

Appendix 1

Kent Country Parks Strategy 2017-2021

Consultation Report

1. Introduction:

Kent County Council owns and manages through its Country Parks Service a range of country parks and countryside sites which contain some of the highest quality natural habitats and landscapes that Kent has to offer.

The previous Kent Country Parks Service Strategy ran from 2014 up until 2017 and sets out the aspirations for the service over this period.

During the period of that previous strategy, the Country Parks Service has achieved exceptional customer satisfaction ratings - an average 9.25 out of 10 for overall satisfaction in 2016 -and has ensured that the parks are managed to a high conservation standard. This is evidenced by the retention of Green Flag Awards by six of our sites, which are assessed annually, as well as securing a seventh Green Flag for the parks portfolio, in this instance for Pegwell Bay Country Park near Ramsgate. This Award too has been retained.

In that same period the service successfully met a series of challenging financial targets.

In 2016/17 the service built further on those financial targets, generating over £1.2 million income through cafes, car parking, venue hire and school visits. This equates to 77% of the total Country Parks budget, following a programme of continuous improvement and a focus on sustainability.

It is within this context that the Country Parks Strategy provides the framework for the management of these highly valued community assets. The draft 2017- 2021 Strategy builds upon the continuous improvement approach of the previous strategy with the objectives remaining broadly similar, but critically develops further the links to health outcomes that the Country Parks' offer supports, as well as including a commitment to further improving the insight around our customers, and therefore our parks' targeted offer.

The 2017 – 2021 Strategy has been developed in partnership with an Informal Members' Board. The Board was chaired by the previous Deputy Cabinet Member for Environment and Transport Cllr Clive Pearman, and involved Cllr Ian Chittenden, Cllr Trudy Dean and Cllr Martin Whybrow.

2. Consultation process:

2.1 Overview:

In addition to the Informal Members' Group mentioned above, KCC Members also helped to inform the Strategy through Environment and Transport Cabinet Committee on the 15th June 2017.

The County Parks' teams on the ground were directly involved in the development of the draft strategy before the public consultation was launched.

Public consultation was undertaken from Monday 10 July to Monday 18 September 2017 (10 weeks). The consultation gave members of the public and other stakeholders the opportunity to provide feedback on the draft Strategy before it is finalised and adopted.

2.2 Stakeholder identification:

Stakeholder groups with established relationships with the Country Parks such as the parks liaison groups and the Kent Environment Champions were given presentations regarding the draft strategy. Key stakeholders such as The Kent Wildlife Trust were additionally emailed directly as part of the consultation promotion.

2.3 Promotion and Publicity:

Hard copy promotion of the consultation was delivered through all nine country park sites, all five KCC countryside sites, as well as libraries closest to the country park sites.

Existing park users were made aware of the consultation through posters and postcards in all of the parks and copies of the draft strategy and response forms were available in the visitor centres of all the bigger parks. All season ticket holders were emailed directly.

Emails (or hard copy letters in some circumstances) promoting the consultation were sent to nearly 600 individuals who had written (in 2016) to KCC in relation to the future of the five countryside sites.

In addition to the work with the stakeholders above, significant activity was undertaken in an attempt to reach individuals or organisations who may not currently use the parks.

For instance, all Parish Councils within Kent were sent emails promoting the consultation, and those Parish Councils nearest the parks were also sent a hard copy letter and copies of the promotional posters and postcards to display and hand out.

The consultation was regularly featured on the homepage of KCC's website, also KNet (KCC's intranet pages), KCC's TV screens, promoted on the Council's social media channels and through a press release.

Explore Kent also promoted the draft strategy to their audiences through regular tweets and Facebook postings.

The KCC Consultation Team further promoted the consultation to their database of individuals who have previously signalled their desire to be notified about public consultations with regards to Arts, Culture, Sport and Leisure, Environment and Countryside issues, reaching over 5,000 individuals.

2.4 Accessibility and Interest

Feedback was collected via an online questionnaire, hosted on [KCC's consultation webpages](#). Paper copies of the questionnaire were available at country park visitor centres and on request.

In addition to the completed questionnaires, written responses were received from individuals and groups via email and letter.

All publicity material included a phone number and email address for people to request hard copies and alternative formats of the consultation material if required. Word versions of the draft strategy, EqIA and questionnaire were provided to ensure accessibility of documentation to consultees using audio transcription software.

Kent Country Parks are fortunate to benefit from regular volunteering from a number of groups who provide opportunities to people with learning disabilities. In order to capture the views from this important group, an easy read version of the draft strategy and questionnaire was prepared and made available. Particular thanks go to the group which manage flower beds at Teston Bridge Country Park and their Support Organiser Claire Kehily who provided invaluable support in designing the easy read versions.

An Equality Impact Assessment (EqIA) was undertaken to determine whether delivering the Country Parks 2017-2021 Strategy may cause any direct or indirect negative impacts to people, and to ensure that positive impacts for one or more of the protected characteristic groups are secured..

3. Consultation Results - Respondents

The consultation draft strategy was downloaded 1,313 times (comprising 967 PDF versions, 320 Word versions, 26 Easy Read versions) from the consultation webpage.

Questionnaire: Section 1 'About You' and Section 5 'More About You'

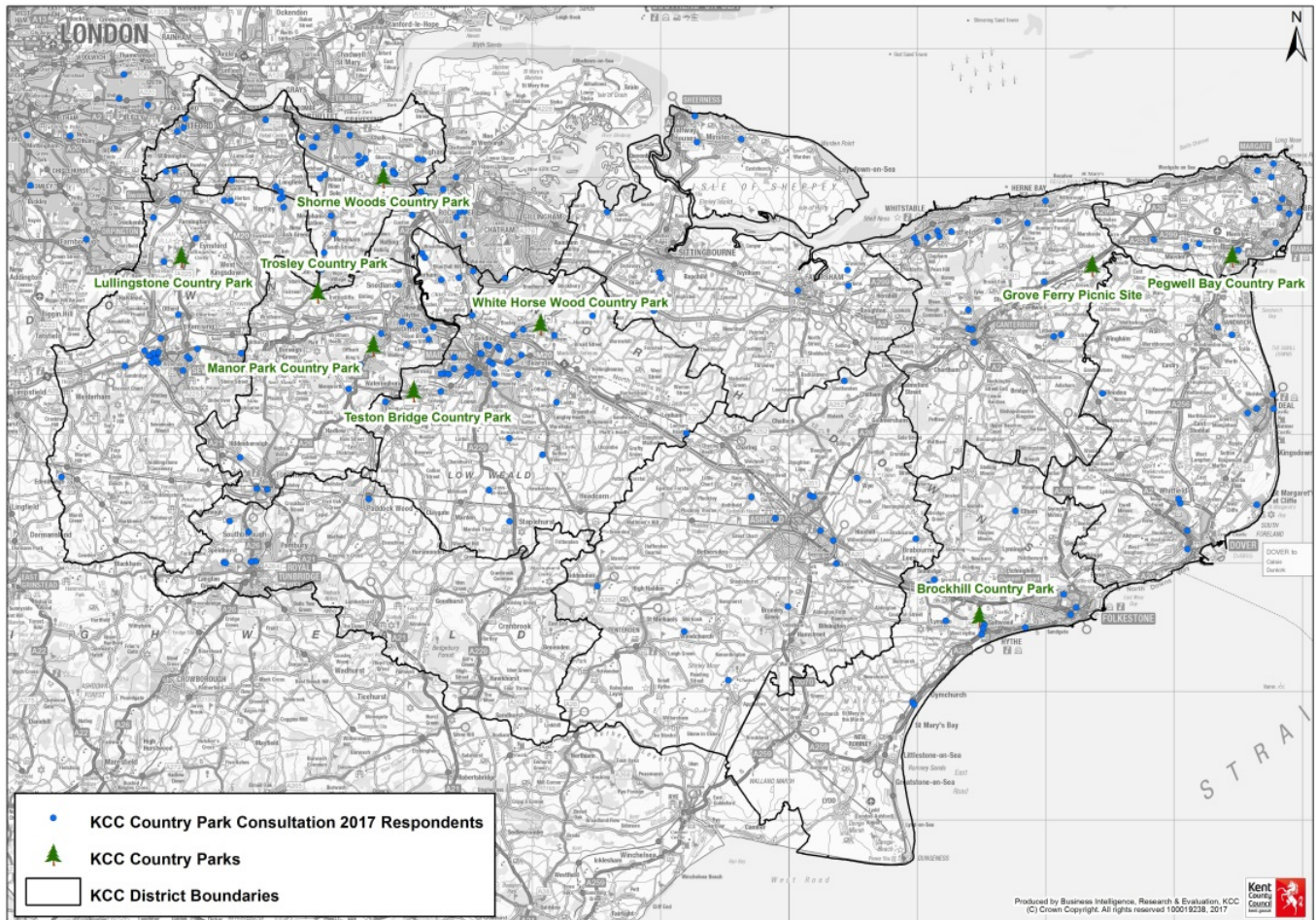
Q1: Are you responding as...?

Are you responding as ... ?	Total
A Kent resident who visits Kent Country Parks	199
A Charity, Voluntary or Community Sector organisation (VCS)	11
A Kent resident who does not visit Kent Country Parks	11
On behalf of a Parish / Borough / District Council in an official capacity	9
A non-Kent resident who visits Kent Country Parks	8
Other	5
As a member of KCC / Country Park staff or volunteer	3
A business	1
Grand Total	247

Q1: Table to show frequency of each type of respondent

247 people responded to the questionnaire. The vast majority of people responding were Kent residents that visit Kent Country Parks.

Q2: Please tell us your postcode



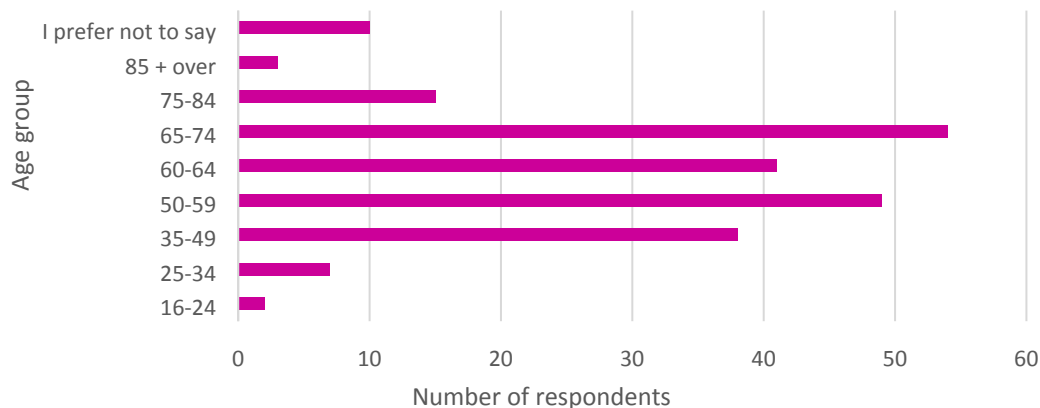
Q2: Map to show postcodes of respondents

Q16: Are you.....?

- Male = 50%
- Female = 47%
- Prefer not to say = 3%

These statistics are broadly in line with the Kent population which is 51% female, and 49% male.

Q17: Which of these age groups applies to you?



Q17: Graph to show Age demographic of respondents

The majority of respondents were aged between 35 and 74. This is in line with the results from the 2016 Kent Country Parks Visitor Survey, which identified more than 9 in 10 respondents, 95.6%, over the age of 25.

However, 12% of the Kent population are 12-24 years old and 12% are 25-34 years old (KCC 2016 Mid-Year Population Estimate). Therefore, our survey respondents were under-represented within these age groups, with respondents in these age brackets representing 4.4% and 3% of total respondents respectively.

Q18: To which of these ethnic groups do you feel you belong?

Ethnic Group	Total	Percentage
Asian or Asian British: Indian	3	1.10%
White English	188	69.12%
White Scottish	3	1.10%
White Welsh	2	0.74%
White: Irish	1	0.37%
White: Other	4	1.47%
Mixed: Other	1	0.37%
Mixed: White and Asian	1	0.37%
Mixed: White and Black Caribbean	1	0.37%
I prefer not to say	10	3.68%
Not answered	58	21.32%
Grand Total	272	100.00%

Q18: Table to show quantity and percentage of respondents from each ethnic group.

The majority of respondents identified themselves as White English. Some identified more than one group.

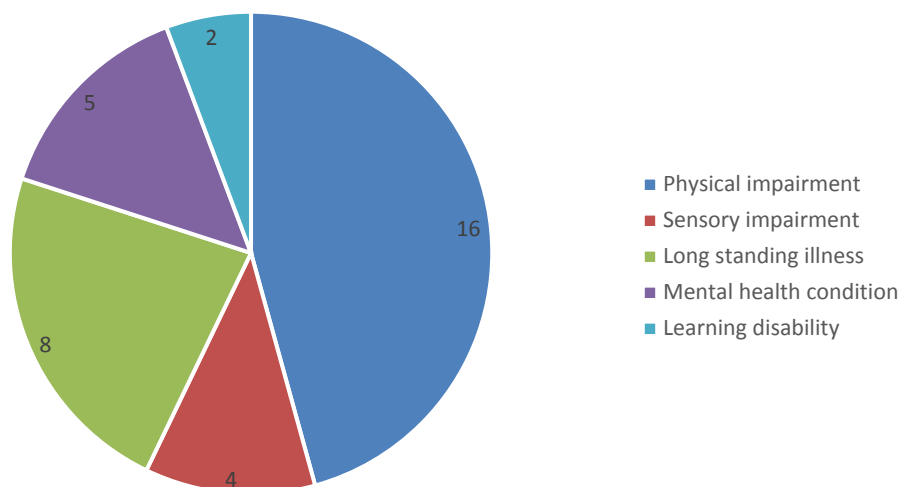
These results were similar for the 2016 Kent Country Parks Visitor Survey, where 96.9% of respondents said that their ethnic background was 'White', some 1.6% were of a 'Mixed' background, a further 0.8% of respondents were 'Asian/ Asian British', some 0.5% were 'Black/ Black British', and the remaining 0.3% of respondents preferred not to disclose this information. These broadly remain in line with the 2011 census which identified 93.7% of county residents as 'White' and the remaining 6.3% from a Black, Minority or Ethnic background.

Q19: Do you consider yourself to be disabled as set out in the Equality Act 2010?

9% of the total responders answered 'Yes' to considering themselves disabled (20 individuals). Of these 20 people, 16 had a physical impairment, 9 people suffered from more than one type of impairment.

Given the sample size of consultation responders, these results are broadly similar for the 2016 Kent Country Parks Visitor Survey, where 5.9% of respondents said that they classed themselves as disabled, 93.4% did not class themselves as disabled and 0.6% preferred not to disclose this information. Both the consultation and the visitor survey suggest Country Parks can do more to attract disabled visitors, given the 2011 census identified 17.6% of Kent residents have a health problem or disability which limits their day-to-day activities.

Q19a: If you answered 'Yes' to Q19, please tell us the type of impairment that applies to you.



Q19a: Pie Chart to show types of impairments experienced by disabled responders.

Q20: Are you a carer

9% of respondents are carers, and as part of our action plan against the draft strategy's Equality Impact Assessment, we will be considering site by site as well as product by product how we can improve our offer for all protected characteristic groups, including carers.

Q21: Do you regard yourself as belonging to a particular religion or belief?

Q21a: If you answered 'Yes' to Q21, which of the following applies to you?

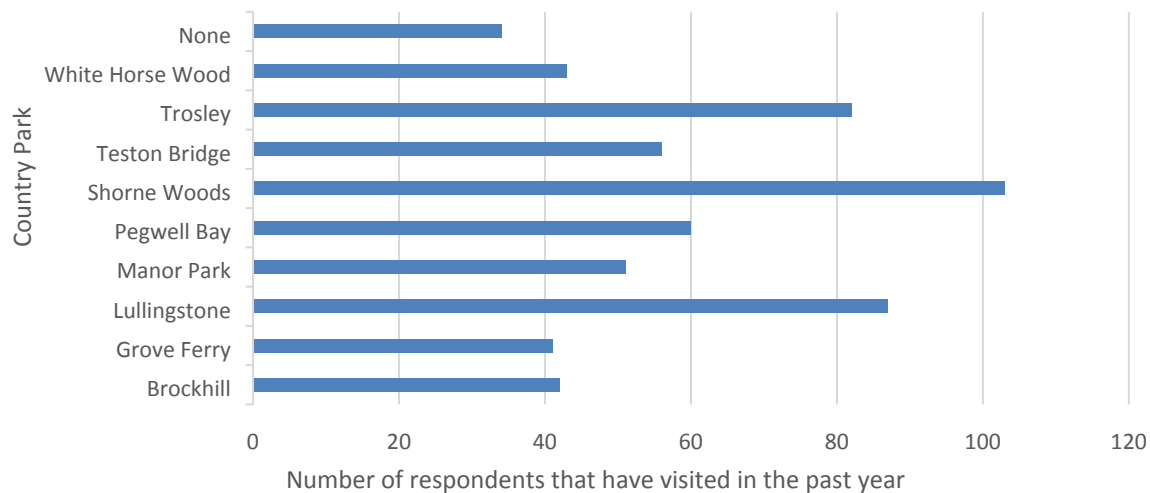
79 individuals (36%) regard themselves as belonging to a religion, and of these, 71 people are Christian, 1 Hindu, 2 Sikh and 4 "others". These figures are somewhat adrift of the Kent statistics which identify through the 2011 census as 68% of residents identifying with 'a' religion. As part of our action plan against the draft strategy's Equality Impact Assessment, we will be considering site by site as well as product by product how we can improve our offer for all protected characteristic groups. We know the average drive time to each of our parks, and as part of that dataset, we will identify the principal religions in the communities most local to each site, to again inform our approach.

Q22: Are you [of which sexual orientation]?

180 individuals (83%) identified themselves as heterosexual; 2 as bisexual; 1 as a gay man and 32 people preferred not to say. There is no comparator data from the 2016 customer survey. However, tentative estimates from the Annual Population Surveys of 2015 to 2016 suggests that 1.9% of Kent's population are lesbian, gay or bisexual. The Service needs to undertake greater analysis of this user (and non user) group, where individuals are happy to advise us of their sexual orientation, before being able to undertake any meaningful action planning.

Consultation Results - Substantive Feedback
Questionnaire: Section 2 'Our Parks'

Q3: Which parks have you visited?



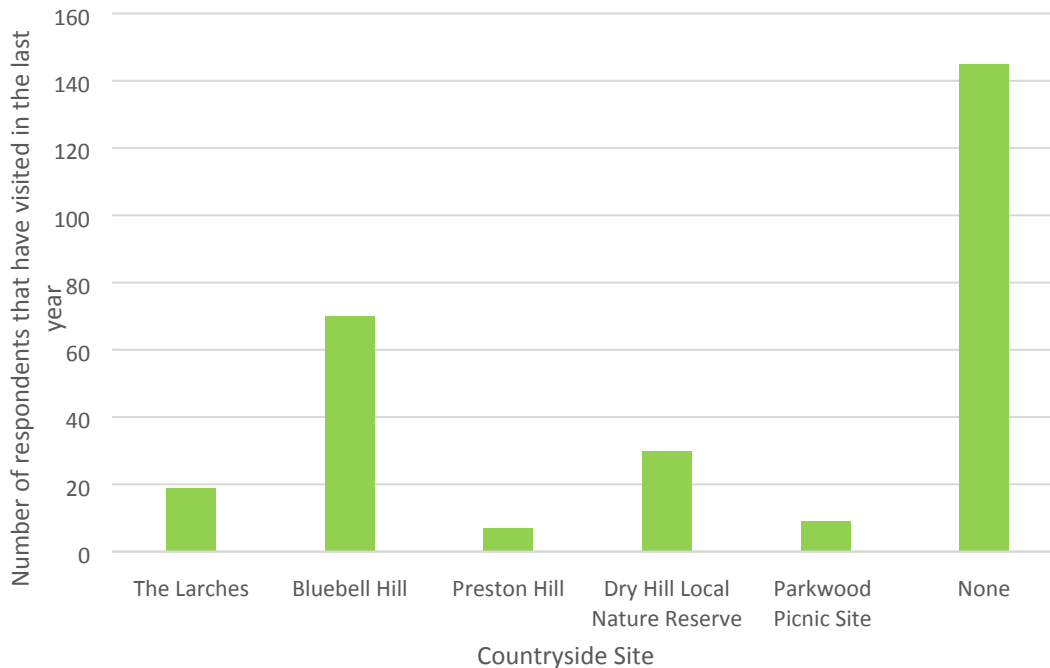
Q3: Bar Chart to show number of respondents that have visited the country parks in the past year.

The most popular country parks to visit by consultation responders are Shorne Woods, Lullingstone and Trosley. The most popular country park(s) in each age range are shown in **bold** and *italics*. It can be seen that Shorne Woods is the most popular country park for most age ranges; however, 65-74 year olds favour other parks.

Park visited in last year	Age Range								I prefer not to say
	16-24	25-34	35-49	50-59	60-64	65-74	75-84	85 + over	
Brockhill		2	6	9	5	10	2		1
Grove Ferry		1	3	10	7	8	2		
Lullingstone	2	2	11	16	17	18	1	2	3
Manor Park		1	11	7	13	12	1		3
Pegwell Bay		1	7	12	8	18	2		1
Shorne Woods		4	17	23	19	15	5	1	2
Teston Bridge		1	11	12	11	9	5		1
Trosley		3	11	18	17	18	3		1
White Horse Wood		2	9	6	8	11	1		1
None			4	4	2	8	3	1	3

Q3&17: Table to show age range of visitors to each of the main country parks.

Question 4: Which of the smaller countryside sites have you visited?



Q4: Bar Chart to show number of respondents that have visited the smaller countryside sites in the past year

The small countryside site Bluebell Hill, which is managed by Kent Wildlife Trust on behalf of KCC, is as popular a destination as many of the country parks among consultation responders. This is a slightly unexpected output, and will be tested as part of the Service's 2018 customer survey. The other four small countryside sites are less popular; 61% of respondents having not visited any of them in the last year.

Q5: How often do you visit?

Most respondents visit KCC country parks three to four times per year. 72% of the respondents visit this often, while 18% of respondents visit a country park at least once a week. These results are comparable with the 2016 Kent Country Parks Visitor Survey, where almost two-thirds, 63.1% of respondents, said that they had visited the park where they were being interviewed 'Over 10 times before'.

The table below shows the full range of results. The rows below in **bold** and *italics* should be treated with caution due to small sample sizes.

There is not a statistically significant difference in the frequency of visits between the age ranges (those which can be analysed due to having a large enough sample size). From the sample, there is no age range that tends to visit more frequently than others.

Age range	How often do you visit Kent Country Parks?										
	Daily	More than once per week	Weekly	2-3 times per month	Monthly	3-4 times per year	Every 6 months	Once per year	Less than once per year	I don't know	Never
16-24	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%
25-34	0%	0%	0%	14%	14%	43%	0%	0%	14%	14%	0%
35-49	0%	11%	11%	11%	16%	34%	5%	5%	5%	0%	0%
50-59	6%	8%	6%	18%	8%	24%	6%	12%	6%	0%	4%
60-64	5%	7%	12%	17%	12%	29%	5%	0%	5%	2%	5%
65-74	7%	4%	13%	22%	15%	19%	4%	6%	6%	4%	2%
75-84	7%	0%	0%	27%	0%	33%	13%	13%	7%	0%	0%
85 + over	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%
<i>I prefer not to say</i>	0%	10%	0%	10%	10%	20%	30%	0%	0%	0%	10%
Not answered	2%	2%	6%	8%	13%	23%	8%	4%	4%	4%	11%
Grand Total	4%	6%	8%	15%	12%	27%	7%	6%	5%	2%	4%

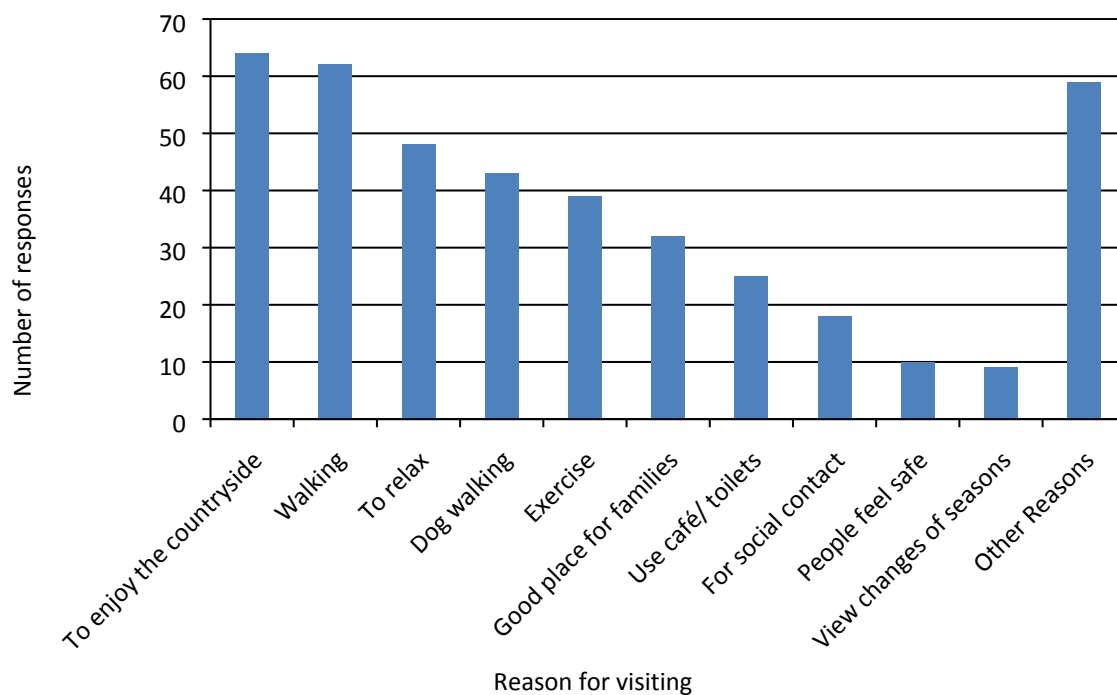
Q5&17: Table to show percentage frequency of visit for each age range.

Q5a: Why do you not visit the parks?

There were 24 responses explaining why individuals never visit the park. Response numbers are too small to be statistically significant but the principal reasons provided were: live too far away from any individual site; not aware of the country parks, credited by the respondents to a lack of advertising; and lack of public transport links.

Q6: Why do you visit the parks?

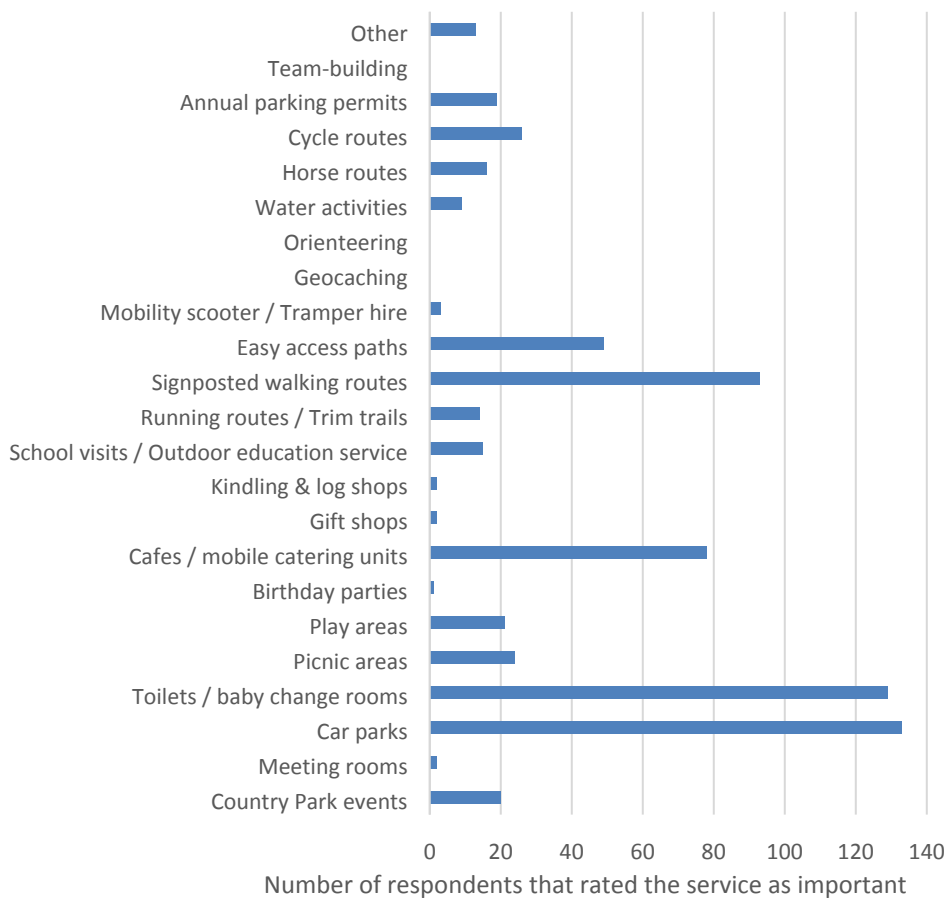
People gave a variety of reasons for why they visit the country parks. There were common themes to their answers. The top ten of these themes are shown in the graph.



Q6: Bar Chart to show top ten most frequently cited reasons for why people visit the parks

These results were similar for the 2016 Kent Country Parks Visitor Survey, where when asked what were their reasons and motivations for visiting the park on the day of interview from a list of suggestions, the most likely responses were ‘Walk the dog’ (46.3%), ‘To have a walk’ (40.8%), ‘To relax in nature’ (22.1%), ‘The café’ (21.0% where café available), ‘Getting the kids active’ (19.9%) and ‘Meet friends and family’ (17.8%). The consultation list of suggested answers varied slightly from the 2016 customer survey, as we were keen to understand further the “enjoy the countryside” response from the 2016 survey

Q7: Which services and facilities are most important to you?

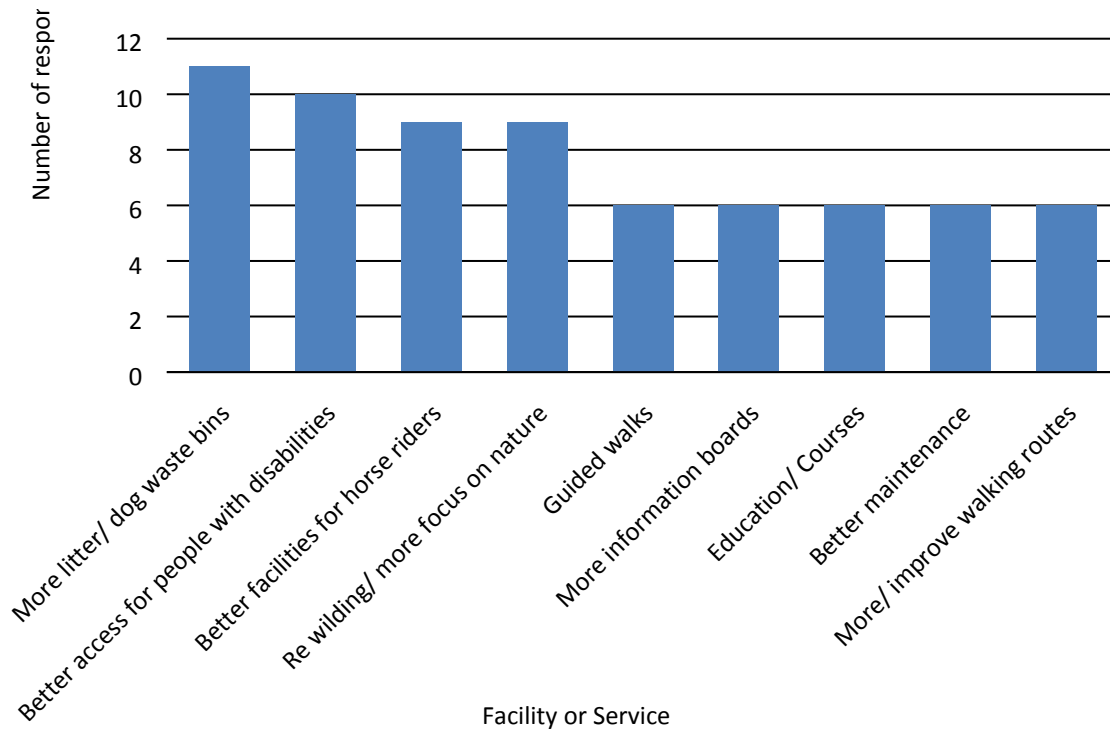


Q7: Bar Chart to show number of respondents that have rated each service as important.

Respondents that selected “other” when answering Q6, then specified the reasons why they visit Country Parks. The top five reasons cited were car parks, toilets/baby change, signposted walking routes, café/catering provision, and easy access paths.

Q8. Are there any other services, facilities or activities that you would like to see offered at our Parks?

Many different suggestions were recorded for further facilities and services country parks should offer. The graph shows those ideas suggested by six or more respondents.



Q8: Bar Chart to show number of comments referencing other services, facilities or activities that respondents would like to see offered at Country Parks.

Questionnaire: Section 3 ‘Our Vision’ – Feedback on the Strategy

Vision: “to provide an inspirational and sustainable countryside experience for Kent’s residents and visitors”.

Q9: To what extent do you agree with the vision?

There are very high levels of agreement with the vision. 57% strongly agreed and 33% agreed.

When asked for comments and suggestions on the vision, 127 individuals responded. In identifying points that should be added to the vision, the following were suggested six or more times:

- Purchase Chipstead Lake
- More focus on nature
- Accessibility
- Not selling or offloading management of smaller parks
- More use by schools and for education
- Better facilities for horse riders
- Reducing car parking prices/ making it free to park

Purchasing Chipstead Lake has been looked into and rejected, as would require a capital investment that could not be repaid within ten years, or indeed the foreseeable future.

The 9% of responses (20 people) suggesting the vision should be more focused on nature/ wildlife/ countryside/ biodiversity/ environment additionally commented that the vision is “too people focused”.

Aims:

Strategic Aim 1. Provide a network of high quality and biodiverse country parks.

Strategic Aim 2. Increase visitor numbers to the country parks.

Strategic Aim 3. Ensure the service is as financially self-sustaining as possible.

Q10. To what extent do you agree or disagree with our three strategic aims?

Looking at the whole sample, the average level of agreement with the strategic aims was as follows:

Aim 1 – “strongly agree”

This aim scored an average of 1.34, calculated by combining all respondents scores, where all respondents could score either 1 = Strongly Agree through to 5 = Strongly Disagree

Aim 2 - “agree”

This aim scored an average of 2.05

Aim 3 - “agree”

This aim scored an average of 2.18

Q10a: Further comments on the strategic aims

Within the comments of the 107 individuals that responded to this question, the following trends were found:

- biodiversity/environment/park should not be damaged by increased visitor numbers (14% of responses to this question, i.e. 15 respondents to this question, and in total 6% of all consultation respondents)

- parking charges should not increase as this will discourage visitors (9% of responses to this question)
- concerns over funding source/income generation/lack of recognised financial value of parks to society (8% of responses to this question)
- concerns over increasing visitor numbers and how this will impact on the park and on the enjoyment of regular visitors. (8% of responses to this question)
- suggestions of 'rewilding' ie allowing a landscape and its plants to be less intensively managed, if formally managed all (4% of responses to this question)
- Issues with cars parked on adjacent roads (3% of responses to this question)

Q11: Strategic Aim 1 has three objectives. To what extent do you agree or disagree with each of these?

Objective 1. *Ensure high quality parks are provided, maintained and improved and that, where possible, the quality of our standards of management are independently tested and verified.*

Objective 2. *Ensure that the biodiversity, heritage and landscape values of the sites are maintained or enhanced.*

Objective 3. *Support Kent's Environment Strategy.*

Q12: Strategic Aim 2 has five objectives. To what extent do you agree or disagree with each of these?

Objective 4. *Work with nurseries, schools, colleges and adult education providers to provide opportunities to increase awareness, enjoyment and engagement with the environment.*

Objective 5. *Work with Public Health, Clinical Commissioning Groups, and NHS providers to ensure the parks maximise their potential to improve health, well-being and quality of life.*

Objective 6. *Ensure that the parks are enjoyed by all sectors of the community, regardless of age, health, race, religion, disability or gender.*

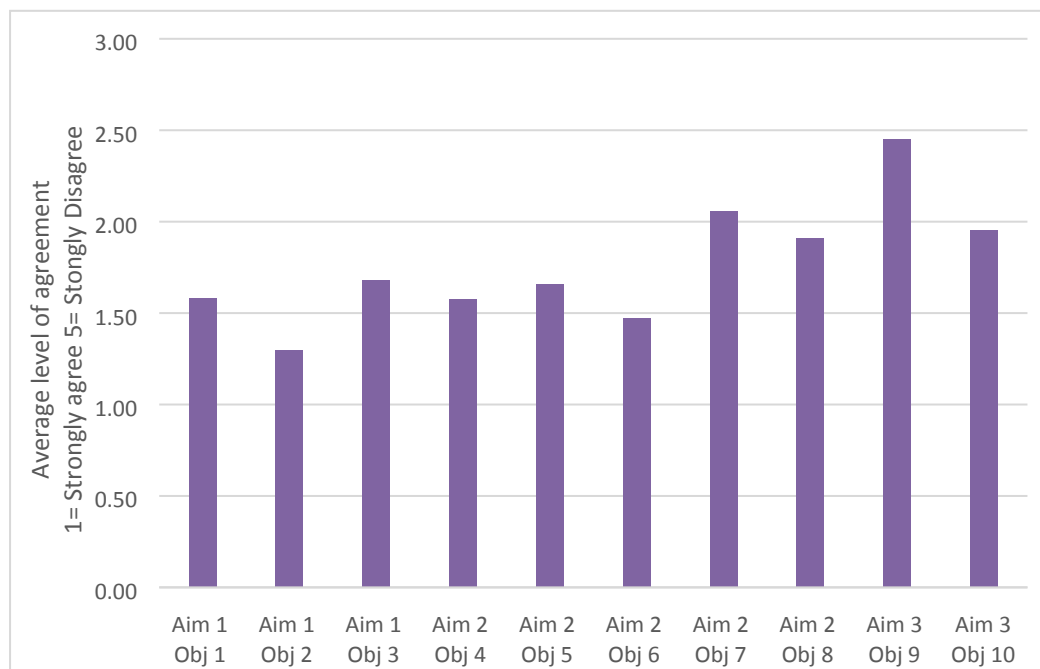
Objective 7. *Increase visitor numbers outside of peak times.*

Objective 8. *Provide high quality volunteering opportunities.*

Q13: Strategic Aim 3 has two objectives. To what extent do you agree or disagree with each of these?

Objective 9. Increase the percentage of the service’s budget generated from income generation activities.

Objective 10. Ensure the portfolio of country parks and countryside sites is managed to maximise the delivery of our strategic aims.



Q11, 12&13: Bar Chart to show average level of agreement with each objective, 1= strongly agree 5= strongly disagree. The lower the bar the greater the support for that objective

The average level of agreement with each of the objectives is not significantly different between different customer groups within the sample. When levels of agreement are compared to the responder’s stated gender, sexuality, religion, age, and frequency of visit, there are no groups that clearly agree or disagree with the objectives more strongly than other groupings.

Levels of agreement are high for all of the objectives, with eight out of the ten objectives scoring below 2, meaning that the majority of individuals either Agreed or Strongly Agreed with the objective. All respondents could score either 1 = Strongly Agree through to 5 = Strongly Disagree.

Objective 9 was the least popular with respondents, but the responders still agreed with it overall, just less strongly.

Objectives 1, 2 and 3

37 people (15% of total respondents to the consultation) added additional comments on objectives 1, 2 and 3, which together underpin Strategic Aim 1. There are no clear trends within their comments; most are very supportive, some suggest minor changes to the wording of the objectives, and others reiterate points they have made in previous questions which are already covered in this report. 8% of total respondents (19 people) asked what Kent's Environment Strategy actually is and how to access it.

Objectives 4, 5 and 6

There were 57 responses (23% of total consultation respondents) to objectives 4, 5, 6, 7 and 8, all of which underpin Strategic Aim 2. There are no clear trends within the comments; most are very supportive, some suggest minor changes to the wording of the objectives, and others reiterate points they have made in previous questions which are already covered in this report (specifically that increased visitor numbers should not damage the park – 16% of respondents (44 people) commented on this). 5% of total respondents (12 people) stated country parks should employ people rather than relying on volunteers. 4% of respondents (9 people) said improving facilities for horse riders could encourage them to visit at off peak times. 5% of respondents (12 people) encouraged better links with the local community and community groups.

Objectives 9 and 10

61 responses (25% of total respondents) were recorded for objectives 9 and 10, which together underpin Strategic Aim 3. 20% of comments (49 people) stated that the country parks should focus on wildlife/access/nature and not on making money, 26% of comments (64 people) said that income generation should not be the primary focus and should not be done at the expense of the park environment. 10% of comments (25 people) raise concerns regarding selling smaller sites, questioning if Objective 10 means that smaller sites will be sold, or if KCC are using the objective as “an excuse” to relinquish responsibility; these people disagreed with the objective because of these concerns.

4. Equality Analysis

This has been covered in section 3 of this report.

The Equality Impact Assessment has been reviewed as a result of the consultation responses, and the original intended associated action plan remains valid, as described in the covering paper for Environment and Transport Cabinet Committee.

Consultation recommendations:

The consultation results have concluded the following recommendations. In summary there was very little change proposed to the strategy.

Kent Country Parks Strategy	Recommendation post consultation
<p>Vision. Our vision for the KCC Country Parks service is “to provide an inspirational and sustainable countryside experience for Kent’s residents and visitors”.</p>	<p>No change. (scored 1.37) (Ref Q9)</p>
<p>Strategic Aim 1. Provide a network of high quality and biodiverse country parks.</p>	<p>No change: (scored 1.34) (Ref Q10)</p>
<p>Objective 1. Ensure high quality parks are provided, maintained and improved and that, where possible, the quality of our standards of management are independently tested and verified.</p>	<p>No change: (scored 1.6) (Ref Q11)</p>
<p>Objective 2. Ensure that the biodiversity, heritage and landscape values of the sites are maintained or enhanced.</p>	<p>No change: (scored 1.3) (Ref Q11)</p> <p>However, greater emphasis on the biodiversity management of the sites will feature in on-site and the Service Communications Plan from 2018/19 onwards. Four of the nine county parks’ management plans are already published in full on the KCC website, but we will additionally alert local stakeholders including the local parish council(s) when all nine are annually updated</p>
<p>Objective 3. Support Kent’s Environment Strategy.</p>	<p>No change: (scored 1.7) (Ref Q11)</p> <p>However, a link to the Kent Environment Strategy shall be added to the online version of the Country Parks Strategy 2017 – 2021. Additionally, the feedback from respondents asking what the Kent Environment Strategy is has been passed on to be fed into the developing ‘KES’ comms plan</p>
<p>Strategic Aim 2. Increase visitor numbers to the country parks.</p>	<p>No change: (scored 2.05) (Ref Q10)</p>

Objective 4. Work with nurseries, schools, colleges and adult education providers to provide opportunities to increase awareness, enjoyment and engagement with the environment.	No change: (scored 1.6) (Ref Q12)
Objective 5. Work with Public Health, Clinical Commissioning Groups, and NHS providers to ensure the parks maximise their potential to improve health, well-being and quality of life.	No change: (scored 1.7) (Ref Q12)
Objective 6. Ensure that the parks are enjoyed by all sectors of the community, regardless of age, health, race, religion, disability or gender.	No change: (scored 1.4) (Ref Q12) However, the Service will Equality Impact Assessment each of the country parks' overall products and offer will be completed and made publically available by 31 st March 2018. These will then trigger an associated action plan (Stage 3 of an EqIA) to better attract under represented groups, and to identify funding mechanisms and targeted communication channels.
Objective 7. Increase visitor numbers outside of peak times.	No change: (scored 2.1) (Ref Q12)
Objective 8. Provide high quality volunteering opportunities.	No change: (scored 1.8) (Ref Q12)
Strategic Aim 3. Ensure the service is as financially self-sustaining as possible.	No change: (scored 2.18) (Ref Q10)
Objective 9. Increase the percentage of the service's budget generated from income generation activities.	No change: (scored 2.4) (Ref Q13)
Objective 10. Ensure the portfolio of country parks and countryside sites is managed to maximise the delivery of our strategic aims.	No change: (scored 1.9) (Ref Q13)

The Environment and Transport Cabinet Committee will consider the results of the consultation on 31st January 2018. This decision will be noted in the Record of Decision and in minutes of the committee meeting.

We will feedback to stakeholders following the Record of Decision. An email with links to the Consultation Report will be sent to consultees who took part in the online questionnaire and indicated they wish to be aware of progress of this strategy. A notification email will also be sent to all stakeholder organisations.

The report will also be available on the consultation directory on kent.gov.uk

**APPENDIX 2:
Kent Country Parks Strategy 2017-2021**

Consultation Questionnaire

Kent County Council is privileged to own and manage a range of country parks and countryside sites which contain some of the highest quality natural habitats and landscapes that Kent has to offer. We have drafted a four year strategy which sets out how we intend to protect and manage these natural environments at the same time as providing high quality opportunities for individuals, families and communities to play, learn and relax.

We would like your views on this strategy to ensure that we do all we can to meet the needs and expectations of Kent residents.

This questionnaire can be completed at www.kent.gov.uk/countryparksstrategy

Alternatively, fill in this paper form and return to:

Kent Country Parks
Invicta House
Maidstone
Kent
ME14 1XX

Or please hand to a team member at Shorne Woods or Lullingstone Country Parks.

If you need the questions in an alternative format, please email alternativeformats@kent.gov.uk or call 03000 421553 (text relay service number: 18001 03000 421553). This number goes to an answering machine, which is monitored during office hours.

Please ensure your response reaches us by **Monday 11 September 2017.**

Section 1 – About You

Q1. Are you responding as...?

Please select the option from the list below that most closely represents how you will be responding to this consultation.

Please select one only.

- | | |
|--------------------------|--|
| <input type="checkbox"/> | A Kent resident who visits Kent Country Parks |
| <input type="checkbox"/> | A non-Kent resident who visits Kent Country Parks |
| <input type="checkbox"/> | A Kent resident who does not visit Kent Country Parks |
| <input type="checkbox"/> | As a member of KCC / Country Park staff or volunteer |
| <input type="checkbox"/> | On behalf of a Parish / Borough / District Council in an official capacity |
| <input type="checkbox"/> | A business |
| <input type="checkbox"/> | A Charity, Voluntary or Community Sector organisation (VCS) |
| <input type="checkbox"/> | Other
<i>Please specify:</i> |

Q1a. If you are responding on behalf of a council, business, VCS or any other organisation, please tell us the name of your organisation here:

Q2. Please tell us your postcode.

We use this to help us analyse our data. It will not be used to identify who you are.

Section 2 - Our Parks

Q3. Which Kent Country Parks have you visited in the last year?

Please select all that apply.

- | | |
|--------------------------|--|
| <input type="checkbox"/> | Brockhill Country Park, Hythe |
| <input type="checkbox"/> | Grove Ferry Picnic Site, Canterbury |
| <input type="checkbox"/> | Lullingstone Country Park, Eynsford |
| <input type="checkbox"/> | Manor Park Country Park, West Malling |
| <input type="checkbox"/> | Pegwell Bay Country Park, Ramsgate |
| <input type="checkbox"/> | Shorne Woods Country Park, Gravesend |
| <input type="checkbox"/> | Teston Bridge Country Park, Teston |
| <input type="checkbox"/> | Trosley Country Park, Meopham |
| <input type="checkbox"/> | White Horse Wood Country Park, Maidstone |
| <input type="checkbox"/> | None of the above |

Q4. Which of these five smaller countryside sites have you visited in the last year?

Please select all that apply.

- | | |
|--------------------------|-------------------------------|
| <input type="checkbox"/> | The Larches |
| <input type="checkbox"/> | Bluebell Hill |
| <input type="checkbox"/> | Preston Hill |
| <input type="checkbox"/> | Dry Hill Local Nature Reserve |
| <input type="checkbox"/> | Parkwood Picnic Site |
| <input type="checkbox"/> | None of the above |

Q5. On average, how often do you visit Kent Country Parks?

Please select one only.

- | | |
|--------------------------|-------------------------|
| <input type="checkbox"/> | Daily |
| <input type="checkbox"/> | More than once per week |
| <input type="checkbox"/> | Weekly |
| <input type="checkbox"/> | 2-3 times per month |
| <input type="checkbox"/> | Monthly |
| <input type="checkbox"/> | 3-4 times per year |
| <input type="checkbox"/> | Every 6 months |
| <input type="checkbox"/> | Once per year |
| <input type="checkbox"/> | Less than once per year |
| <input type="checkbox"/> | Never |
| <input type="checkbox"/> | I don't know |

If you answered 'Never', please tell us why ([then skip straight to Section 3 - Our Vision](#)):

Q6. Please tell us why you visit our parks and how they make you feel?

Q7. Kent Country Parks offer a wide array of services and facilities, which vary at each location. Which of these are most important to you?

Please select the three you consider most important.

- | | |
|--------------------------|--|
| <input type="checkbox"/> | Country Park events, e.g. Activity Trails, Halloween events, open days |
| <input type="checkbox"/> | Meeting rooms |
| <input type="checkbox"/> | Car parks |
| <input type="checkbox"/> | Toilets/baby change rooms |
| <input type="checkbox"/> | Picnic areas |
| <input type="checkbox"/> | Play areas |
| <input type="checkbox"/> | Birthday parties |

<input type="checkbox"/>	Cafes/mobile catering units
<input type="checkbox"/>	Gift shops
<input type="checkbox"/>	Kindling & log shops
<input type="checkbox"/>	School visits/Outdoor education service
<input type="checkbox"/>	Running routes/Trim trails (routes with exercise stations)
<input type="checkbox"/>	Signposted walking routes
<input type="checkbox"/>	Easy access paths
<input type="checkbox"/>	Mobility scooter/Tramper hire
<input type="checkbox"/>	Geocaching
<input type="checkbox"/>	Orienteering
<input type="checkbox"/>	Water activities, e.g. canoe hire, boat trips, fishing
<input type="checkbox"/>	Horse routes
<input type="checkbox"/>	Cycle routes
<input type="checkbox"/>	Annual parking permits
<input type="checkbox"/>	Team-building
<input type="checkbox"/>	Other, please specify <input style="width: 300px; height: 20px;" type="text"/>

Q8. Are there any other services, facilities or activities that you would like to see offered at our Parks?

Section 3 - Our Vision

Our vision for the KCC Country Parks service is “to provide an inspirational and sustainable countryside experience for Kent’s residents and visitors”.

Q9. To what extent do you agree or disagree with this vision?

Please select one.

<input type="checkbox"/>	Strongly agree
<input type="checkbox"/>	Tend to agree

<input type="checkbox"/>	Neither agree nor disagree
<input type="checkbox"/>	Tend to disagree
<input type="checkbox"/>	Strongly disagree
<input type="checkbox"/>	Don't know

Q9a. Do you have any other comments or suggestions on our vision for the Country Parks service?

Q10. To what extent do you agree or disagree with our three strategic aims?

Please select one box per aim.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Strategic Aim 1. Provide a network of high quality and biodiverse country parks.						
Strategic Aim 2. Increase visitor numbers to the country parks.						
Strategic Aim 3. Ensure the service is as financially self-sustaining as possible.						

Q10a. Do you have any other comments or suggestions on our three strategic aims?

Each of our Strategic Aims has several objectives we intend to achieve.

Q11. Strategic Aim 1 has three objectives. To what extent do you agree or disagree with each of these?

Please select one box per objective.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Objective 1. Ensure high quality parks are provided, maintained and improved and that, where possible, the quality of our standards of management are independently tested and verified.						
Objective 2. Ensure that the biodiversity, heritage and landscape values of the sites are maintained or enhanced.						
Objective 3. Support Kent's Environment Strategy.						

Q11a. Do you have any other comments or suggestions on these three objectives?

Q12. Strategic Aim 2 has five objectives. To what extent do you agree or disagree with each of these?

Please select one box per objective.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know

<p>Objective 4. Work with nurseries, schools, colleges and adult education providers to provide opportunities to increase awareness, enjoyment and engagement with the environment.</p>						
<p>Objective 5. Work with Public Health, Clinical Commissioning Groups, and NHS providers to ensure the parks maximise their potential to improve health, well-being and quality of life.</p>						
<p>Objective 6. Ensure that the parks are enjoyed by all sectors of the community, regardless of age, health, race, religion, disability or gender.</p>						
<p>Objective 7. Increase visitor numbers outside of peak times.</p>						
<p>Objective 8. Provide high quality volunteering opportunities.</p>						

Q12a. Do you have any other comments or suggestions on these five objectives?

Q13. Strategic Aim 3 has two objectives. To what extent do you agree or disagree with each of these?

Please select one box per objective.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Objective 9. Increase the percentage of the service's budget generated from income generation activities.						
Objective 10. Ensure the portfolio of country parks and countryside sites is managed to maximise the delivery of our strategic aims.						

Q13a. Do you have any other comments or suggestions on these two objectives?

Q14. We have completed an initial Equality Impact Assessment (EqIA) for the draft Kent Country Parks Strategy 2017-2021.

An EqIA is a tool to assess the impact any proposals would have on the protected characteristics: age, disability, gender, gender reassignment, sexual orientation, race, religion, and carer's responsibilities. The EqIA is available to download here kent.gov.uk/countryparksstrategy.

We welcome your views on our equality analysis and if you think there is anything we should consider relating to equality and diversity.

Please add any comments below:

Section 4 – Future Engagement and Communication

Q15. Would you like to receive feedback on this consultation?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

Q15a. Would you like to be added to our mailing list to receive information on future activities and events taking place in Country Parks?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

Q15b. If you have responded 'Yes' to questions 14 or 14a, please provide your contact information below.

Our preferred method of communication is by email, however if you do not have an email address then please provide your postal address.

Name:

Email Address:

Postal Address:

Section 5 – More About You

We want to make sure that everyone is treated fairly and equally, and that no one gets left out. That's why we are asking you these questions. We won't share the information you give us with anyone else. We'll use it only to help us make decisions and improve our services.

If you would rather not answer any of these questions, you don't have to.

It is not necessary to answer these questions if you are responding on behalf of an organisation.

Q16. Are you.....? Please tick one only.

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female
<input type="checkbox"/>	I prefer not to say

Q17. Which of these age groups applies to you? Please tick one only.

<input type="checkbox"/>	0-15	<input type="checkbox"/>	25-34	<input type="checkbox"/>	50-59	<input type="checkbox"/>	65-74	<input type="checkbox"/>	85 + over
<input type="checkbox"/>	16-24	<input type="checkbox"/>	35-49	<input type="checkbox"/>	60-64	<input type="checkbox"/>	75-84	<input type="checkbox"/>	I prefer not to say

Q18. To which of these ethnic groups do you feel you belong?

Please select **one** box. (Source: 2011 Census)

White English	<input type="checkbox"/>	Mixed White & Black Caribbean	<input type="checkbox"/>
White Scottish	<input type="checkbox"/>	Mixed White & Black African	<input type="checkbox"/>
White Welsh	<input type="checkbox"/>	Mixed White & Asian	<input type="checkbox"/>
White Northern Irish	<input type="checkbox"/>	Mixed Other*	<input type="checkbox"/>
White Irish	<input type="checkbox"/>	Black or Black British Caribbean	<input type="checkbox"/>
White Gypsy/Roma	<input type="checkbox"/>	Black or Black British African	<input type="checkbox"/>
White Irish Traveller	<input type="checkbox"/>	Black or Black British Other*	<input type="checkbox"/>
White Other*	<input type="checkbox"/>	Arab	<input type="checkbox"/>
Asian or Asian British Indian	<input type="checkbox"/>	Chinese	<input type="checkbox"/>
Asian or Asian British Pakistani	<input type="checkbox"/>	I prefer not to say	<input type="checkbox"/>
Asian or Asian British Bangladeshi	<input type="checkbox"/>		
Asian or Asian British Other*	<input type="checkbox"/>		

***Other Ethnic Group - If your ethnic group is not specified on the list, please describe it here**

The Equality Act 2010 describes a person as disabled if they have a longstanding physical or mental condition that has lasted, or is likely to last, at least 12 months; and this condition has a substantial adverse effect on their ability to carry out normal day-to-day activities. People with some conditions (cancer, multiple sclerosis and HIV/AIDS, for example), are considered to be disabled from the point that they are diagnosed.

Q19. Do you consider yourself to be disabled as set out in the Equality Act 2010?

Please tick one only.

Yes

No

I prefer not to say

Q19a If you answered 'Yes' to Q19, please tell us the type of impairment that applies to you. You may have more than one type of impairment, so please tick **all** that apply. If none of these applies to you, please select 'Other', and give brief details of the impairment you have.

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Physical impairment

Sensory impairment (hearing, sight or both)

Longstanding illness or health condition, or epilepsy

Mental health condition

Learning disability

I prefer not to say

Other

A Carer is anyone who cares, unpaid, for a friend or family member who due to illness, disability, a mental health problem or an addiction cannot cope without their support. Both children and adults can be carers.

Q20. Are you a Carer? *Please tick one only.*

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No
<input type="checkbox"/>	I prefer not to say

Q21. Do you regard yourself as belonging to a particular religion or belief?
Please tick one only.

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	I prefer not to say
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Q21a. If you answered 'Yes' to Q21, which of the following applies to you?
Please tick one only.

<input type="checkbox"/>	Christian	
<input type="checkbox"/>	Buddhist	
<input type="checkbox"/>	Hindu	
<input type="checkbox"/>	Jewish	
<input type="checkbox"/>	Muslim	
<input type="checkbox"/>	Sikh	
<input type="checkbox"/>	Other	<input type="text"/>
<input type="checkbox"/>	I prefer not to say	

Q22. Are you...? *Please tick one only.*

<input type="checkbox"/>	Heterosexual/Straight	
<input type="checkbox"/>	Bi/Bisexual	
<input type="checkbox"/>	Gay woman/Lesbian	
<input type="checkbox"/>	Gay man	
<input type="checkbox"/>	Other	<input type="text"/>
<input type="checkbox"/>	I prefer not to say	

Thank you for taking the time to complete this questionnaire.

Privacy: Kent County Council collects and processes personal information in order to provide a range of public services. Kent County Council respects the privacy of individuals and endeavours to ensure personal information is collected fairly, lawfully, and in compliance with the Data Protection Act 1998.