have enough benches, tables, and other rest areas" by age bracket. (N = 240)

As shown in Figure 4.8 above, only 35% of survey participants agreed with the statement, "Parks in the borough have enough benches, tables, and other rest areas," with 11% of respondents feeling strongly enough to make additional comments about the lack of benches. One anonymous survey respondent commented "I think it would be nice to have some picnic benches with tables, particularly in the summer."

4.5 Meeting Community Desires

Due to a broad range of factors, individuals interact with their local parks in many ways. This array of interests is important to consider when attempting to understand how communities do or do not engage with their local green spaces and when developing guidance around shaping the thinking around non-use of parks.

By observing park visitors, we were able to identify the frequent activities that people pursue when they visit specific parks in the borough. We noticed there were consistent activities that community members engaged with across all four parks, and there were also some activities that were more specific to certain parks. Shown in Table 4.1 is a list of frequent activities observed in each park. In all four parks, commonly observed activities included biking, running, and walking, and many people engaging in such activities were also using headphones. Parks provide different amenities, which results in a different mix of observed activities. We observed

the largest variety of activities in Northala Fields. Fishing and high usage of the playground in the park were notable observations. In North Acton Playing Fields, there were multiple park features that visitors may have been traveling to use, such as the workout equipment, tennis courts, and football pitches. It was also noted that individuals would walk, run, or cycle around the perimeter of the park multiple times during their visit. In Maytress Rest Gardens, we observed many individuals using the park as a cut-through to their destinations. It was interesting to note that over several days, we saw multiple individuals walk through the park with suitcases.

Table 4.1. List of frequently observed activities in all parks that intercept surveys took place in.

Park	Frequently Observed Activities	
North Acton Playing Fields	Biking	Dogs running off-leash
	Picnicking	Using the playground
	Running	Playing sports
	Walking	Using headphones
	Using workout equipment	Walking/running around park perimeter
Southall Park	Biking	Cricket
	Walking	Relaxing on benches
	Walking in pairs	Walking in larger groups
	Photography	Using workout equipment
	Walking dogs	Attending Fun Fair
Northala Fields	Biking	Fishing
	Socializing	Rollerblading
	Running	Scootering
	Spending time with children	Playing sports
	Taking phone calls	Using headphones
	Using playground	Walking
	Walking dogs	Eating at café
Maytrees Rest Garden	Biking	Running
	Using headphones	Using Park as cut-through
	Walking	Walking dogs
	Walking through with shopping bags	Walking through with suitcases

The park rangers also observed the various ways in which community members use the parks. Whereas some users prefer group activities and sporting events, others enjoy quieter individual activities. Specifically, the park rangers mentioned that the morning hours of the parks

attract a quieter crowd that enjoys a peaceful walk. As the afternoon comes along, the park becomes busier with school children. As the afternoon approaches, the park becomes busy and noisier, with parents taking their children to the playground and workers getting fresh air on their lunch break. Given the English climate, it is not surprising that usage is much higher in the spring/summer months than in the winter. Additionally, park rangers indicated that the most popular activities in parks that they observed were walking, running, dog walking, enjoying nature, and cycling. This is consistent with both our survey data and our observational findings.

The survey confirmed that most respondents participated in walking, getting fresh air, enjoying nature, and relaxation, as can be seen in Figure 4.9.
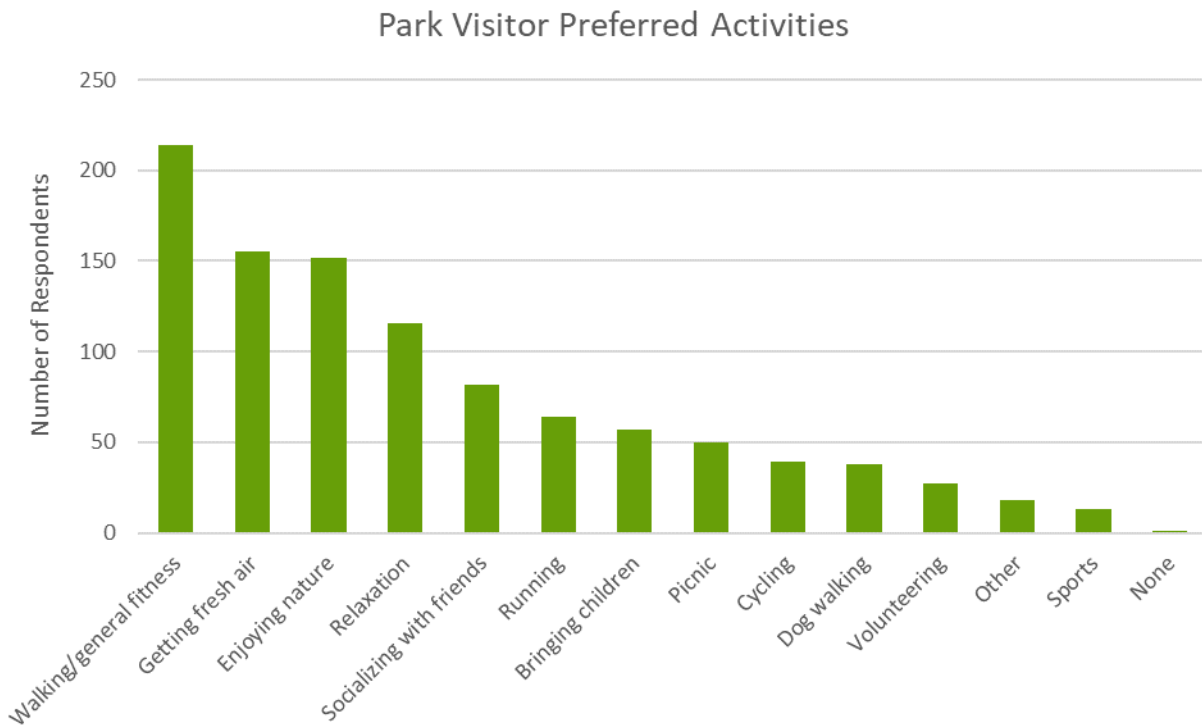

Figure 4.9. Activities frequently engaged in by park visitors.

As shown in Figure 4.10, when comparing the responses based on age, the data suggests that, as respondent age increases, preference decreases for physically exerting activities such as running and playing sports. Instead, older respondents are likely to engage with more passive activities like walking/general fitness and enjoying nature.
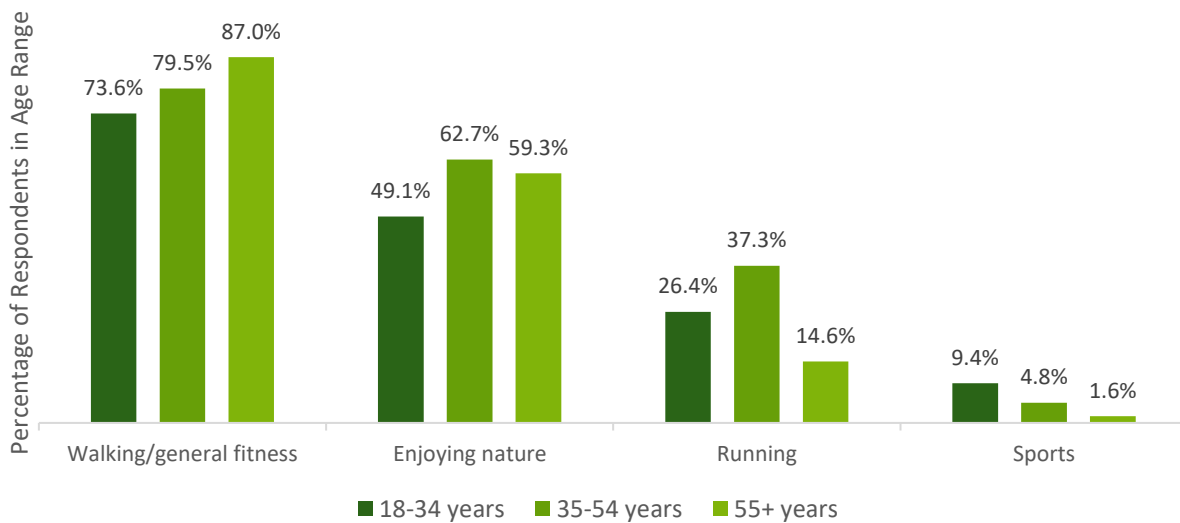
Figure 4.10. Percentages of survey respondents by age range that participate in select park activities. (N = 259)

The factors of weather, time of day, age range, and overall interests can impact what visitors do when they visit their parks. With competing interests, a specific example of balancing those different perspectives is the conundrum in trying to promote biodiversity. Mr. Acton-Campbell noted that there is a big effort in the parks in Bristol to promote biodiversity in parks. Leaving areas of grass to grow long and cutting it less frequently benefits biodiversity; however, some visitors believe this means the parks look untidy and unmanaged. From a similar perspective, one park ranger mentioned that the appearance of the park is a key factor that draws appeal from the community. For example, the lack of colorful flowers and cut grass to maintain biodiversity may cause park visitors to think the park is not maintained which turns them away from the park.

In a similar way, Mr. Rowland mentions the importance of allowing the change of parks to coincide with current societal culture. He said that, in a sense, parks need to be "fashionable." When people are somewhere they enjoy, some tend to take a picture and post it on social media (e.g., Twitter, Instagram, Facebook). This use of social media can spread word about high-profile green spaces, encouraging more people to use the parks in the future. The park should also be a space where all demographics of a community are able and interested to congregate. For instance, if a park once had bowling greens to appeal to a certain demographic, but now the residents of the community surrounding the park have changed, then there may be a need to reinvent the space for different usage.

Besides meeting general societal desires, Mr. Rowland also placed a large emphasis on encouraging children to use the parks. Some examples he mentioned included an event where kids would be able to have a campfire and roast marshmallows and another where residents were invited to "camp" in one of the parks overnight. If children are encouraged to learn about nature, biodiversity, and the importance/usage of parks at a young age, they will be more inclined to protect green spaces as adults. Overall, park visitors have competing interests because community members use parks for different reasons. So, the larger question at stake is finding a way to balance that all together.

4.6 Establishing Strong Relationships

Parks foundations demonstrating clear communication between both local government and community groups is crucial to the success of the foundation. Using data collected from interviews and our survey, we have noted which methods have worked for other foundations along with how the role of the EPF can be improved to best reach their community. Mr. Rowland discussed the need to spread knowledge and ideas about improving and preserving green spaces across organizations. He elaborated that not only should parks foundations investigate how other parks are maintained and improved across the UK and Europe, but they can look outside of Europe as well, into places like North America, Asia, Australia, etc. Beyond developing an understanding of park usage internationally, there is still an importance on a semi-local level to share information between parks foundations, friends of parks groups, and even local authorities when needed. Park managers in the UK do not have a structured national organization, so it is important to share plans and ideas on a smaller scale to make overall improvements to green spaces.

In the interview with Mr. Acton-Campbell, we discussed how Your Park is in a unique position because it is an organization that works across two towns, Bath, and Bristol. When the charity was founded, Your Park received political support from council members in both cities. Between the two councils and the charity, a memorandum of understanding was agreed upon that describes how the three groups would work together. In the same way, Ms. Farrer also mentioned the importance of a strong relationship between local authority and the foundation. Like Your Park, The Parks Foundation worked with the local council to author a memorandum of understanding between the two. Ms. Farrer meets with council officers every 6-8 weeks and

shares the work that The Parks Foundation is doing. These officers will then go and present the foundation's ideas and sign off on any project or grant agreements if necessary. This allows The Parks Foundation to establish its independence as a charity, while still receiving assistance from the local authority when needed.

How parks foundations communicate with their local council is just as important as how they communicate with the community they serve. Outreach is essential for parks foundations to best understand the desires of the communities they are serving. Ms. Farrer discussed the strength of online presence when connecting with a community. The Parks Foundation had recently employed a communications professional that was responsible for promotions on social media through Instagram, Facebook, Twitter, LinkedIn as well as their website. They also utilize a website called Eventbrite, which sends out information about events to community members. Additionally, around 3,000 people received The Parks Foundation newsletter, and community members can sign up to receive while signing up for a foundation event.

Correspondingly, the Ealing Council Park Rangers discussed how small-scale relationships with community groups could provide many benefits to the parks and their visitors. Some of these groups in Ealing include The Litter Action Group for Ealing Residents (LAGER Can) and Cleaning Up River Brent (CURB). These groups clean up litter in the borough and around the River Brent, which allows for the parks to be well-maintained and desirable for the community. In addition, the rangers noted how they receive many emails asking for information about the parks and community groups. Unfortunately, they expressed their concern about not having a place of information to which they could direct these people. They believe there is a disconnect between the community groups' outreach to the people and between the community groups themselves. When asked what the EPF could do better, the rangers noted that they are not aware of the goal of the EPF, and that communication could be improved. This lack of knowledge is supported by the survey responses from the agree/disagree statement, "I know about the Ealing Parks Foundation." Overall, only 19% of survey respondents agreed to some extent that they knew what the EPF was, as demonstrated in Figure 4.11. The percentage of respondents who knew what the EPF was increased by age bracket.
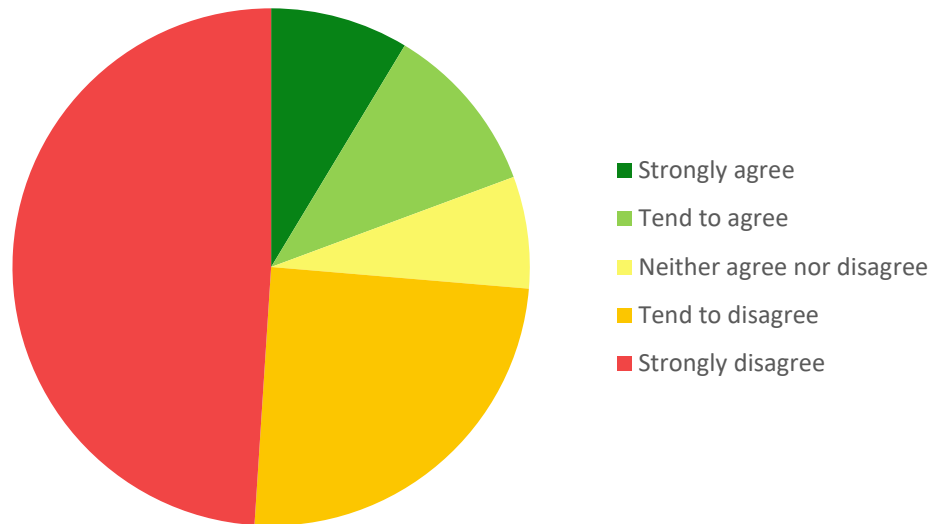
Figure 4.11. Agreement and disagreement with the statement "I know about the Ealing Parks Foundation." (N = 243)

Along these lines, the park rangers thought that the Ealing Parks Foundation could be a central hub of park information for the borough. The rangers thought that it would be helpful for the EPF to collaborate with community groups similar to those mentioned above. It would allow better access to information to be found in one spot and could improve the EPF relations with community groups to host events, encourage volunteer efforts, and fundraise. The data from our survey supports the need for an imported platform for information distributed about parks in Ealing, 22% of survey respondents disagreed to some extent that they knew where to find information about parks. When looking specifically at age brackets, more respondents knew where to find information about parks as the age bracket increased.

4.7 Limitations

Despite concerted efforts to recruit participants to take the survey, we received a lower number of responses than expected from our posted flyers, distribution through schools, and in-person intercept surveys. We lacked the time and funds needed to print many flyers and travel the distances necessary to have a high level of visibility. We also were only able to have flyers printed and posted halfway through the surveying period, which significantly reduced the number of responses we were able to get from this method.

We encountered difficulty in distributing our survey through the school's communication channel in the borough. In addition, this part of our results may have been affected by Easter break, which closed schools for multiple weeks during our survey period.

We received significantly less than our goal of 200-300 responses to in-person intercept surveys in and outside of the park. Our highest in-park survey response rate was 21% in Northala Fields, and our lowest was 11% in North Acton Playing Fields. Outside of the park, our highest response rate was 21% in Acton, and our lowest was 2.5% in Ealing. Table 4.2 shows the complete breakdown of response rates from all survey locations.

Table 4.2. Response rate for all locations that intercept surveys took place, calculated as the number of surveys administered divided by the total number of pedestrians approached.

Location	Number of Surveys Administered	Number of Pedestrians Approached	Overall Response Rate (%)
Northala Fields	9	43	20.9
North Acton Playing Fields	6	55	10.9
Southall Park	10	49	20.4
Maytrees Rest Garden	6	34	17.6
Northolt community	5	50	10
Acton community	11	53	20.8
Ealing community	1	40	2.5

Many factors may have contributed to the lower-than-anticipated rate of accepted survey response throughout the three weeks of intercept surveying. The largest of these factors was the number of people in the parks and out on the streets. Significantly fewer potential respondents visited parks in the morning or during cold, rainy weather. Our group also opted not to approach certain people in and outside of the parks. We skipped passersby who were speaking on the phone; who were wearing earbuds or headphones; who were running or biking; who were engaged in group conversation; or who were smoking. Lastly, we encountered many rejections to intercept surveys due to language barriers. Many people that we approached, especially in Southall Park, had a difficult time understanding what we were asking them. Because we could not properly communicate what the survey was for, many potential respondents declined.

Southall was a town that was of particular interest to our sponsors and to our team. We were planning to place a particular focus on this community because it is extremely

economically and socially diverse and because no park data had been collected there yet. Unfortunately, during the pretesting of our survey in Southall Park, we had an unwelcoming experience in which members of the group felt unsafe. After conversations about how best to handle the situation, we decided to go back to Southall Park for intercept surveys but not to survey outside of the park. We believed that this was the safest option by not risking a similar encounter on the streets around the park.

This encounter greatly limited our ability to reach the people of Southall. First, we decided to go back to Southall Park late in the survey period, and we only had time to do two rounds of surveying as opposed to the three days in each other park. Also, we only had one team collecting data in the area, unlike the other parks where there was a team inside and one outside of the park. We attempted to supplement this limitation by posting more flyers in the community of Southall than anywhere else. This was ineffective as not many flyer responses came from Southall. Overall, the experience greatly limited the number of responses we ended up with from the town, however, we believe that the small number was of high quality and still provided insight into the community's opinions.

5.0 Conclusions and Recommendations

Through our background research, interviews, surveys, and observations, we have developed a greater understanding of the variety of ways different communities engage with their local green spaces. In this chapter, we recapitulate the key discoveries that came from assembling our collection of data. We also present a set of recommendations for the Ealing Parks Foundation, each one responding to a theme discussed in the previous chapter. Finally, we give considerations for continued research in the years to come, be they WPI students or EPF volunteers. Using these findings, suggestions, and considerations, we hope the EPF can obtain a strong foundation for future projects, fundraising efforts, activities, and communication with the community.

5.1 Enhancing Fundraising Efforts

Conclusion 1: The Ealing Parks Foundation can obtain funds for their organization through a variety of fundraising methods.

Recommendation 1.1: Apply to national grants.

There are grants that can be obtained within the UK, such as those provided by The National Lottery Community Fund (UK). Grants supplied by this organization are aimed at providing funding to groups across the UK that are working to improve their surrounding community. The EPF may benefit from having a designated member of the trustee board who solely manages application to grants like The National Lottery Community Fund (UK) and other national grants. This person would act in a similar fashion to the member of The Parks Foundation currently in charge of their fundraising strategies.

Recommendation 1.2: Develop specific projects to encourage local fundraising.

A fundraising manager may also be able to work with the foundation to allocate fundraising opportunities for specific projects. If specific projects that connect the community and the green spaces are advertised, both community members and local organizations may be interested in helping fund said projects. An example of this is highlighted in Section 4.2 when discussing the Roots to Wellbeing project run by Your Park. The project was able to gain local support as it serviced local community members who struggled with mental health while also increasing community engagement of parks in the area. While this local support can manifest in

donations or grants from local organizations, it can also be provided through grants from local authorities.

Recommendation 1.3: Provide an opportunity for public donations online or at events.

The EPF can also examine accepting monetary donations directly from residents through multiple outlets. These outlets include general donations made online on the foundation's website, cash donations on site, or contactless donations with on-site devices at events held by the foundation. The EPF does not currently have a link set up on their website for general donations. Although these donations may not increase funds to the same extent as the grants obtained, it is still valuable to open these avenues of funding to give members of the public an opportunity to positively impact their community. The EPF could also accept more specific donations from the general community. Memorial donations, highlighted in Section 4.2, are an example of this. The possibility of a personal attribution, such as a memorial for a loved one, may entice community members to donate. A related donation strategy may be to sell merchandise or items in a local store and to ensure that a percentage of sales profits will be donated to the EPF.

5.2 Addressing Safety Concerns

Conclusion 2: The Ealing Parks Foundation can better communicate the safety concerns of the community to make all park visitors feel more comfortable.

Recommendation 2.1: Introduce certain features to increase perception of park safety.

A considerable number of survey respondents commented about the lack of properly lit areas in parks during the nighttime. This is concerning because park usage then dramatically decreases in the winter months in part due to less sunlight. Many people indicated that they are not comfortable using the parks at night because they are not well lit. The EPF communicating the community's concern for more lighting in dimly lit areas to the Council would hopefully allow more lighting facilities to be installed. As a result, this would lead to an increase in usage by visitors during the evening and nighttime hours.

To address a separate safety concern, we recommend having separate areas for activities like unleashed dogs and cycling, which could be beneficial for children, other dog owners, and slow walkers. Survey respondents expressed concern over cyclists interfering with the walkways

and disrupting the safety of runners and walkers. We also recommend that the EPF suggests the implementation of a dedicated pathway for cyclists to help solve this problem. Some park visitors were not comfortable with having dogs approach them while in a park. We recommend that the EPF suggest the creation of separate areas in certain parks where people could bring their dogs and unleash them without concern.

Recommendation 2.2: Encourage prevention of antisocial behavior.

Concerns about antisocial behavior in the parks were common among survey respondents and park rangers. People were discouraged from going to the parks in the evening because of younger crowds that may be drinking and littering in the parks. More signage about fines and the penalty for antisocial behavior could also be beneficial in helping the community's safety. A few people in Southall Park mentioned a previous park ranger who resided in the park and worked shifts to assist with any concern and enforce good behavior. We understand that, due to Council budget constraints, bringing this night shift back may not be possible; however, we think there is enough public desire for this option to investigate other similar possibilities of enforcement. The EPF and local litter groups could collaborate to help clean parks as it was mentioned that broken glass and litter in parks was a risk for children and pets. Another way to deter antisocial behavior and create a more comfortable space is to include group activities and events. For example, the Fun Fair in Southall Park brought more families and children to the area, allowing others to feel more comfortable in the park.

5.3 Meeting Community Needs

Conclusion 3: The Ealing Parks Foundation can develop project plans based on the needs and desires of the borough's community.

Recommendation 3.1: Encourage improvement of park facilities.

One set of questions in our survey asked respondents for improvements and changes they wanted to see in their local parks. The most common suggestions were to include more toilets, benches, and water fountains, as well as to improve litter removal and pathways.

Communication of the perceived lack of toilets throughout parks in the borough is necessary to increase the number of and duration of visits to parks. The absence of bathrooms is a major deterrent for some members of the community. This is especially true for parents, as

visits may be cut short when their children need to use the restroom. Additionally, if community members walk 15 to 20 minutes to visit a park, the need to use a restroom may cut their park engagement short. Although not every park and green space can host a bathroom facility, we suggest considering including toilets in the borough's flagship parks.

Similarly, members of the community expressed a desire for more seating areas and water fountains in parks. Benches and other rest areas are important for the elderly, as most require frequent breaks while exploring and utilizing the parks. Benches are also very valuable, as they can increase the duration of visits. Similarly, water fountains provide a way to rehydrate those engaging in exercise in the park, as well as dogs, children, and all other park users. Survey respondents strongly suggested that benches and water fountains have a large impact on park engagement, and they regularly praised parks with those features. Communicating the public's desire to have more of these facilities would increase the duration of usage of many parks.

Park appearance has a large impact on whether someone chooses to visit a park. Some community groups engage in park maintenance and litter removal. However, survey respondents highlighted the need for improved litter removal, and park rangers noted increased maintenance difficulties with their reduced numbers. The EPF should better communicate these needs, and they may collaborate with other organizations to engage in park maintenance as a larger group.

Recommendation 3.2: Identify specific parks and sites for future projects.

Survey respondents provided specific suggestions, small and large, for park improvements across the borough. Parks foundation leaders also highlighted the importance of taking on specific projects in one park at a time. Rather than spreading themselves too thin with projects across the borough, the EPF should concentrate their efforts to streamline the project process. In addition, a larger presence in one area may increase public awareness of the charity.

Recommendation 3.3: Consider expanding the EPF Board of Trustees.

To properly advocate for Ealing residents, the EPF must have a Board of Trustees that represents the communities they serve. Currently, the EPF's Board lacks members from the town of Southall. We recommend that the EPF considers including one or more trustees from each of Ealing's seven towns. This way, the EPF could make informed decisions that reflect the needs and desires of the whole borough.

5.4 Communicating Effectively

Conclusion 4: Improved communication between the Ealing Parks Foundation and the groups they interact with is important for them to successfully achieve their goals.

Recommendation 4.1: Establish a clear relationship with Ealing Council.

Improving communication between the Council and the Ealing Parks Foundation would assist in the efforts of both groups. Leaders of parks foundations consistently mentioned the importance of establishing a memorandum of understanding (MOU) between the charity and their local council to clearly describe how the two groups will cooperate. Furthermore, other parks foundations have found success in periodically presenting their ideas to their local councils, allowing for projects or grant agreements to be signed off as they come up.

Our recommendation is for the EPF to discuss in detail the relationship they envision with Ealing Council. Subsequently, they should meet with the Ealing Council to clearly solidify their independence as a charity. Other parks foundations have found this to be an effective method in solidifying the role of their organizations with the local authority.

Recommendation 4.2: Increase awareness of the Ealing Parks Foundation.

Survey respondents overwhelmingly expressed a lack of knowledge about the Ealing Parks Foundation. The lack of informed community members seems partly to be resulting from the EPF's status as a relatively new organization and from an overall difficulty in accessing information on projects and mission statements of the charity.

The Ealing Parks Foundation website, Facebook page, and Twitter are the main sources of public information about EPF efforts. The website can be difficult to navigate, making it an inefficient form of communication to learn about the foundation, especially for those who are unfamiliar with certain technologies. To fix these issues, we have developed a variety of suggestions to assist in making the mission of the EPF more readily available to community members. The methods of communication that other parks foundation leaders described as being successful are utilizing platforms such as Instagram, Facebook, Twitter, LinkedIn, as well as their own websites. The EPF should have consistent marketing efforts on these platforms and to continuously try to increase the number of people that are seeing these pages. With the EPF website specifically, the information should be presented logically so that community members can easily locate the information that they're looking for. Specifically, a parks foundation leader

promoted the success of utilization a website called Eventbrite, which sends out information about events to community members. By increasing the knowledge of events going on in the parks in the borough, the EPF may be able to reach more non-users of parks by sparking their interest in an event.

Regarding the current methods of communication, we suggest a few improvements that can make the information more accessible. The Ealing Parks Foundation could use newsletters to their advantage. Expanding off their current initiative of "Park of the Month," the EPF could create a monthly newsletter alongside this, which is a better source for advertising and promoting their projects, initiatives, events and overall brand of the EPF.

Finally, to ensure information is as consistent as possible, we suggest updating information that is now out of date. An example is banners in Southall Park advertising donations for the water foundation, which has now been installed. By having consistent up to date information, new visitors and residents to the parks in the borough will not have conflicting sources of information about the EPF or the parks.

Recommendation 4.3: Build relationships with community groups.

Developing relationships with community groups in Ealing with similar missions is crucial for the EPF. Many other organizations also support communities' use of parks, encourage volunteering across the borough, and want to protect the wildlife and biodiversity of the borough. Therefore, combining efforts would allow for greater impact.

Multiple parks foundation leaders mentioned the importance of ensuring that parks foundations fill the gaps in knowledge in their work. As detailed in Section 4.2, it is crucial to have projects that are complementary to what other groups are accomplishing. Our recommendation is for the EPF to create relationships with small community groups to organize events and give information to community members as a collective.

5.5 Considerations for Future Research

Over the duration of our project, we made changes to our process as needed. We also noted areas where we experienced struggles or did not fully achieve what we had set out to do. In this section, we lay out what methods we believe contributed most to our success, as well as any shortcomings that should be addressed by future researchers.

Consideration 1: Focus on outreach to park non-users.

One key goal of the project was to understand the habits of Ealing residents who do not visit parks frequently. As shown in Section 4.1, our sample overrepresents individuals who visit parks frequently (multiple times a month or more). We suggest studying which parks have the lowest number of users relative to their local population. Doing so would identify where to target subsequent research into infrequent park users. Additionally, we suggest engaging in more thorough research of the borough's various cultural communities and their habits. This could be achieved by connecting with local groups who may provide more information about their members. In turn, these organizations may be able to help raise awareness about the EPF's research and mission to learn about people who do not use parks frequently.

Consideration 2: Improve survey distribution methods.

We modeled many questions in our survey after ones from prior EPF research. We hope that the EPF can use the instrument we developed and refine it to suit the needs of future efforts. Still, we have suggestions regarding methods for survey distribution and administration, especially in harder-to-reach communities. While social media proved invaluable for gathering survey responses, these posts were made exclusively in English, thereby excluding large communities in Ealing who speak English very little, if at all. We suggest researchers identify and reach out to leaders of certain communities to aid in survey distribution. To overcome language barriers present in communities like Southall, we recommend verifying translations with individuals fluent in the target language. Such individuals may also help advertise and administer the survey.

Consideration 3: Standardize observational studies.

Observations became an extremely important method for collecting data on park behavior, especially during periods of low response rate to in-person intercepts. Unfortunately, we had originally not planned on taking field notes, as we assumed we would receive a much higher response rate. As a result, we lacked a standardized process for recording observations. We suggest that future researchers utilize a tool that simplifies and standardizes the process of noting observations. Researchers could use a survey application or similar instrument to generate a template for recording behaviors and activities based on the current weather, time of day, or day of the week. Using a consistent method would allow for much quicker data collection, thereby increasing the amount of usable data.

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Appendices

Appendix A: Interview Questions for Assessing Best Practices

We are a part of a student-led project group from Worcester Polytechnic Institute (WPI) in Massachusetts. We are undertaking interviews with leaders of other Parks Foundations on behalf of the Ealing Parks Foundation to evaluate park usage in the London Borough of Ealing. Participation is entirely voluntary, and interviews will last around 30-45 minutes. You can choose not to answer any of the questions and may withdraw from the interview at any time. With your consent, we would like to record audio and take notes during the interview. The interview recording, notes, and any personal data you choose to share with us will be stored securely and disposed of by May 28th, 2023, in line with the UK General Data Protection Regulation 2018.

WPI and Ealing Parks Foundation will produce research reports and other outputs using the data we collect from the interview. We would like to attribute quotes to you and would ask for your approval of quotes we use prior to publication. If you prefer, we can report your feedback anonymously. You will be able to review any quotations we are considering prior to publication. You may also withdraw permission to include your comments at any time prior to publication. If you have any queries about the information taken away from the interview, please contact gr-LON_D23_Ealing@wpi.edu or any of our advisors at golding@wpi.edu, lelgert@wpi.edu, sriddick@wpi.edu.

If you have any questions about how Ealing Parks Foundation will use the information you provide, please email info@ealingparks.foundation.

Do you have any questions before we start?

Interview Question Set 1

- Can you describe your role in the founding of [organization]?
- What methods did you implement to encourage the use of parks when [organization] was still new?
- Have you observed any barriers—physical or otherwise—that prevent people from fully enjoying the benefits of local parks? Has [organization] explicitly focused efforts on outreach to those most affected?
- What aspects/facilities do you believe encourage community members to use their local parks?

- Do you know of any strategies that trusts have pursued to encourage more regular park use from people who do not frequently visit parks?
- What are some challenged that you faced while attempting to promote park usage at [organization]?
- When [organization] was founded, how were funding and resources used to promote park usage and engagement? How have you handled times of budget decline?
- Which park projects do you know of that have been the most successful in the past?
- How aware are area residents of [organization]? In what ways did you raise awareness about the charity to the community?
- How do you monitor the effectiveness of the methods you use for outreach and project administration?
- Are there any upcoming initiatives or projects you're especially interested in?
- Is there anything else that you would like to share with us that you think would benefit our research?

Interview Question Set 2

- Can you describe the responsibilities of your position at [organization]?
- What methods does [organization] use to encourage use of the parks in the area?
- How does [organization] raise funds? What sources do you turn to when funds are limited?
- Have you observed any barriers—physical or otherwise—that prevent people from fully enjoying the benefits of local parks? Has [organization] explicitly focused efforts on outreach to those most affected?
- What trusts, charities, or other organizations does [organization] look to for inspiration and project ideas?
- What features/facilities make a park more attractive to infrequent users, and what keeps park users staying for longer periods of time?
- In what ways did you raise awareness about the charity to the community? How do you monitor the effectiveness of these outreach methods?
- What are some challenges that you occasionally or regularly face in promoting park usage at [organization]?
- Can you list some successful parks projects you have overseen? Have these been documented/publicized for us to look at later?
- Are there any upcoming initiatives or projects you're especially interested in?
- Is there anything else that you would like to share with us that you think would benefit our research?

Interview Question Set 3

1. Can you describe your introduction to [organization] and your role as [position]?

2. How does [organization] raise funds? What sources do you turn to when funds are limited?
3. Which parks projects tend to be most costly?
4. Have you observed any barriers—physical or otherwise—that prevent people from fully enjoying the benefits of local parks? Does [organization] explicitly focus efforts on outreach to those most isolated?
5. What trusts, charities, or other organizations does [organization] look to for inspiration and project ideas?
6. What features/facilities make a park more attractive to infrequent users, and what keeps park users staying for longer periods?
7. In what ways do you raise awareness about the charity to the community? How do you monitor the effectiveness of these outreach methods?
8. What are some challenges that you face while attempting to promote park usage at [organization]?
9. Can you list some successful parks projects you have overseen? Have these been documented/publicized for us to look at later?
10. Are there any upcoming initiatives or projects you're especially interested in?
11. Is there anything else that you would like to share with us that you think would benefit our research?

Appendix B: Interview Questions for Park Rangers

We are a part of a student-led project group from Worcester Polytechnic Institute (WPI) in Massachusetts. We are undertaking interviews with park rangers on behalf of the Ealing Parks Foundation to evaluate park usage in the London Borough of Ealing.

Participation is entirely voluntary, and interviews will last around 30-45 minutes. You can choose not to answer any of the questions and may withdraw from the interview at any time. With your consent, we would like to record audio and take notes during the interview. The interview recording, notes, and any personal data you choose to share with us will be stored securely and disposed of by May 28th, 2023, in line with the UK General Data Protection Regulation 2018.

WPI and Ealing Parks Foundation will produce research reports and other outputs using the data we collect from the interview. We would like to attribute quotes to you and would ask for your approval of quotes we use prior to publication. If you prefer, we can report your feedback anonymously. You will be able to review any quotations we are considering prior to publication. You may also withdraw permission to include your comments at any time prior to publication. If you have any queries about the information taken away from the interview, please contact gr-LON_D23_Ealing@wpi.edu or any of our advisors at golding@wpi.edu, lelgert@wpi.edu, sriddick@wpi.edu.

If you have any questions about how Ealing Parks Foundation will use the information you provide, please email info@ealingparks.foundation.

Do you have any questions before we start?

Ealing Park Ranger Interview Questions

- How long have you been a park ranger?
- Could you describe your current position and the responsibilities that you have?
- When in the parks, what activities do you observe people engaging in?
- Sport vs Leisure
- During different times of day
- During different types of weather (sunny, rain, etc.)
- What are the major challenges that you face as a park ranger in Ealing?
- Given the cuts in funding over the past 10 years, what would you say has been the most dramatic impact on the parks in Ealing?

- How can organizations like the Ealing Parks Foundation best help you and your staff in improving park facilities?
- What can/should the council be doing to increase park usage?
- The Ealing Parks Foundation conducted a survey from August 2021-Feburary 2022 where they identified that Ealing parks would be more desirable to users if there was better litter removal, more water foundations, toilets, and a greater focus on biodiversity and wildlife. Are you familiar with these results and do you think these changes would have a benefit with park engagement?
- Following along the lines of the last question, do you have any suggestions for what you think would make people more interested in engaging with the parks?

Appendix C: Gauging Community Engagement with Green Spaces

We are a student-led project group from Worcester Polytechnic Institute (WPI), Massachusetts, USA. We are delighted to be undertaking this important survey on behalf of the Ealing Parks Foundation to gather data that will provide the Ealing Parks Foundation with a strong foundation for future projects, fundraising efforts, and activities.

 The survey is entirely voluntary and will take around 5 minutes of your time. All questions are optional, and you may stop participating at any time.

 Any personal data you choose to share with us will be stored securely and disposed of on the 28th of May 2023 in line with the UK General Data Protection Regulation 2018.

 WPI and Ealing Parks Foundation will produce research reports and other outputs using the data we collect from the survey. All data will be reported anonymously.

 If you have any queries about the survey, please contact us at gr-lon_d23_ealing@wpi.edu OR any of our advisors at golding@wpi.edu, lelgert@wpi.edu, sriddick@wpi.edu.

 If you have any questions about how Ealing Parks Foundation will use these data, please email info@ealingparks.foundation.

1)
Do you agree to the above conditions and consent to taking this survey?

○ Yes

○ No

Skip To: End of Survey If Do you agree to the above conditions and consent to taking this survey? = No

2) What is your age?

○ 0-17 years

○ 18-24 years

○ 25-34 years

○ 35-44 years

○ 45-54 years

○ 55-64 years

○ 65+ years

○ Prefer not to say

3) How did you find out about this survey?

○ Approached in person

○ School questionnaire distributed by administration

○ Social media

○ Flyer in public location

Display This Question:

If How did you find out about this survey? = Approached in person

3a) Where were you approached?

○ Southall Park

○ Northala Fields

○ North Acton Playing Fields

○ Not in a park

---

4) Which town do you live in within the London Borough of Ealing?

○ Acton

○ Ealing

○ Perivale

○ Greenford

○ Northolt

○ Hanwell

○ Southall

○ I do not live in the London Borough of Ealing

○ Prefer not to say

4a) Please indicate where you live outside of Ealing.

○ Brent

○ Harrow

○ Hillingdon

○ Hounslow

○ Richmond upon Thames

○ Another London Borough

○ In the United Kingdom outside of London

○ Outside of the United Kingdom

5) When did you last visit a park in the London Borough of Ealing?

○ Today

○ This week

○ This month

○ The last 6 months

○ This year

○ More than a year ago

○ Never

6) Which option best describes how often you use parks in the London Borough of Ealing?

○ Every day

○ A few times a week

○ About once a week

○ A few times a month

○ Once a month

○ Less than once a month

○ Rarely

○ Never

7) Relative to the time before COVID-19 lockdowns, do you visit parks more or less frequently?

○ More frequently

○ About the same amount

○ Less frequently

○ Not applicable

8) How do you typically get to your local parks? (Select all that apply)

☐ Walking

☐ By bike

☐ Driving

☐ Bus

☐ Tube

☐ Elizabeth Line

☐ Overground

☐ Other (Please specify) _____

☐ ⊗ I do not go to parks

Skip To: Q10 If How do you typically get to your local parks? (Select all that apply) = I do not go to parks

9) Which of the following outdoor activities do you regularly engage in while at parks in the London Borough of Ealing? (Select all that apply)

☐ Walking/general fitness

☐ Running

☐ Sports

☐ Cycling

☐ Relaxation

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☐ Dog walking

☐ Enjoying nature

☐ Bringing my children

☐ Picnic

☐ Volunteering

☐ Socializing with friends

☐ Getting fresh air

☐ Others (Please specify all) _____

☐ ⊗I do not engage in outdoor activities

10) Please indicate how much you agree or disagree with the following statements regarding parks near your home in the London Borough of Ealing.

	Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree
I feel safe in parks in the borough.	○	○	○	○	○
Borough park pathways are accessible and easy to navigate.	○	○	○	○	○
I know where to find more information about parks.	○	○	○	○	○
Borough parks are well maintained.	○	○	○	○	○
Parks in the borough are too crowded.	○	○	○	○	○
There are physical obstacles that make it difficult for me to travel to nearby parks.	○	○	○	○	○
Parks in the borough have enough benches, tables, and other rest areas.	○	○	○	○	○
Parks are more catered to sport than leisure.	○	○	○	○	○
I do not have the time to visit parks in the borough.	○	○	○	○	○
I know about the Ealing Parks Foundation.	○	○	○	○	○

11) What is the name of the park closest to your home?

○ _____

○ There is not a park close to my home

○ I don't know

12) If there are any factors that discourage you from enjoying the park closest to your home, please list them here. (Leave box empty if not applicable)

_____

_____

13) If you could make one change to the park close to your home, what would it be?

_____

_____

We are asking for this information in order to understand more about the profile of people using parks in Ealing. Please select prefer not to say if you would like to skip any of these questions.

14) What is your gender?

○ Male

○ Female

○ Non-binary

○ Other

○ Prefer not to say

15) How many children (under the age of 18) live in your household?

◯ 0

◯ 1

◯ 2

◯ 3+

◯ Prefer not to say

16) What is your ethnic group?

◯ White

◯ Mixed or Multiple ethnic groups

◯ Asian or Asian British

◯ Black, Black British, Caribbean, or African

◯ Other ethnic group

◯ Prefer not to say

16a) White

◯ English, Welsh, Scottish, Northern Irish, or British

◯ Irish

◯ Gypsy or Irish Traveler

◯ Roma

◯ Other White background (Please specify)

_____

16b) Mixed or Multiple ethnic groups

◯ White and Black Caribbean

◯ White and Black African

◯ White Asian

◯ Any other Mixed or Multiple Background (Please specify)

_____

16c) Asian or Asian British

◯ Indian

◯ Pakistani

◯ Bangladeshi

◯ Chinese

◯ Other Asian background (Please specify)

_____

16d) Black, Black British, Caribbean, or African

◯ Caribbean

◯ African background (Please specify)

_____

◯ Other Black, Black British, or Caribbean background (Please specify)

_____

16e Other ethnic group

○ Arab

○ Other group not listed (Please specify)

_____

17) Do you have any additional comments you would like to make about parks in the London Borough of Ealing?

_____

_____

_____

Appendix D: Infographics used to Distribute Surveys

Flyers posted in locations across the London Borough of Ealing in English and Punjabi:

ਪੰਜ ਮਿੰਟ ਦਾ ਸਰਵੇਖਣ

ਸਾਨੂੰ ਦੱਸੋ ਕਿ ਪਾਰਕ ਸਮਾਜ ਦੀਆਂ ਲੋੜਾਂ ਨੂੰ ਕਿਵੇਂ ਬਿਹਤਰ ਢੰਗ ਨਾਲ ਪੂਰਾ ਕਰ ਸਕਦੇ ਹਨ

ਇਹ ਸਮਝਣ ਵਿੱਚ ਸਾਡੀ ਮਦਦ ਕਰੋ ਕਿ ਕੁਝ ਲੋਕ ਲੰਡਨ ਬੋਰੋ ਆਫ਼ ਈਲਿੰਗ ਵਿੱਚ ਪਾਰਕਾਂ ਦੀ ਵਰਤੋਂ ਕਿਉਂ ਕਰਦੇ ਹਨ ਅਤੇ ਦੂਸਰੇ ਨਹੀਂ ਕਰਦੇ।

ਇੱਥੇ ਸਕੈਨ ਕਰੋ:

WPI   **Ealing Parks Foundation**

Flyer posted on social media platforms and Ealing Parks Foundation website:

EALING PARKS FOUNDATION AND WORCESTER POLYTECHNIC INSTITUTE

Evaluating Community Engagement with Parks In Ealing

We are looking for individuals to take part in a short survey to understand why some people use parks across the London Borough of Ealing and others do not.

The survey will take you less than five minutes and is being carried out on behalf of Ealing Parks Foundation by a student group from Worcester Polytechnic Institute (WPI) in Massachusetts, USA.

Just scan the QR code or follow the link below to take part

https://wpi.qualtrics.com/jfe/form/SV_0lJnQQbN0W03nMy

Thank you for your time!

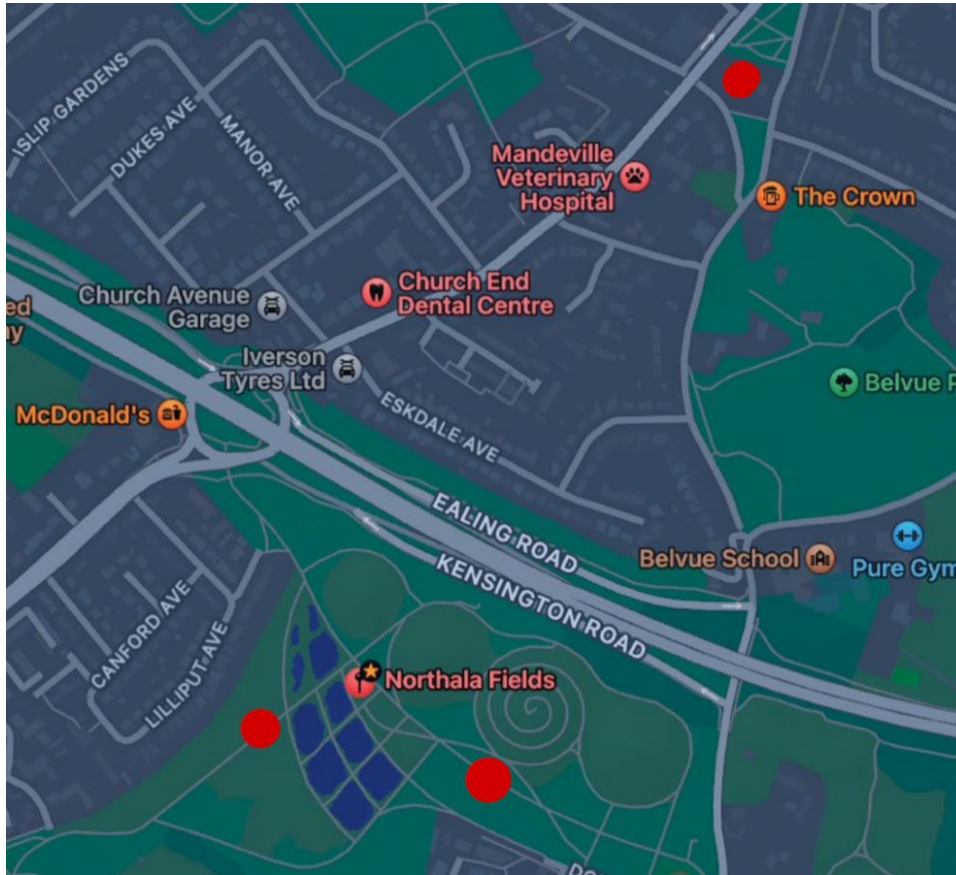Infographic posted on social media platforms and Ealing Grid for Learning announcement:
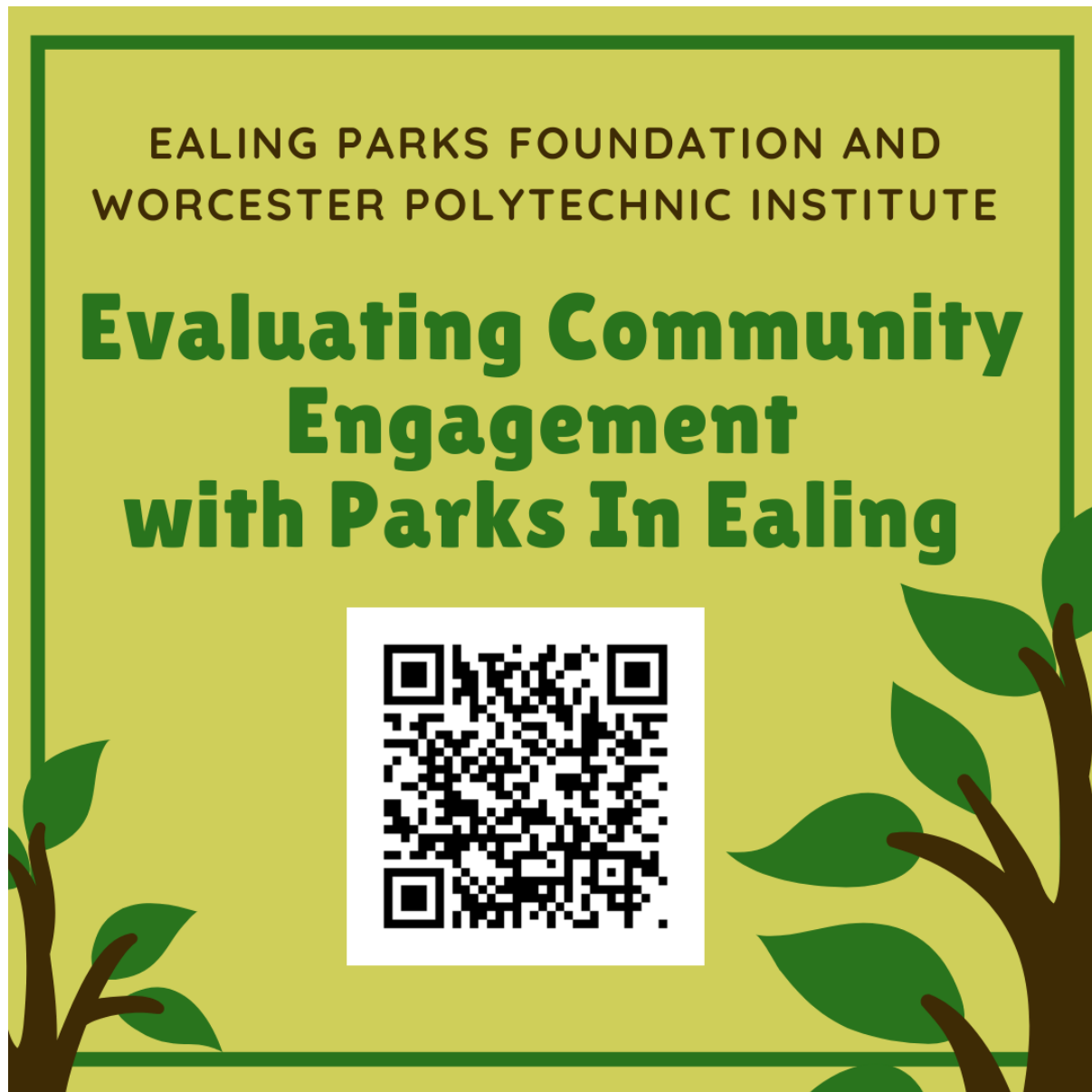
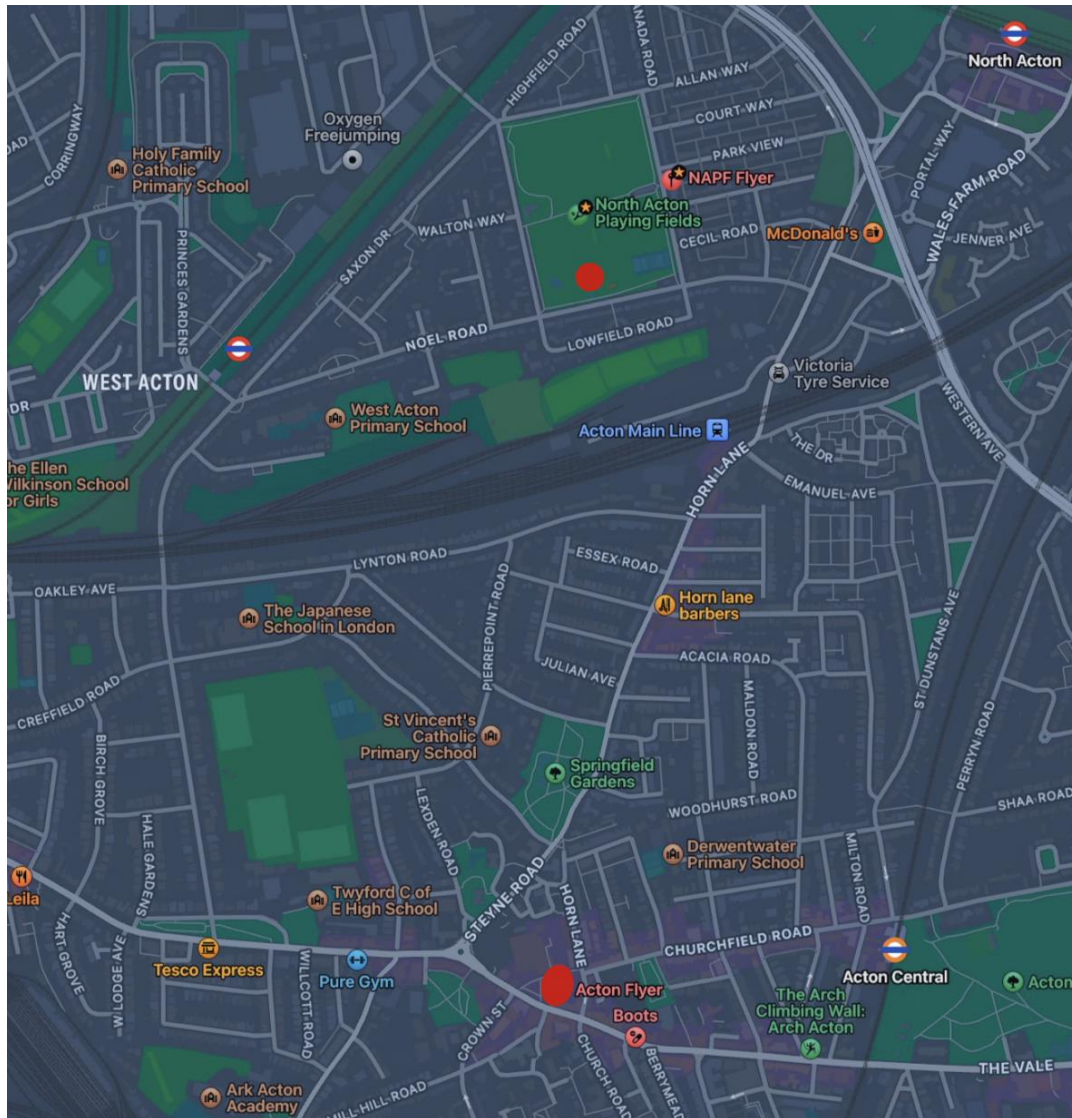# Appendix E: Maps of Flyers and Intercept Survey Locations

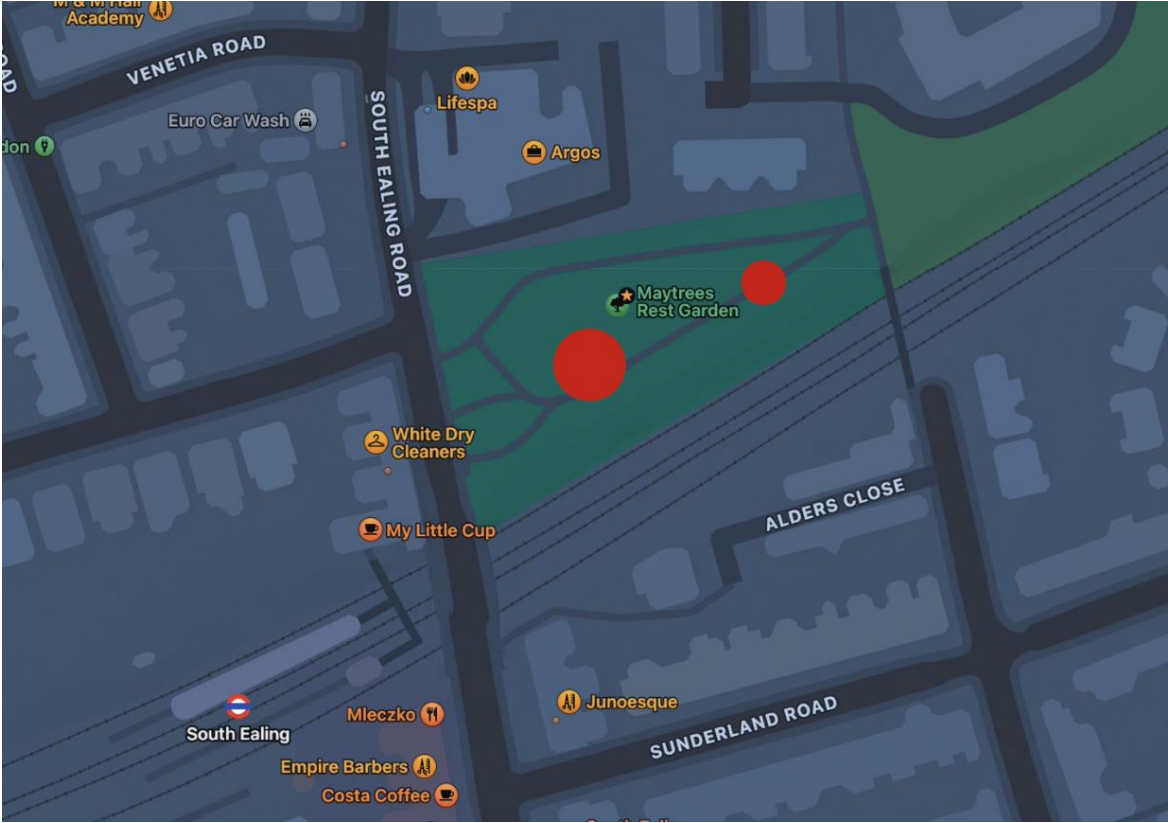Locations of the four parks where intercept surveying took place in:
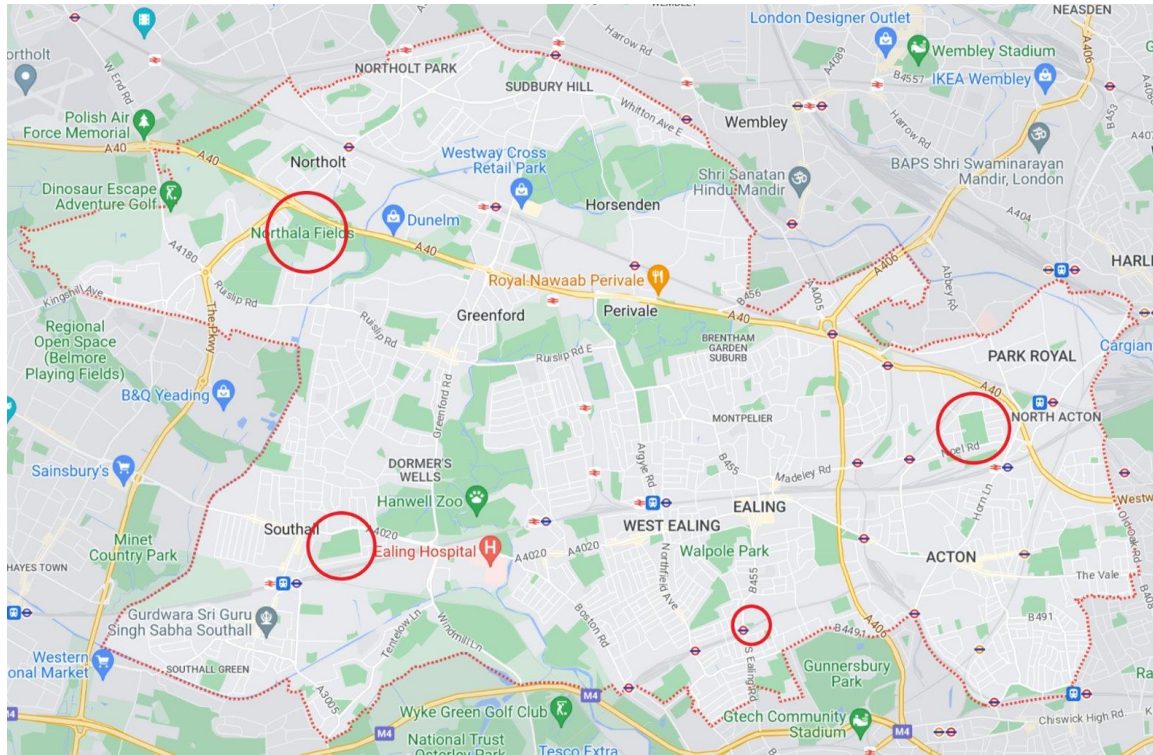
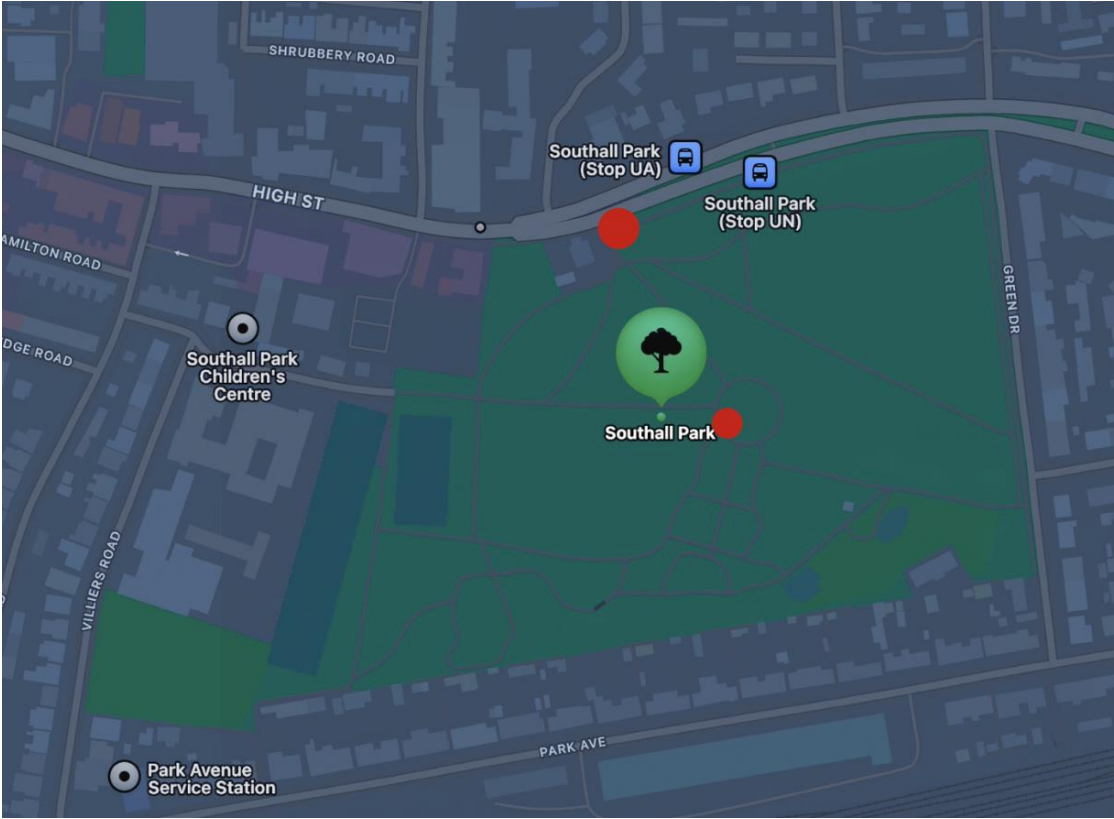Locations of intercept surveying in and outside of Northala Fields:

Locations of intercept surveying in and outside of North Action Playing Fields:

Locations of intercept surveying in and outside of Maytress Rest Gardens:

Locations of intercept surveying in and outside of Southall Park:

Locations of flyers posted across the borough advertising the survey: