

# King George's Field Redevelopment Survey



## Executive Summary:

- We received 543 responses.
- 97% of respondents supported the draft masterplan.  
This strong and clear level of support gives the Council a compelling remit to move forward with these proposals to deliver the changes that the residents of the town would like to see.
- The most popular of the proposed facilities was the refurbishment of the pavilion, to include a café and toilet facilities – 95% agreed/strongly agreed that they supported the refurbishment.
- All of the other proposed facilities also scored highly:
  - improving the playground 89%;
  - creating a new skatepark 87%;
  - a Multi-Use Games Area 90%;
  - installing a path around the edge of the field 80%.
- Of the residents surveyed who pay council tax, 79% would be willing to contribute to the cost of redevelopment through their council tax to make the project a reality.

# Westerham Town Council

## King George's Field

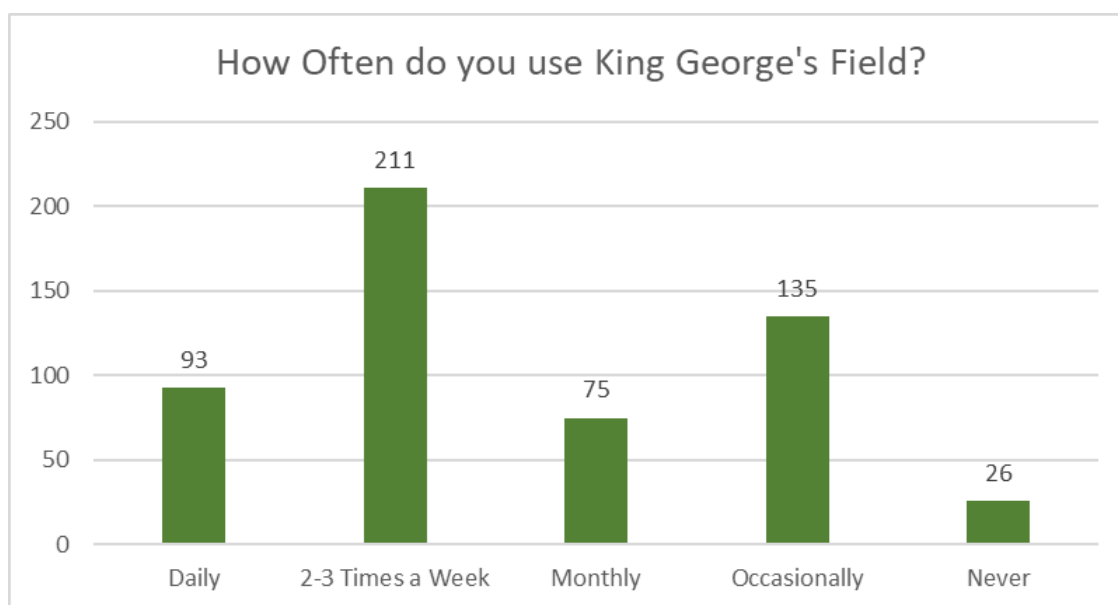
### Redevelopment Survey

#### Background

In 2015 Westerham Town Council (WTC) undertook initial public consultation with the local community to ask for residents' thoughts on possible options for redeveloping King George's Field (KGF) and to get a better understanding of what improvements you would most like to see. Informed by this initial consultation, we developed a draft masterplan for KGF showing the proposed improvements that residents had outlined: refurbish the playground and pavilion; create a MUGA (multi-use games area); install a bespoke skate park; and create an accessible perimeter path.

The draft masterplan was presented to Westerham residents to ensure that there was support for redeveloping the field and to seek feedback on the individual elements of the proposal. Consultation sessions were held on the Green and with many Westerham clubs/organisations. The survey was provided as a pull-out in TN16 magazine, delivered to each house in Westerham and through an online magazine to Crockham Hill residents (with questionnaire copies available from the local pub). The survey was also available to complete online. The survey was open from September 2021 to the end of the year, with 543 responses received over this time – 349 online and 194 via the paper questionnaire. This report illustrates the feedback gathered from residents.

#### Question 1:



**SUMMARY:** The field is generally well used by the residents of Westerham with 70% of responders using the space at least once per month, and only 5% not using the space at all.

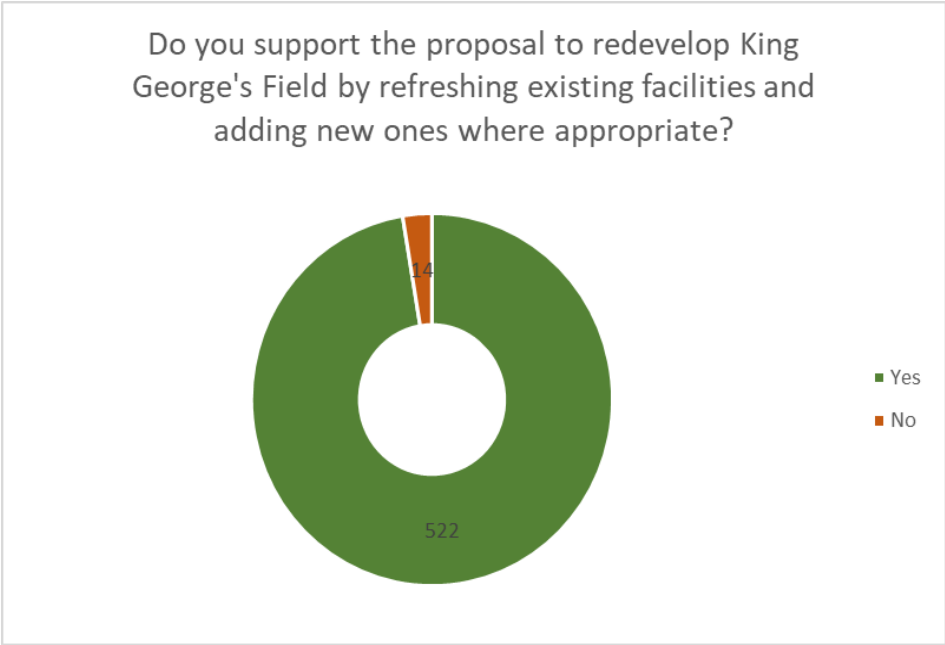
#### Question 2: What do you use it for?

A large number of residents use the field for general recreation/exercise (74), including both walking (142) & dog walking (155) and using KGF to walk through to the brewery/town/fields/allotments (16). Residents come to visit the playground (143), skate park (52), tennis court (12) and outside gym (11). Others use the field to play football (106), to run/jog (35) or for junior cycling (13). It was clear from comments that the field is used as a place to meet up socially with family and friends for events/picnics/children's activities.

**Question 3: What do you value most about King George’s Field?**

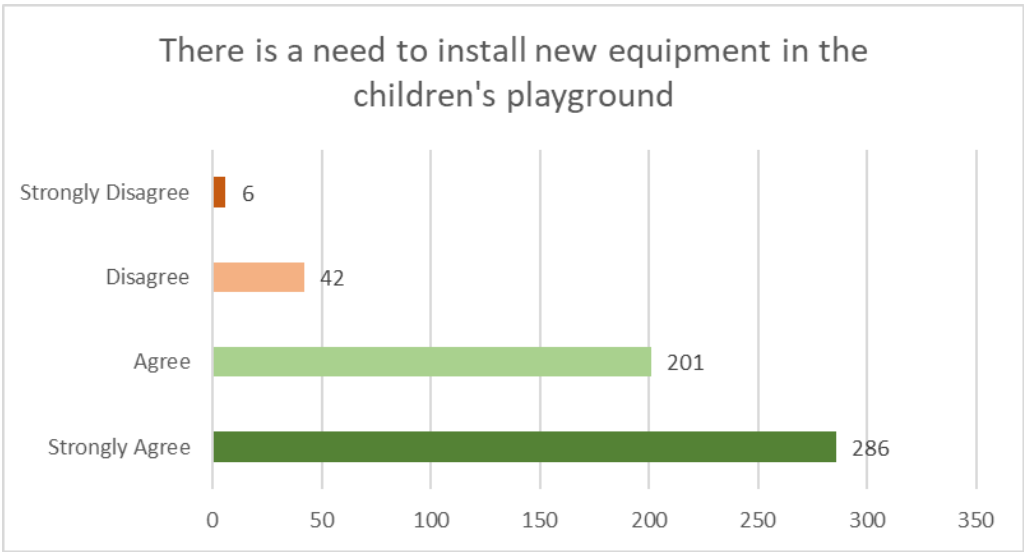
Whilst some people mentioned particularly facilities, the overwhelming message was that residents value having a large, open, green space, close to town and within walking distance of their homes. People value the vast space offered on the site, meaning it never feels crowded and seems quiet/peaceful even when busy, opening up onto the beautiful surrounding countryside. Residents valued the feeling of community/friendliness and commented that it was a clean/safe space. (502/543)

**Question 4:**



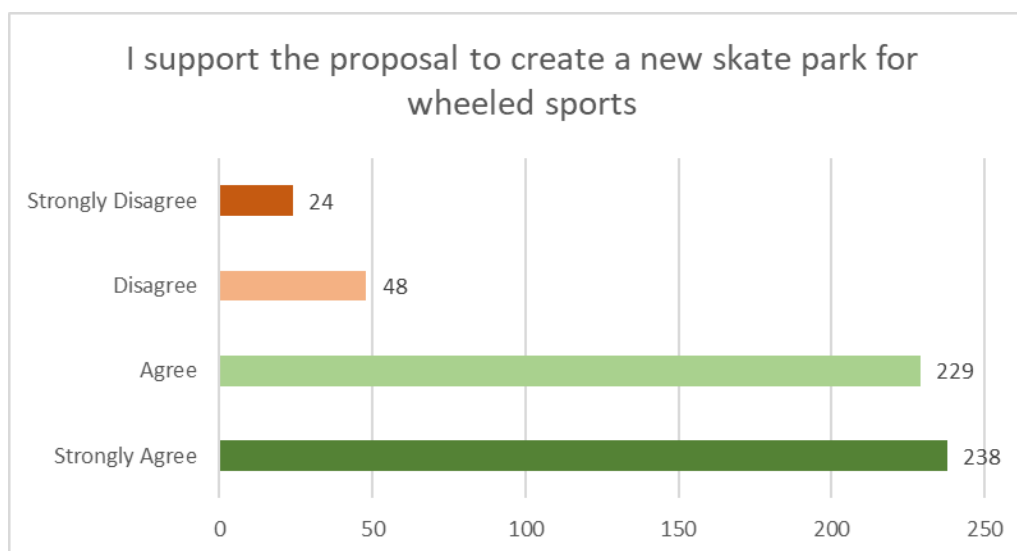
**SUMMARY:** 97.4% of respondents supported the draft masterplan. The data acquired through the survey shows a strong and clear level of support for the proposed changes to King George's Field . This gives the Council a compelling remit to move forward with these proposals to deliver the changes that the residents of the town would like to see.

**Question 5:**



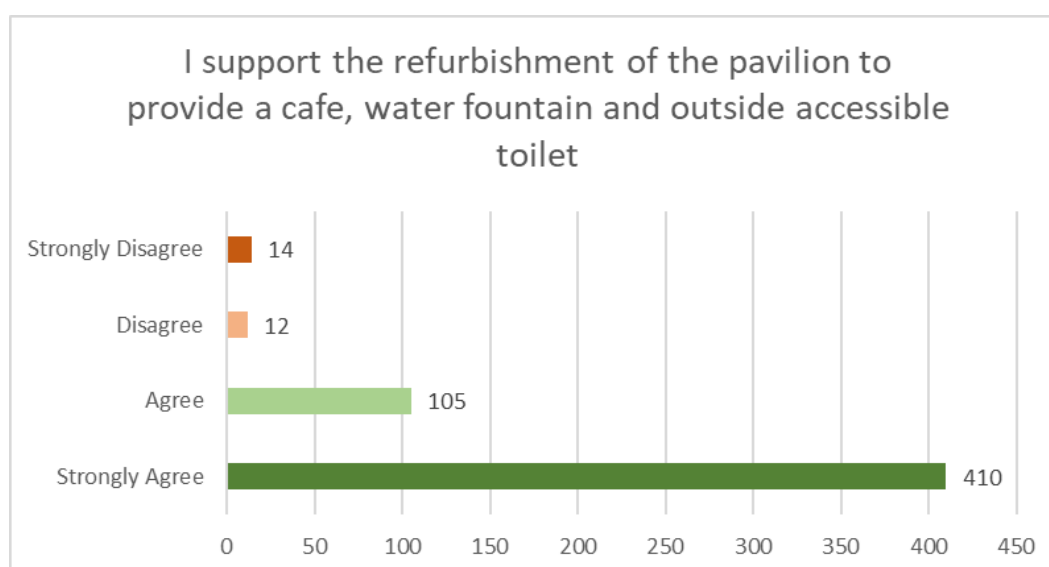
**SUMMARY:** 89.2% of responders agreed/strongly agreed that the playground would benefit from refurbishment.

### Question 6:



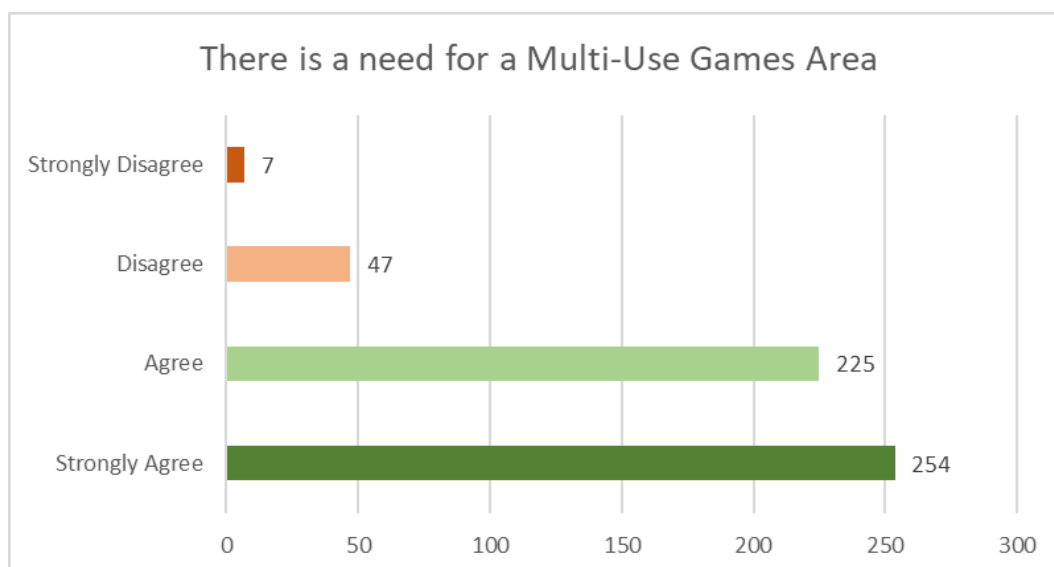
**SUMMARY:** 86.6% of responders agreed/strongly agreed with the proposal to create a new skate park for wheeled sports. It should be noted that almost all of the responses disagreeing/strongly disagreeing with the need for a new skate park were in the 50+ age group – a clear disparity with the responses of users (under 18s) and their parents. **This will need to be addressed in future project communications with the public.**

### Question 7:



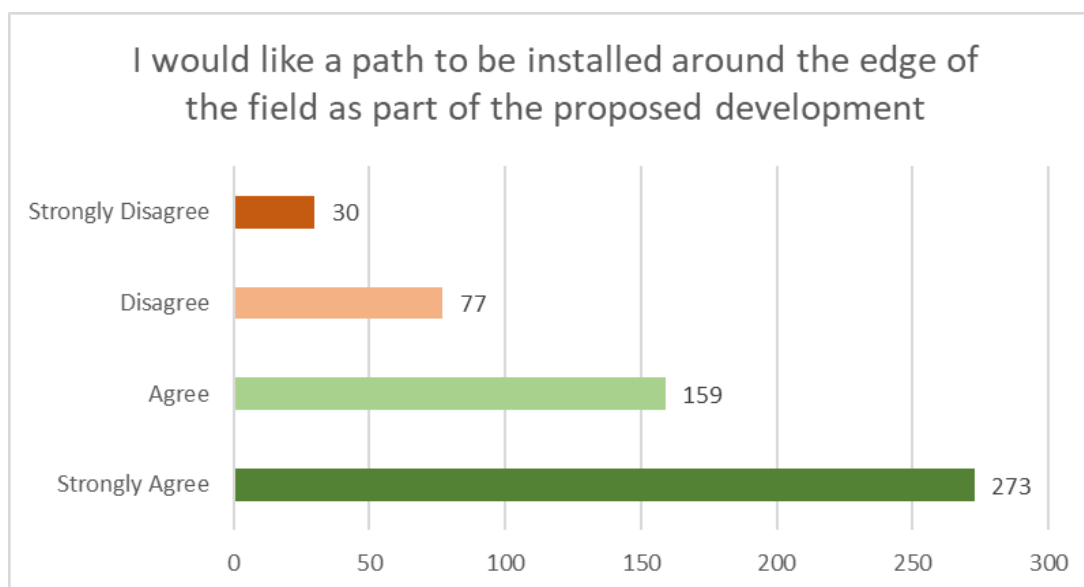
**SUMMARY:** of the proposed elements of the masterplan (Playground, Skatepark, MUGA, Pavilion, Perimeter Path) the Pavilion refurbishment was the item most supported by responders, with 95.2% of responders agreeing/strongly agreeing with refurbishment. Although it is unclear from the data which aspects of the pavilion refurbishment drove this response, many of the comments suggest that the pavilion should become the community hub of the field. There were many comments requesting a café and accessible toilet facilities.

### Question 8:



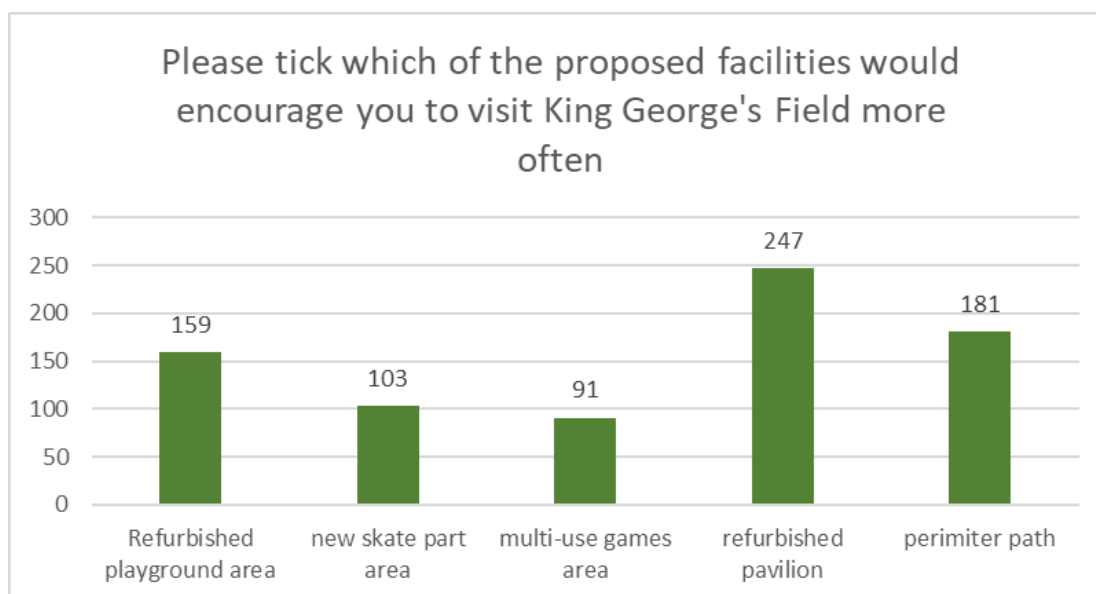
**SUMMARY:** 89.9% of responders agreed/strongly agreed that there was a need to create a MUGA. Although it is not clear from the data what the priority uses of a MUGA would be, there are a number of comments regarding usage, including: starting a tennis club with the provision of two courts; walking football and netball; football training, futsal and recreational five-a-side; and basketball.

### Question 9:



**SUMMARY:** 80.2% of responders agreed/strongly agreed that they would like to see a path installed around the edge of the field. It should be noted that many of the responses disagreeing/strongly disagreeing with the need for a perimeter path also commented on this in the comments. Some people felt that there wasn't a need to surface a path around the edge of the field because it is already used for walking and the area is fairly flat and drains quite well. There was a clear lack of understanding that a surfaced path would enable the field to be used by everybody and in all weathers, as the field is currently only accessible to able bodied users and is not accessible to wheelchair users, prams/buggies and older walkers. This will need to be addressed in future project communications with the public.

**Question 10:**



**SUMMARY:** the results above should be considered in parallel with the age of respondents in question 14. For example, the high numbers of users who would be encouraged to visit King George's Field more often by a refurbished pavilion and perimeter path may be due to the high number of over 60s responding (154) compared with the number of under 18s responding (48). Whilst there is a greater use of King George's Field today by younger residents, it is not clear if the proposed changes will alter this to provide usage across a broader age range.

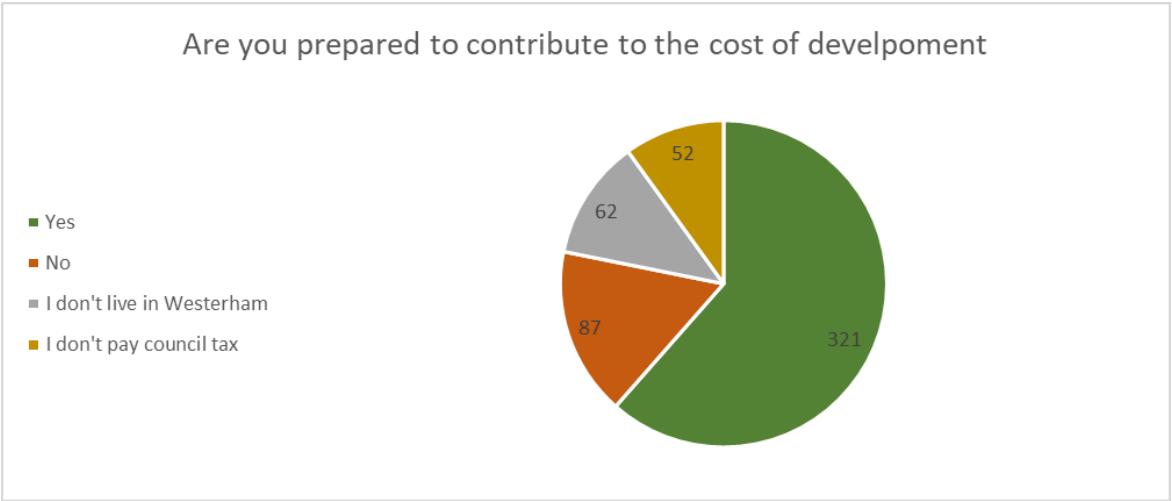
**Question 11:** summary of comments section



**SUMMARY:**

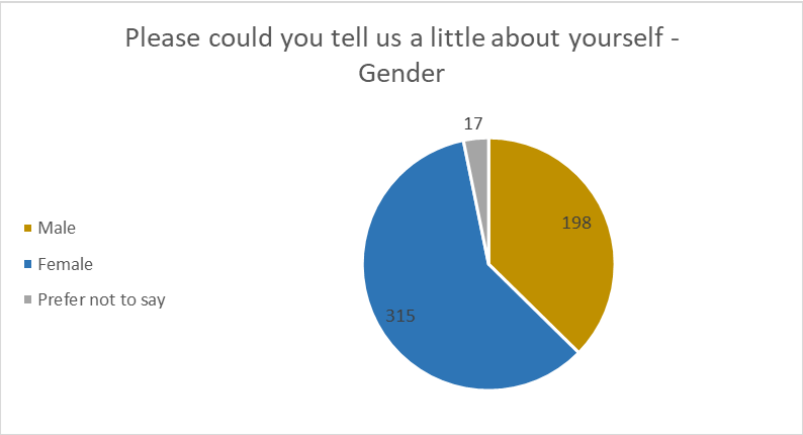
- Better infrastructure needed: toilets/paths/benches/parking
- 50/50 split: residents wanting dogs on leads enforced vs residents asking for further facilities for dogs – this will need to be addressed in future communication with the public
- Concerns regarding vandalism/graffiti/security/litter/anti-social behaviour – this will need to be addressed in future communication with the public

Question 12:



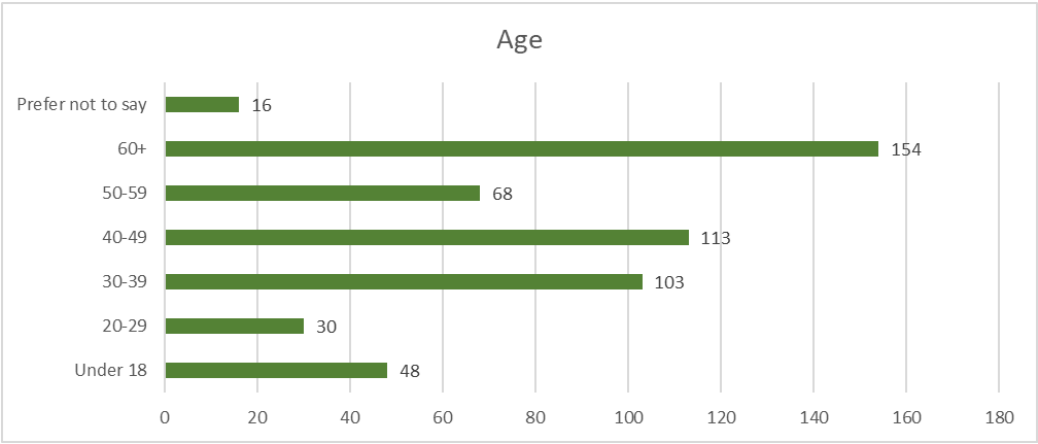
**SUMMARY:** of the residents surveyed who pay council tax 78.7% of responders would be willing to contribute to KGF redevelopment financially through their council tax to make the project a reality. It is important that the public are aware that this step would only be considered after funding options had been exhausted and following further public consultation.

Question 13:



**SUMMARY:**  
Male respondents – 37%  
Female respondents – 59%

Question 14:



**SUMMARY:** the demographics of the responders closely mirror the residents of the town. However, this does not correlate with the demographic of current users, which may have affected results.