

# Ealing regional park

Consultation results – questions related  
to the new regional park

March 2024

EALING COUNCIL

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## Introduction

On 7 September 2023, Ealing Council announced its plans for the potential creation of a regional park in the Perivale area. It outlined the appointment of a specialist to develop plans for the regional park and a public consultation with the residents of the borough. An online survey was launched on 31 October 2023 on the GiveMyView website and closed on 19 December 2023.

The survey asked 16 questions about different topics relevant to the new regional park and the closure of the Perivale Park Golf Course. Additionally, there was a question about where people spend most of their time in the borough and a set of optional demographic questions looking at the age, gender, ethnicity, and disability status of respondents.

The online survey received 6,115 responses. This report looks at the findings from the questions specific to the proposed creation of a new regional park.

## Key findings

- Overall, more than 3 out of 4 (76%) respondents had a positive view of Ealing Council's ambition to create a new regional park in the borough, compared to 13% and 11% who had a negative or neutral opinion respectively
- Respondents in the younger age group of 25-34 years were more likely (87%) to have a positive view of the new regional park than respondents aged over 55 years (68%)
- Positive views about the creation of a regional park were highest (84%) among those taking part in the survey from Northolt. In contrast, the percentage of positive views was the lowest among respondents from Perivale (56%) – 3 in 4

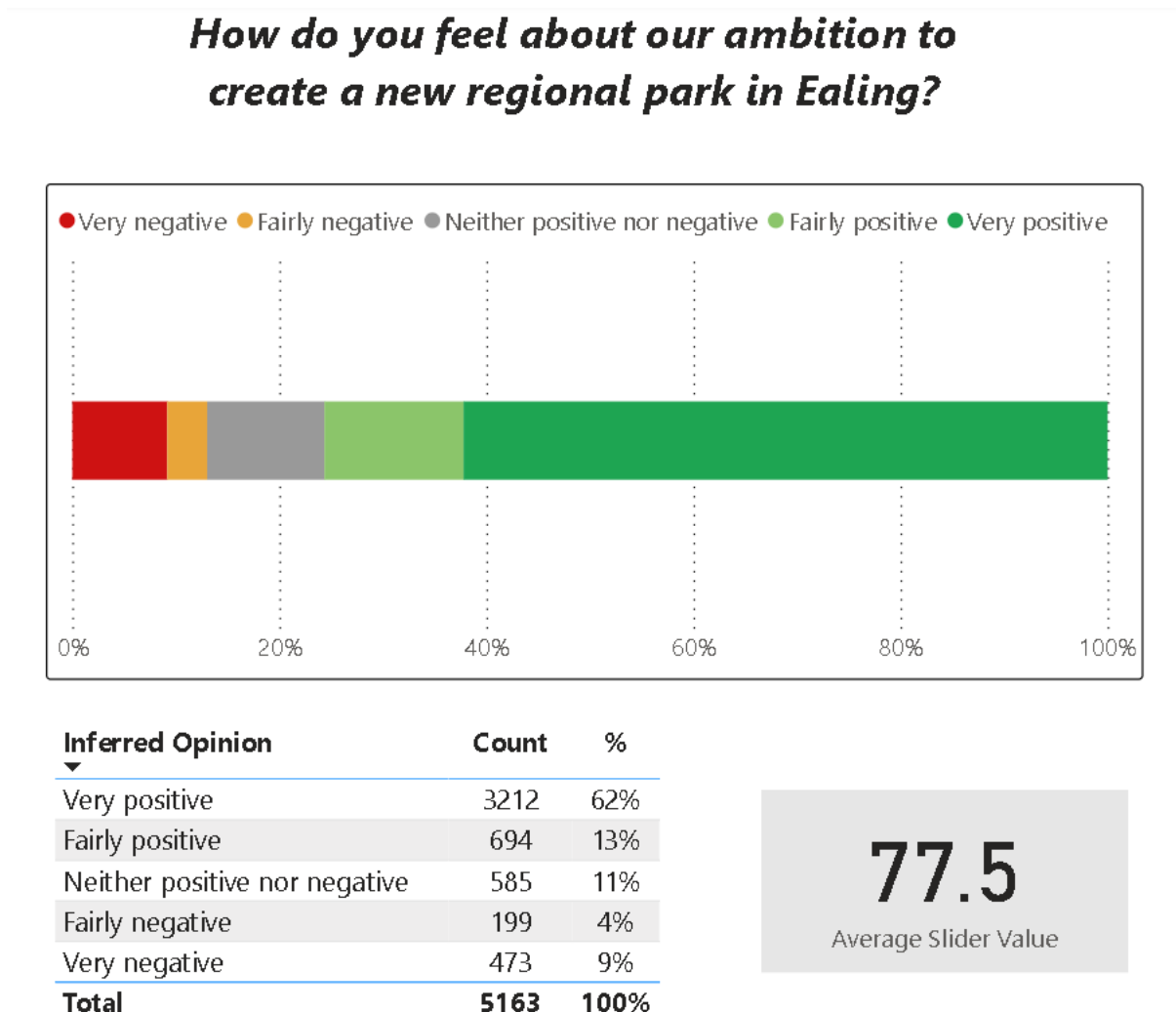
respondents here had a 'very negative' view about the creation of a new regional park.

- Respondents with negative views on the regional park frequently stated in their comments that they would like to see improvement in other parks and facilities instead (see table 1)
- More than 7 in 10 (71%) respondents had a positive view on the idea of creating a new outdoor cultural venue in the regional park, with the majority (54%) expressing very positive feelings about it. They link their feelings to activities such as open-air theatres and cinemas (29%), music festivals and concerts (20%), and general cultural events (28%)
- The top 3 benefits participants considered most important from a regional park were a greener borough (54%), better air quality (45%), and more physical activity (43%)
- Over two-thirds of respondents (67.4%) selected hiking and walking as their top physical activity to do in the new regional park followed by water activities (42%), and cycling and scooting (34%)
- Nearly 2 in 3 respondents (62%) selected a café or restaurant as the top facility needed in the park, followed by sports and leisure facilities (52%) and a community or visitor's centre (40%). The most mentioned/requested facility in the open-ended question was public toilets (table 4)
- In response to an open-ended question asking for general feedback about the regional park, 19% of respondents said they wanted the council to improve other parks and areas, with many of these specifically mentioning the Gurnell Leisure Centre. 13% of respondents included a comment requesting that Perivale Park Golf Course remained open, while 11% participants said that the project is a waste of money and taxes and that there are enough parks in the borough already

## Feelings about a new regional park

Respondents were asked how they felt about the council’s ambition to create a new regional park in the borough. Over 3 out of 4 respondents (76%) had a very or fairly positive feeling about the project, with 62% expressing very positive views. This contrasts with 13% of participants with a negative view and 11% with a neutral one. Figure 1 shows these results.

**Figure 1. General feelings around the creation of a new regional park**



There was a considerable difference of opinion between older and younger respondents, and between the overall opinion and that of respondents from Perivale.

Respondents aged over 55 were more likely to have expressed a negative view (19%) than those aged between 25 and 44 (7%). Most respondents in both age groups had a positive view on the creation of a regional park, but this was higher for the younger group (87%) than for the older group (68%).

Female respondents were slightly keener on the idea of a new regional park (82% with positive views) than male respondents (75% with positive views).

While Perivale participants expressed more positive than negative views of the proposed park, the proportion with a positive feeling was lower (56%) than the overall total (76%) and a significantly higher proportion (33%) expressed a negative feeling, including 25% who responded very negatively to the question.

In addition to the slider question to express their feelings about the regional park, respondents were also invited to use an open-ended comment to express their thoughts and opinions. A total of 2,130 comments were received, and 9 distinct themes emerged, as described in table 1.

**Table 1. Themes for the open-ended question about the feelings of the creation of a new regional park**

<b>Themes</b>	<b>Positive</b>	<b>%</b>	<b>Negative</b>	<b>%</b>
General benefits	558	50%	19	3%
Improve other parks and areas	130	12%	201	30%
Sceptical about Ealing Council	—	—	132	20%
No new developments and buildings	81	7%	39	6%
Do not close Perivale Park Golf Course	79	7%	128	19%
Accessibility, diversity and inclusion	77	7%	16	2%
Unnecessary & waste of money	46	4%	127	19%
Safety and security concerns	38	3%	8	1%
Better transport links to the park	31	3%	6	1%
<b>Total</b>	<b>1040</b>		<b>676</b>	

Half of the comments from respondents with positive views about the regional park were about a range of general benefits through its creation. 12% of the comments also referred to seeing improvement and investment in existing council facilities and other parks.

In comparison, more of the comments from respondents with negative views on the regional park mentioned that they would like to see improvement in other parks and facilities instead (30%). Comments also included scepticism about Ealing Council; some described the proposal as unnecessary and a waste of money, and there were also comments about not needing to close Perivale Park Golf Course.

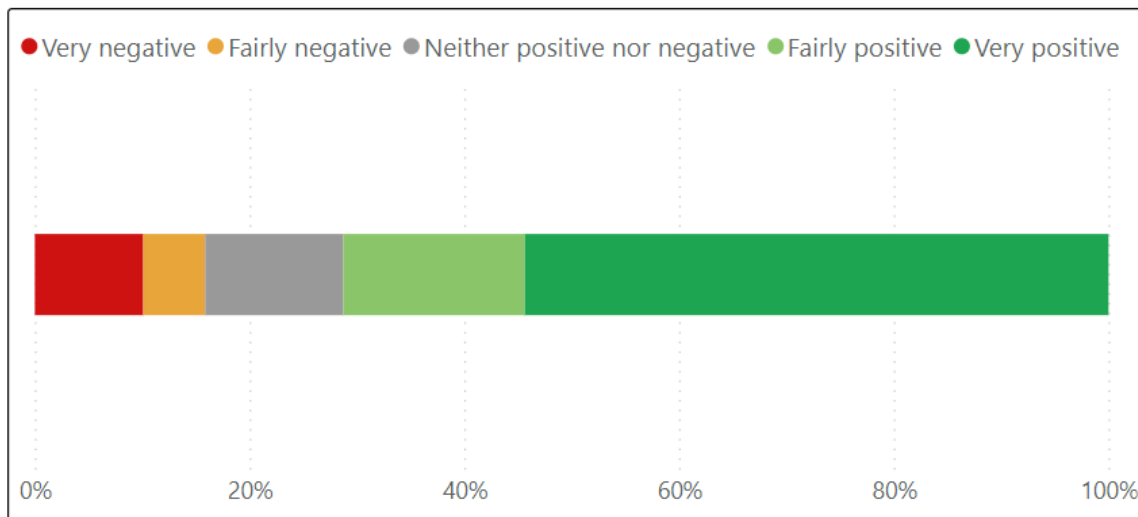
The redevelopment of Gurnell Leisure Centre and the future of Warren Farm were both raised in many comments, particularly those who felt the regional park was unnecessary or a waste of money.

## Feelings about the outdoor cultural venue

As a key proposal for the new regional park, the survey asked participants what their feelings were about an outdoor cultural venue. 5,359 respondents expressed their feelings and Figure 2 shows the sentiments.

**Figure 2. Sentiments about an outdoor cultural venue in the new regional park**

*How do you feel about an outdoor cultural venue in the new regional park?*



Inferred Opinion	Count	%
Very positive	2913	54%
Fairly positive	906	17%
Neither positive nor negative	690	13%
Fairly negative	309	6%
Very negative	541	10%
<b>Total</b>	<b>5359</b>	<b>100%</b>

**73.3**  
Average Slider Value



71% of respondents answering this question had a positive view, with the majority (54%) expressing 'very positive' feelings about it. 16% of respondents expressed negative feelings and 13% were neutral.

Younger participants (aged 25 to 44) expressed more positive views about the outdoor cultural venue (79%) than older participants, with the difference most prominent between those aged 35 to 44 (81%) and 65 to 74 (64%). Female respondents had a slightly more positive view of the venue than males (77% vs 72%).

22% of respondents who considered themselves disabled, expressed negative feelings about the outdoor cultural venue which was higher than the overall figure.

Broadly speaking, all areas of the borough followed the overall trend except for respondents who spend most of their time in Perivale. Only 51% of these respondents held positive feelings about the cultural venue, with a third holding negative views.

As with other sentiment questions, participants were invited to openly express their views and feelings about the outdoor cultural venue using a free-text box. 2,445 comments were received, and 10 distinct themes emerged, as shown in table 2.

**Table 2. Themes for the open-ended question on an outdoor cultural venue**

Themes	Positive	%	Negative	%
Theatre and cinemas	584	29%	16	6%
General cultural events	559	28%	40	14%
Music and concerts	391	20%	19	7%
Community connections	289	14%	21	7%
Accessibility, diversity and inclusion	57	3%	18	6%
Noise pollution and wildlife concerns	44	2%	60	21%
Weather seasons concerns	29	1%	12	4%
Additional infrastructures	26	1%	7	2%
Safety	17	1%	6	2%
Unnecessary & waste of money	—	—	107	37%
<b>Total</b>	<b>1996</b>		<b>290</b>	

The majority of comments from respondents with positive views on the cultural venue linked the feelings to activities such as open-air theatres and cinemas (29%), music festivals and concerts (20%), and general cultural events (28%) to support local artists and host events such as art galleries and comedy shows. A proportion of these comments also viewed the venue as being an opportunity to create deeper community connections for their families and children, bringing people and local communities together, and attracting visitors to the borough.

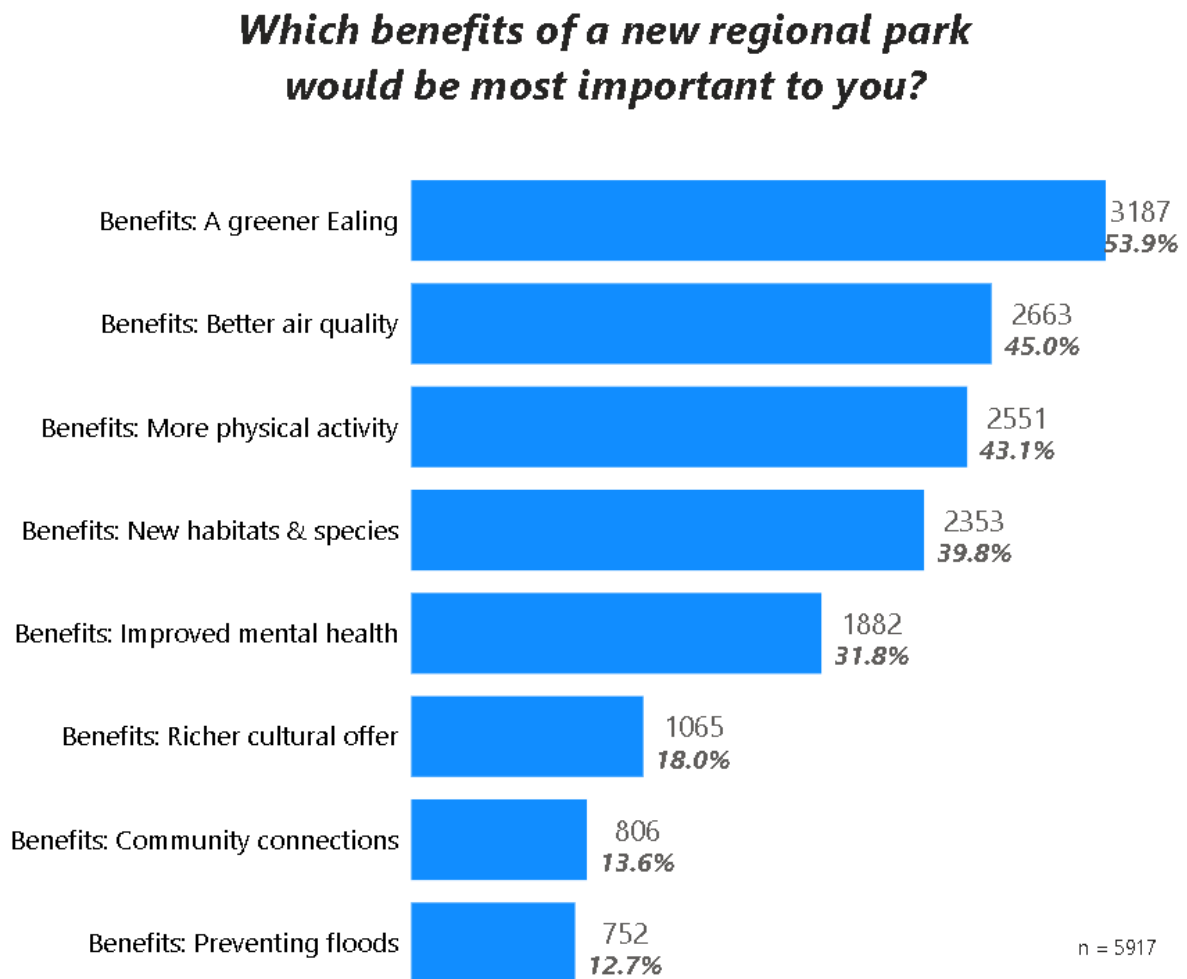
Comments from participants with negative feelings about the outdoor cultural venue suggested that the cultural venue is unnecessary and will be a waste of money (37%), often because they felt there are already other parks and enough areas in Ealing that could be improved and transformed for these purposes.

Regardless of overall sentiment, there was a proportion of participants (5%) who expressed concerns about noise pollution and the effect it might have on wildlife, nature, and nearby residents.

There were comments from some respondents who believed the venue would only be useful during the summer and in good weather. They asked for additional infrastructure to shelter from harsh weather conditions so the venue could be used all year round.

## Benefits of a new regional park

Figure 3. Most important benefits of the new regional park



The survey asked people which benefits of a new regional park would be most important to them. This opening question received the most responses (5,917). Participants were allowed to select up to 3 benefits. Figure 3 illustrates the overall responses to the question.

The top 3 benefits considered to be most important for a regional park were 'a greener Ealing' (54%), 'better air quality' (45%), and 'more physical activity' (43%).

'A greener Ealing' was consistently placed top among all age groups, with 'better air quality', 'more physical activity', and 'new habitats and species' featuring as the next most important benefits. Younger respondents were more likely to place more importance on 'better air quality' and 'new habitats and species' while for those aged between 35 and 54, 'more physical activity' was the second most important benefit.

The survey provided a free-text comment box for respondents to talk about other benefits they would like to get from a regional park. Table 3 shows all 20 themes and their frequency among the 4,118 respondents who commented.

**Table 3. Themes for the open-ended question about other benefits of a regional park**

<b>Themes</b>	<b>Count</b>	<b>%</b>
More physical activity	996	17%
<i>Walking, running and jogging</i>	512	9%
<i>General physical activity</i>	380	6%
<i>Cycling</i>	82	1%
<i>Swimming</i>	78	1%
Community connections	719	12%
<i>General community benefits</i>	368	6%
<i>Meeting up with family and friends</i>	252	4%
<i>Children and youth activities</i>	162	3%
<i>Safety and security concerns</i>	82	1%
<i>Economic activity</i>	63	1%
A greener Ealing	620	11%
Improved mental health	369	6%
Perivale Park Golf Course	294	5%
New habitats & species	243	4%
Richer cultural offer	225	4%
Better air quality	208	4%
No benefits	108	2%
All previous benefits	104	2%
Preventing floods	38	1%
<b>Total</b>	<b>5903</b>	

Within the open-ended comments, there was a trend for more focus on different physical activities with almost 1,000 mentions (17%), followed by community connections (12%) and a greener Ealing (11%).

Although there is a later question which looked specifically at respondents' preferences for physical activities, many respondents mentioned here that they valued walking their dogs or having access to a pet-friendly area as one of the most important benefits from a regional park.

Within the wider theme of community connections, five subthemes were identified: economic activity, meeting up with family and friends, general community benefits, safety and security concerns, and children and youth activities.

In addition to frequent comments around meeting and creating connections with other people, the general community benefits theme included community activities and events that have the wellbeing of the community at their heart. Meeting up with family and friends was seen as important by many respondents.

At the core of the economic activity subtheme, respondents mention the attraction of visitors from outside the borough, the provision of spaces, and the attraction of local businesses such as cafés.

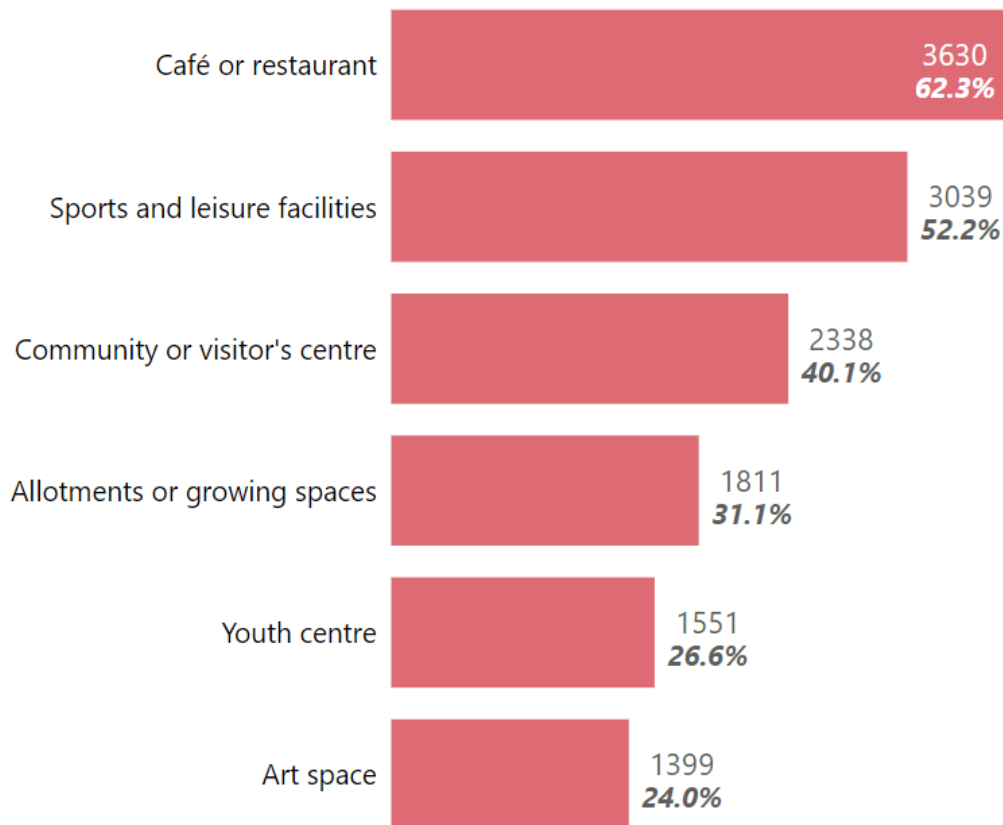
Comments relating to safety and security concerns revolved around ensuring the new regional park would be a safe, drug-free space to use, with measures to prevent anti-social behaviour. In relation to children and youth activities, respondents valued playgrounds and areas for children to play and interact with each other, along with youth centres and spaces for outdoor education.

## Preferred community facilities

To find out which community facilities participants would most like to see in the park, the survey allowed participants to respond with up to 3 choices from a set of 8 choices presented. 5,825 people answered the question, as shown in figure 4.

**Figure 4. Preferred community facilities in the new regional park**

*Which of these community facilities would you like to see in the park?*



Over 62% of respondents selected 'café or restaurant' as one of their most preferred facilities for the new park followed by 'sports and leisure facilities' (52%) and a 'community or visitor's centre' (40%) in second and third place respectively.

Younger respondents (aged 25 to 44) placed 'sports and leisure facilities' higher than the overall preference rate in second place with more than 60% wanting sport and leisure facilities (compared to 52% of the overall trend). For male respondents in this age category, this preference was even more marked (69%, and the top choice).

Female respondents were more likely to value 'allotments or growing spaces', chosen by 39% of females compared to 27% of males.

Respondents from different ethnicities generally followed the overall trend, but Asian respondents expressed a higher preference for 'sports and leisure facilities' than the overall total (68% vs 52%).

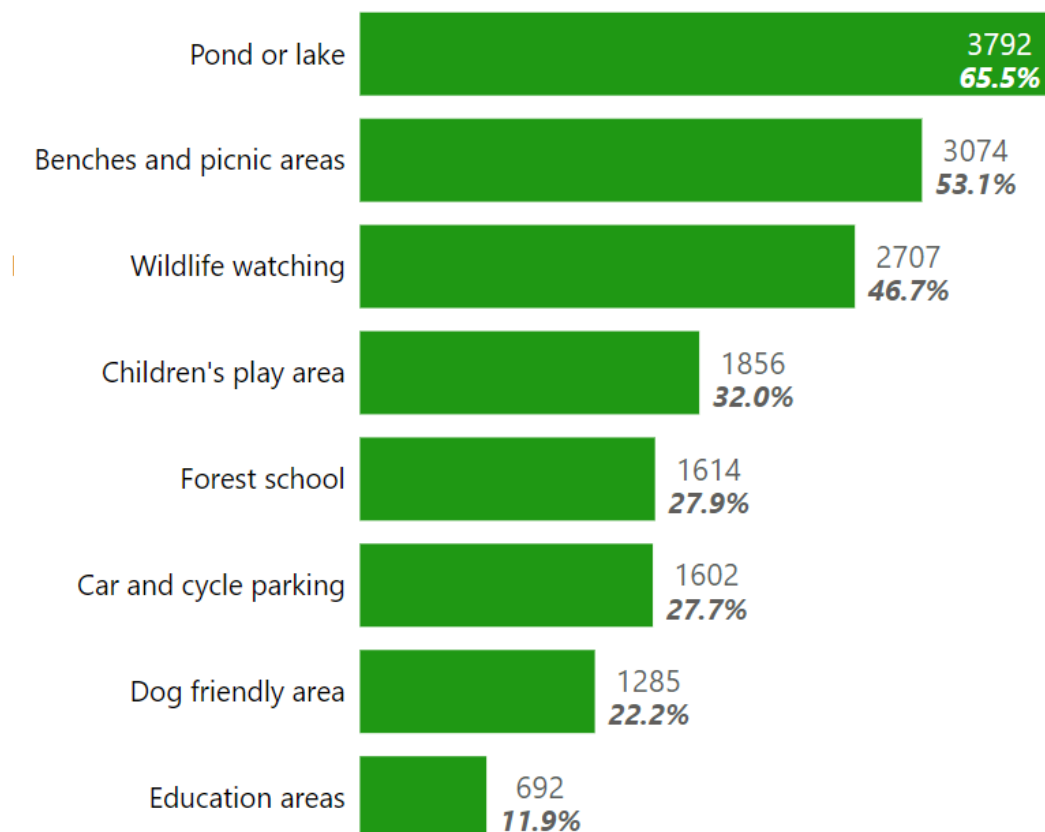
Those who considered themselves disabled were more likely to select 'community or visitor centre' (48% vs 40% overall) and less likely to select 'sports and leisure facilities' (44% vs 52% overall).

## Preferred features

Similar to the question of which facilities participants would like to see in the park, the survey also asked about their preferred features and again allowed respondents to choose from multiple options. Figure 5 shows the overall distribution of the 5,792 responses to this question.

**Figure 5. Preferred features in the new regional park**

***Which of these features would you most like to see in the regional park?***





The most popular choice was a 'pond or lake' selected by almost two-thirds (65.5%) of respondents as a feature they would like to see in the regional park, followed by 'benches and picnic areas' (53%), and 'wildlife watching' (47%).

There are only minor differences to the preferences expressed by different age groups and no significant differences for other demographic groups.

Younger respondents (aged 25 to 44) had a stronger preference for a pond or lake (73%) compared to the overall trend, while children's play areas and forest schools were particularly popular among those aged 35 to 44. Older participants (55+) preferred wildlife watching (58%) as their second most desired feature in the regional park, closely followed by benches and picnic areas (57%).

Participants could also comment on which other features and facilities the council should consider in the new park. 2,266 free-text responses were received with 14 themes identified, as shown in table 4.

**Table 4. Themes for the open-ended question about other features and facilities of the park**

Themes	Count	%
Perivale Park Golf Course	466	16%
Wildlife watching	403	13%
Swimming	330	11%
Benches, picnic areas and public toilets	307	10%
Various public services and amenities	248	8%
Sports and fitness facilities	213	7%
Car and cycle parking	194	6%
Dog free space	159	5%
Accessibility, diversity and inclusion	143	5%
Children's play area	143	5%
Economic activity	125	4%
Pond or lakes	91	3%
Cultural and social venue	90	3%
Forest school and education areas	77	3%
<b>Total</b>	<b>2989</b>	

The open-ended comments provided some different themes, issues and requests. New categories such as Perivale Park Golf Course were more prominent. It is difficult to distinguish between the 'pond or lakes' theme and 'swimming' because, for both categories, respondents often mentioned outdoor and open-air swimming with a slight preference for outdoor pools.

Benches, picnic areas and public toilets were frequently mentioned in comments. Word frequency analysis shows that public toilets (and close synonyms) were mentioned 253 times, making this clearly the most common single facility requested. Clean public spaces were also something that respondents commonly expressed a desire for.

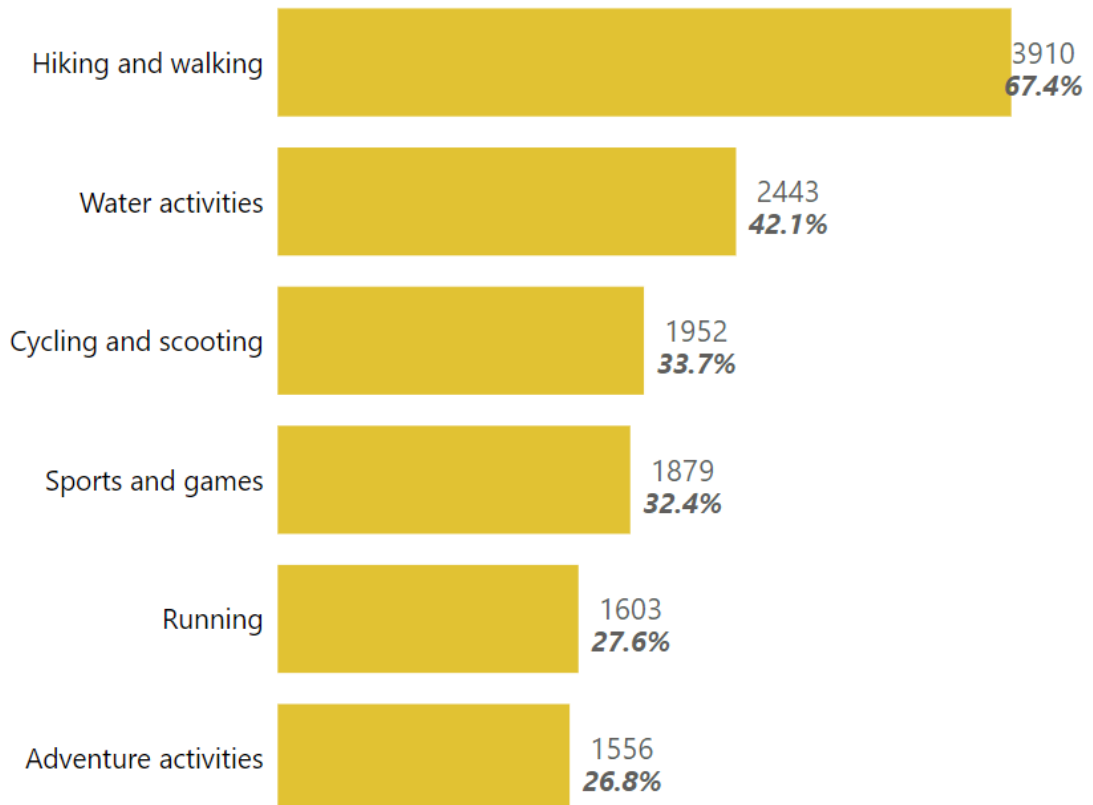
Respondents expressed their preferences for various other services and amenities in the regional park - most frequently mentioning water fountains, safety and security, and paths for walkers and cyclists. Comments about water fountains requested that these should be accessible and distributed throughout the park, while comments relating to safety and security included asking for wardens to patrol the area to prevent antisocial behaviour and drug use.

## Preferred physical activities

The survey asked which physical activities respondents most like to do in the new regional park. 5,799 people answered the question in which they could chose up to 3 activities, as shown in figure 6.

**Figure 6. Preferred physical activities in the new regional park**

### *What physical activities would you like to do in the new regional park?*



Just over two-thirds of respondents selected 'hiking and walking' as one of their top physical activities to do in the new regional park, followed by 'water activities' (42%), and 'cycling and scooting' (34%).

This overall trend holds true across different age groups, with 'hiking and walking', and 'water activities' the most selected activities. Respondents aged 25 to 34 were more likely than other age groups to select 'running' as one of their preferred choices, and this was the second most chosen option by males in this age category (selected by 46% of these respondents).

Both female and male respondents showed an overall preference for 'hiking and walking' (selected by 78% and 70% respectively).

As previously highlighted, in the open-ended question about the most desirable benefits of a regional park, respondents mentioned close to 1,000 times that they consider physical activity as an important benefit (see Table 3). Those mentioning swimming mostly asked for outdoor and indoor swimming facilities, while those who commented on cycling as a benefit asked for routes and trails to explore and ride.

## General feedback about the new regional park

The last question in the survey asked participants for any additional comments on the new regional park. Over 1,800 respondents answered the open-ended question; these responses were analysed and categorised into 10 common themes, as shown in table 5.

**Table 5. Themes for the open-ended question about other features and facilities of the park**

Themes	Count	%
Improve other parks and areas	272	19%
Do not close Perivale Park Golf Course	184	13%
General benefits	172	12%
Unnecessary & waste of money	164	11%
Sceptical about Ealing Council	137	10%
Eager for the new park	125	9%
Accessibility, diversity and inclusion	109	8%
No new developments and buildings	108	7%
Better transport links to the park	107	7%
Safety and security concerns	64	4%
<b>Total</b>	<b>1442</b>	

When asked what other feedback they wanted to give on the new regional park, 19% of comments mentioned they wanted the council to improve other parks and areas, with many specifically mentioning Gurnell Leisure Centre in this context. 11% of comments suggested that the project is a waste of money and taxes and that there are enough parks in the borough. 13% of the comments related to not closing Perivale Park Golf Course.

Other themes included a proportion of participants asking for the new regional park not to be used for new developments (7%) like high-rise buildings.

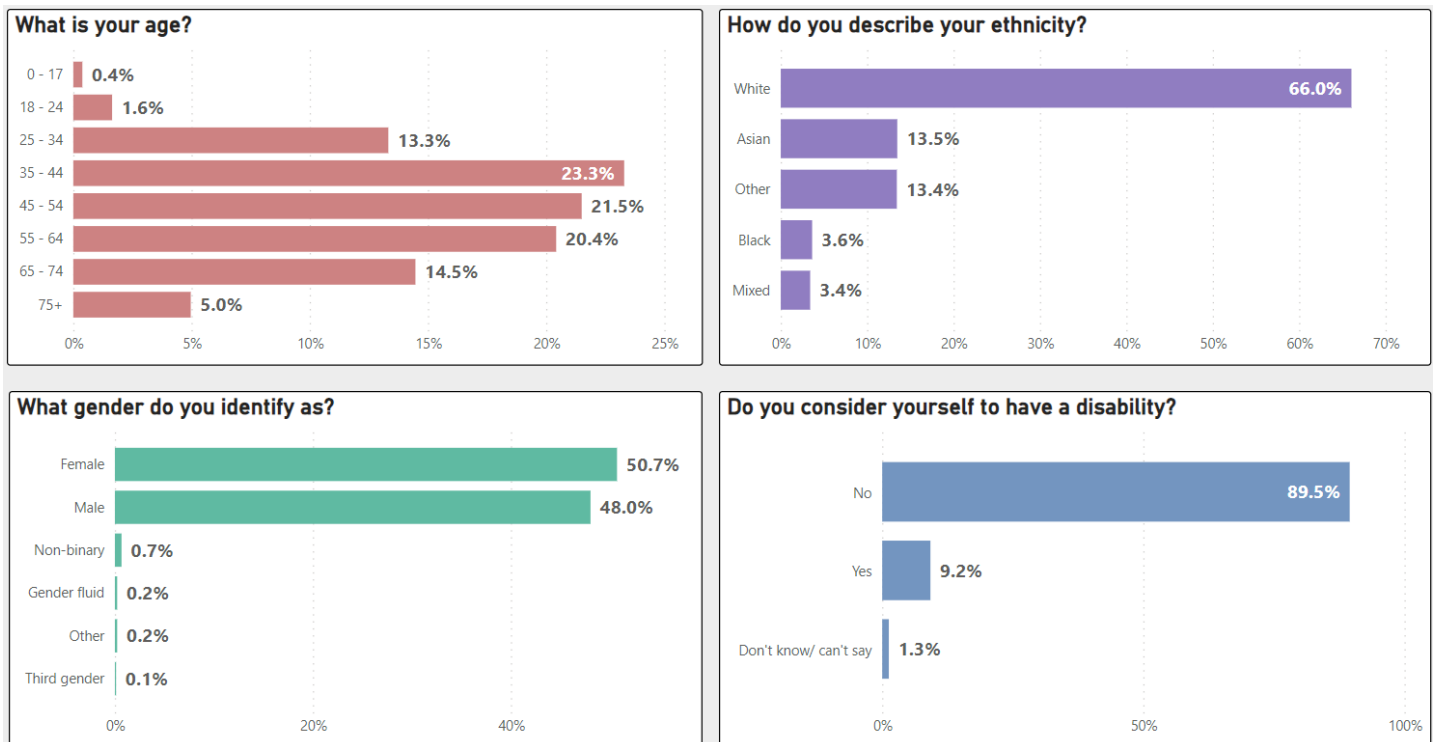
9% of comments expressed enthusiasm for the project and/or a desire to be informed about future progress with the new regional park proposal.

10% of comments expressed a degree of scepticism about Ealing Council, citing the situation with Warren Farm, a lack of information about the proposal, and the loss or destruction of existing facilities around the borough.

## Respondent demographics and geography

This section provides an overview of the self-reported demographic and geographic characteristics of those who responded to the online survey.

**Figure 7. Demographic distribution: age, ethnicity, gender, and disability**



The majority of respondents (65%) were between the ages of 35 and 64, with 20% aged 65 or older. Those aged under 35 made up only 15% of all respondents.

In terms of ethnicity, two-thirds of respondents identified as white (66%) which is a higher proportion than overall borough resident demographics. 14% identified as asian, 4% as black, 13% as other ethnicities, and 3% as being of mixed ethnicity.

Just over half (51%) of participants identified as female and 48% identified as male, with an additional 1% being non-binary, gender fluid, third gender, or other. 9% of all respondents considered themselves to have a disability.

**Figure 8. Geographic distribution by wards and area**

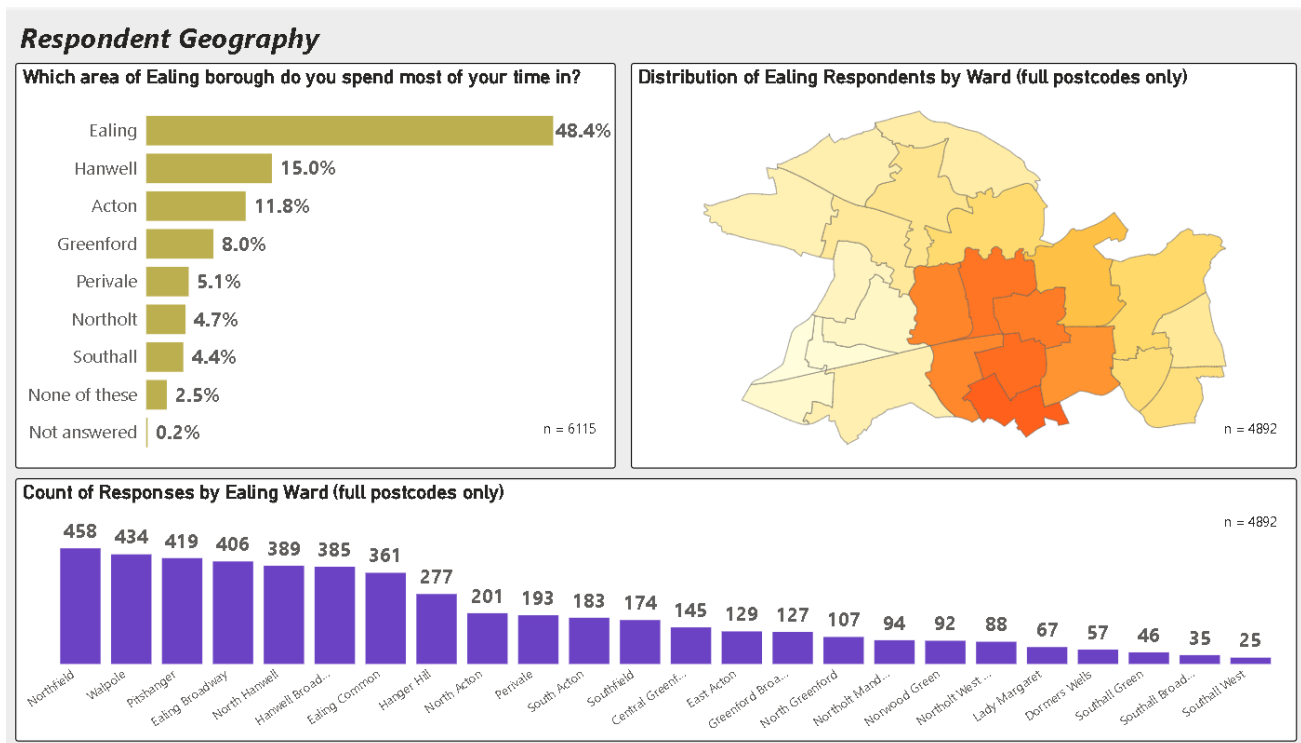


Figure 8 details the geographical distribution in the borough, based on answers to questions about people’s postcode and where they spend most of their time.

When asked where in the borough they spend most of their time, almost half of all respondents (48%) indicated this to be Ealing. This town area is over-represented compared to its proportion of the borough population (24.8%).

All other town areas were proportionally under-represented with the exceptions of Perivale which generated over 5% of responses (and has 4.4% of borough residents) and Hanwell, which provided 15% of responses (and has 8.3% of borough residents).

The thematic map and ward totals show a higher number of responses from wards in the Ealing and Hanwell areas, based on information from respondents who provided their full postcode.