



# Restoration and Regeneration of Beckenham Place Park

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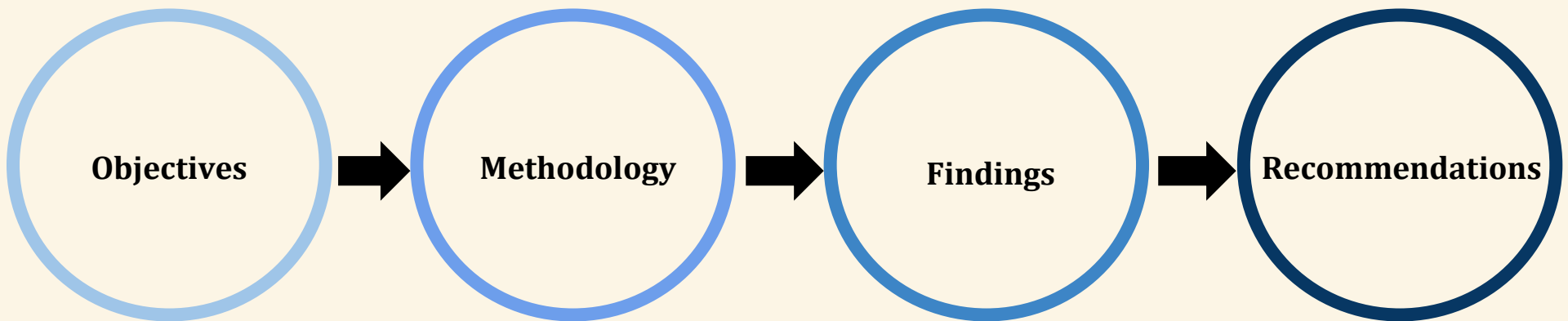
**WPI**

# Reasons for restoration of Beckenham Place Park



<b>Before Restoration</b>	<b>During/After Restoration</b>
Golf course	Open fields
Underutilized	More visitors
Not family friendly	New play area
Limited access	Easily accessible to public

**Our goal was to identify how the Lewisham Council can encourage greater public use of Beckenham Place Park in the future.**





# **Objectives**

- 1. Optimize management of volunteers in events and activities at BPP**
- 2. Assess current public use of BPP**
- 3. Identify park visitors' opinions and attitudes towards BPP**



Objectives

Methodology

Findings

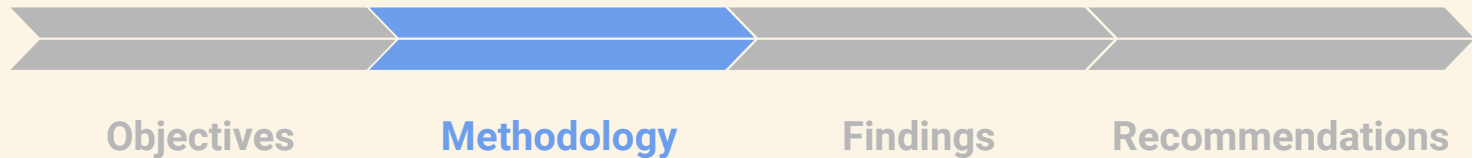
Recommendations



**Methodology**

# Created a volunteer database

- Easily input volunteer data
- Securely store volunteer records
- Efficiently track volunteer hours





# Conducted observational surveys

- Performed 20 surveys, each 1 hour long
  - Performed 12 on weekdays
  - Performed 8 on weekends
- Observed:
  - Demographics
  - Activities



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# Interviewed 100 park visitors

- Focused on opinions and preferred usage
  - Observed positive and negative viewpoints
  - Noted future events and activities wanted
  - Evaluated visitor knowledge about the park



# QuickTapSurvey



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**Findings**

# Volunteer database

Search  \* Search records by volunteer forename or volunteer surname



**Lewisham**

### Personal information

Volunteer ID:

Volunteer Forename:

Volunteer Surname:

Volunteer Gender:

Volunteer Ethnicity:

Volunteer Age:

Volunteer Phone:

Volunteer Email:

Volunteer Post Code:

Notes:

### Volunteer Information

Total hours worked:

Active volunteer?:

Under 16 years old?:

Disability?:

Contacted?:

Forum member?:

Weekly volunteer?:

Monthly volunteer?:

Card holder?:

If card holder:

Card Number:

Card Registered:

### Volunteer Interests

Art:

History:

Nature:

Gardening:

Running:

Cycling:

Orienteering:

Swimming:

Forest school:

Young people:

Music:

Photography/ film:

Social media/ communications:

Information technology (IT):

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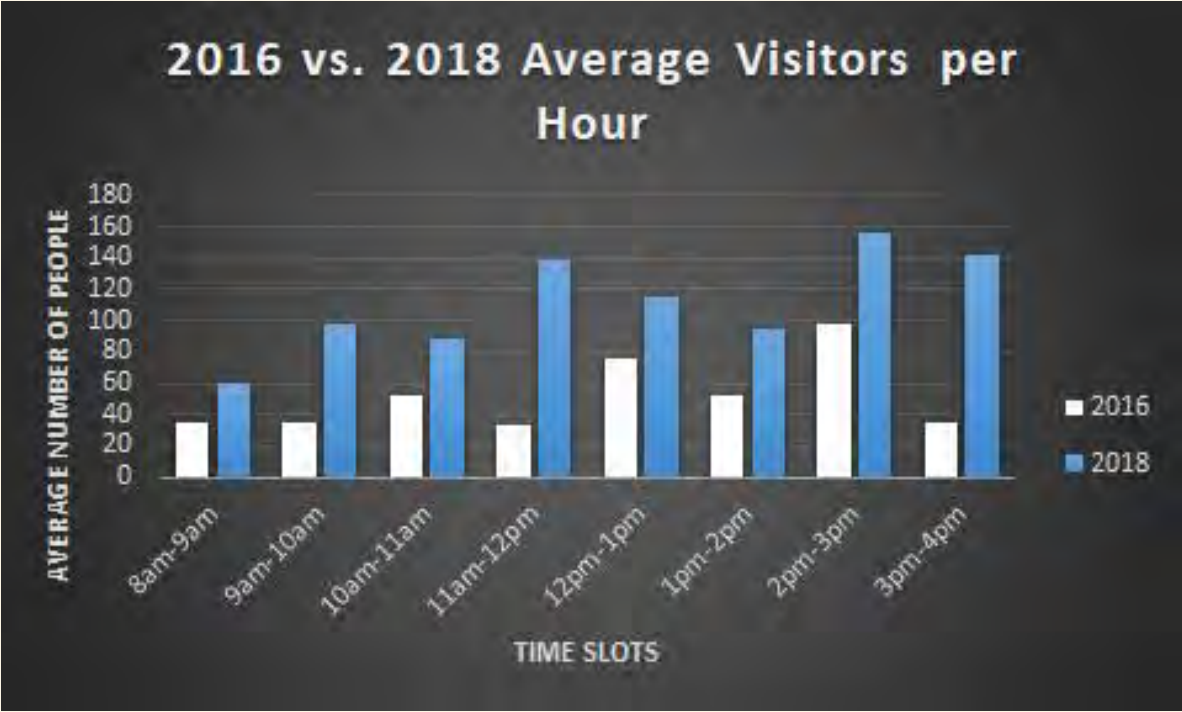
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# Comparisons



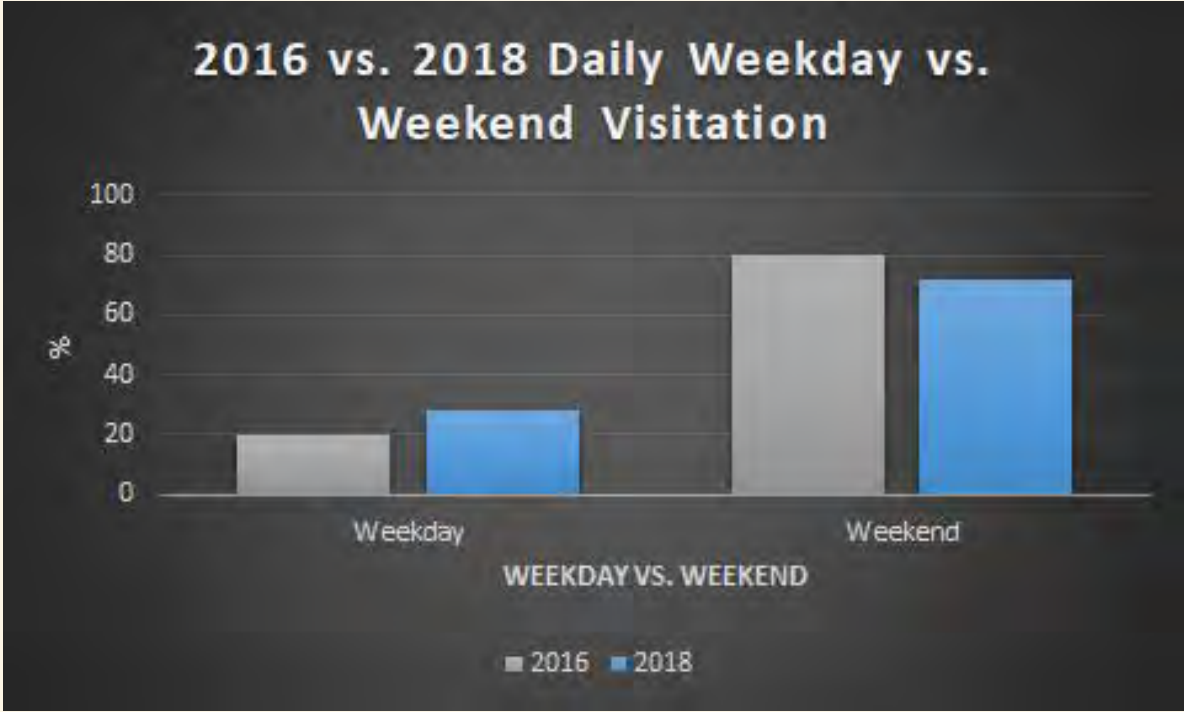
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# Comparisons



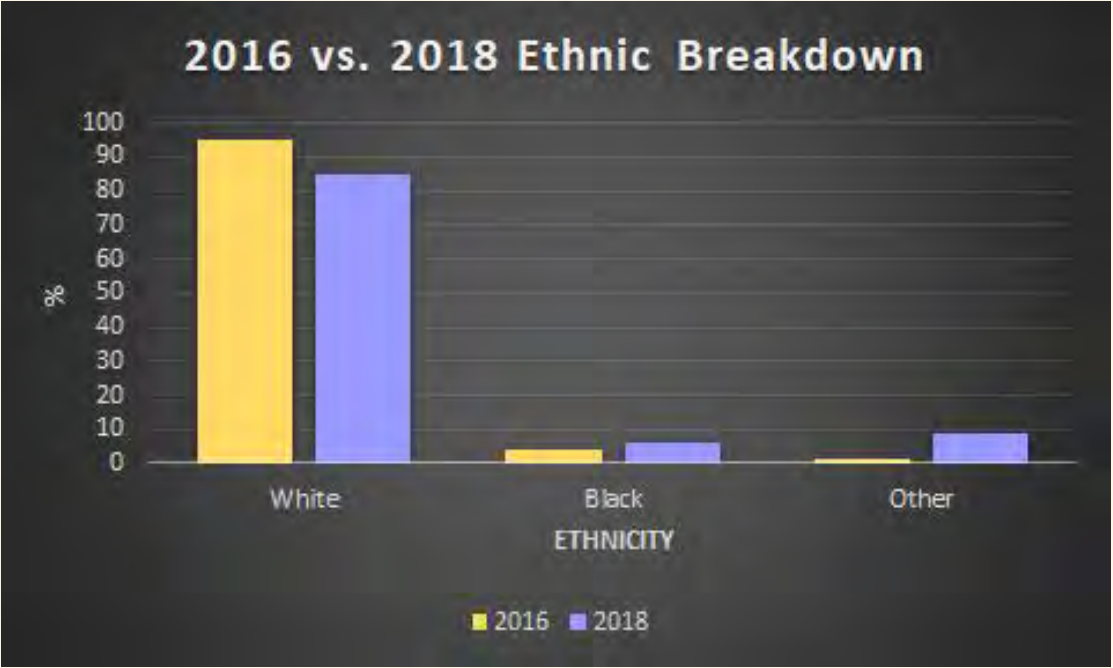
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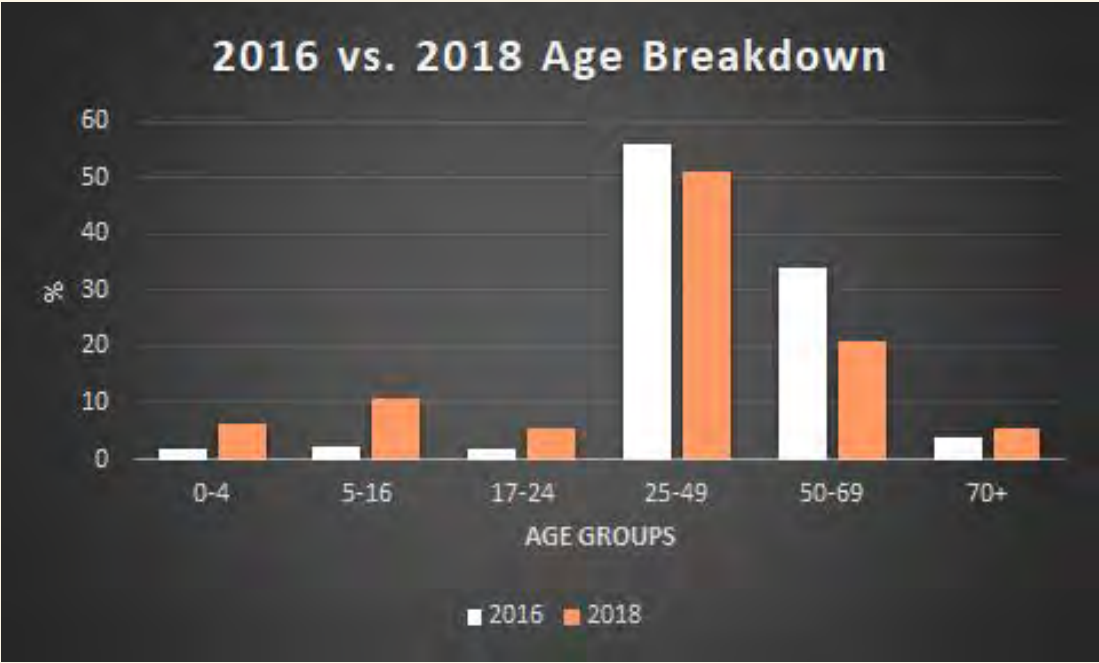
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# Comparisons



Objectives

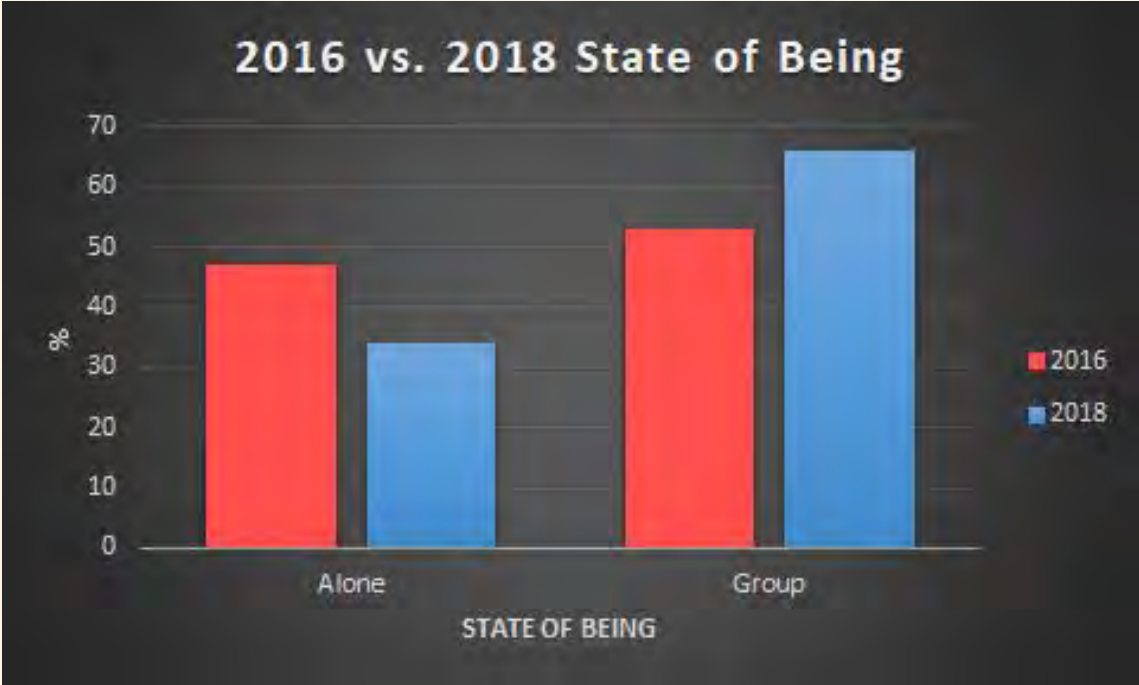
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# Comparisons



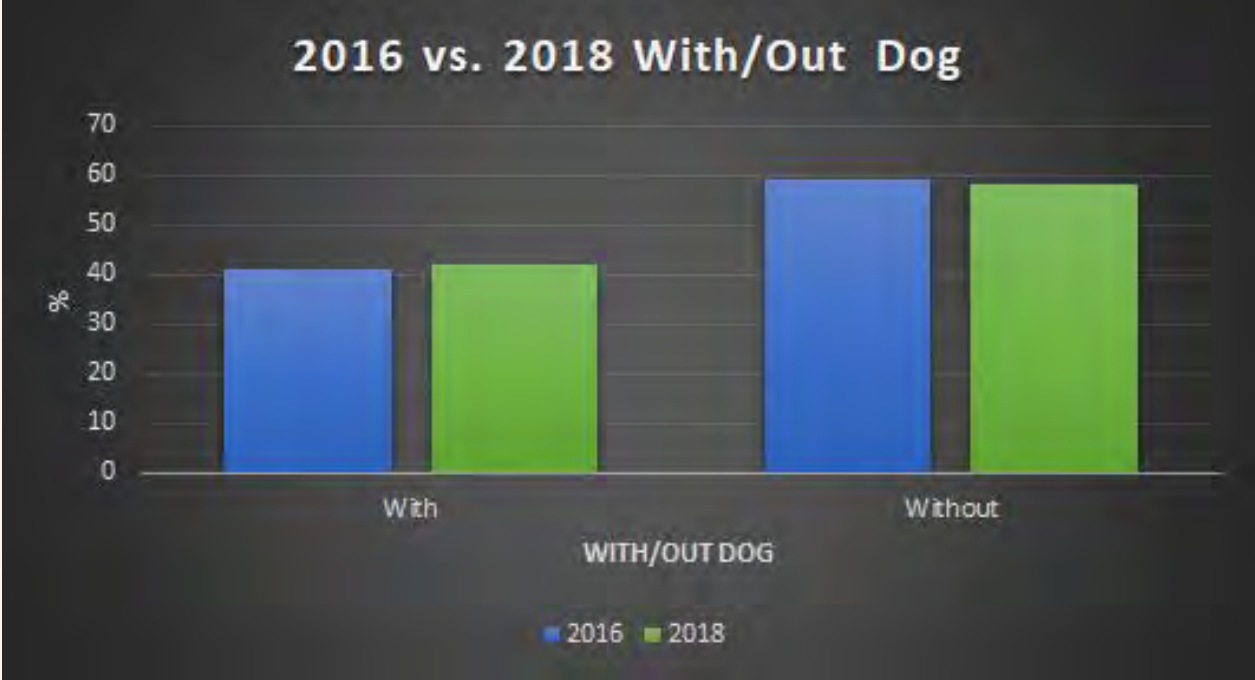
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# Comparisons



Objectives

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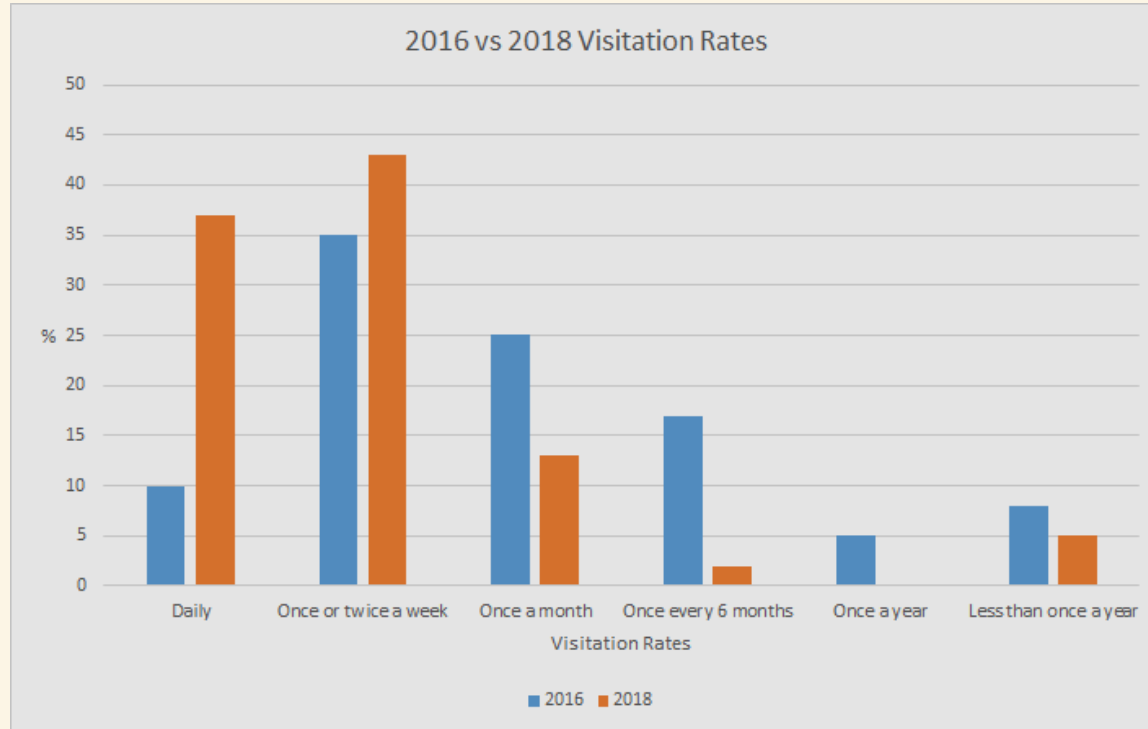
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## Primary use

<b>Activities</b>	<b>Percent of People</b>
Walking	43.3%
Dog walking	29.1%
Running	5.0%
Buggy/pram	4.3%
Sitting	3.6%

# Improved statistics



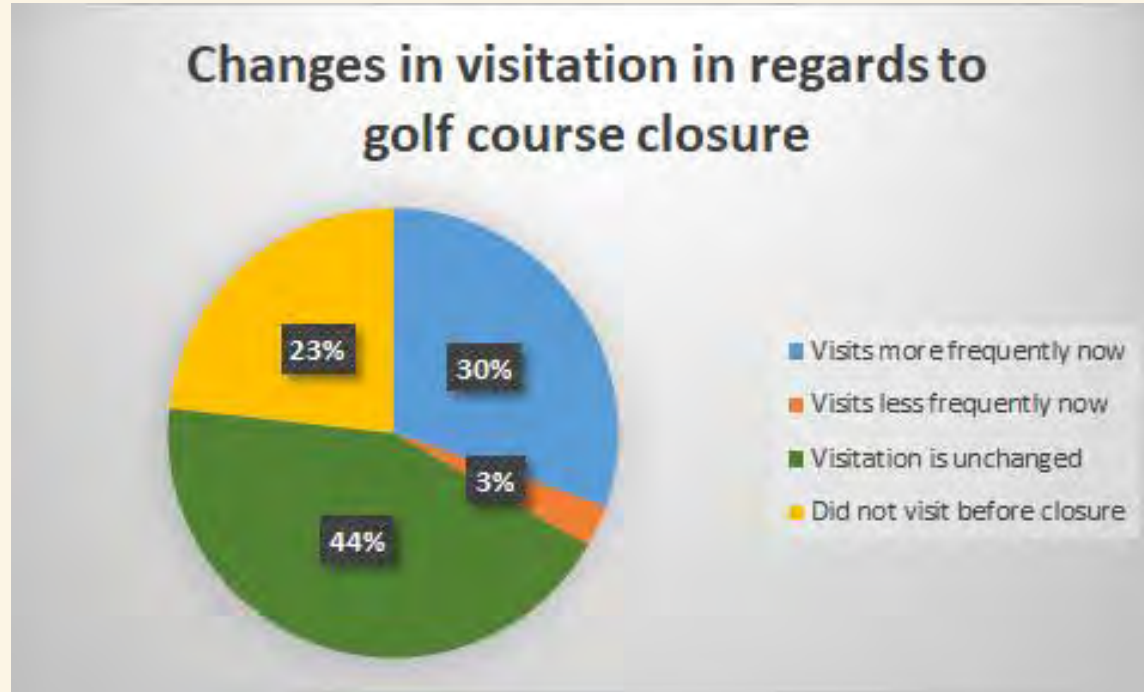
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# Improved use



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# Improved use per year

	<b>Aug-13</b>	<b>Nov-15</b>	<b>16-Apr</b>	<b>Mar-18</b>
Weekday Visitors	72,253	123,714	114,840	260,478
Weekend Visitors	90,376	64,584	72,501	145,860
Total Visitors	162,629	188,298	187,341	406,338



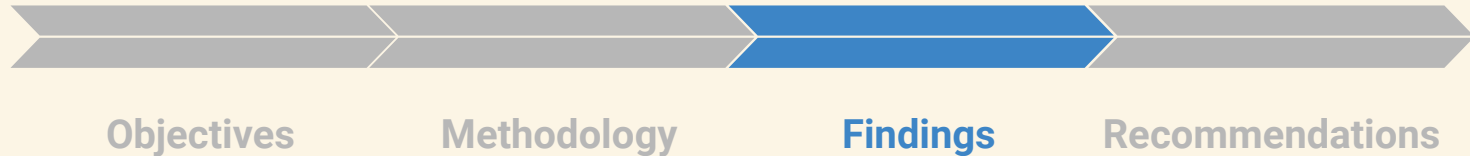
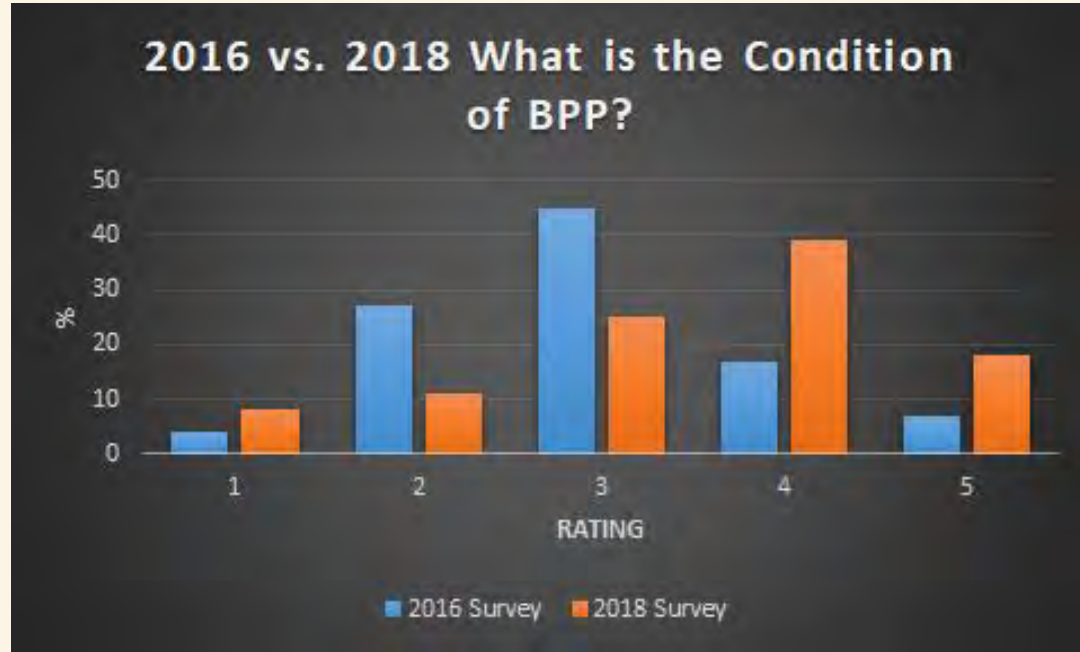
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# Improved opinions





**Recommendations**



- 1. Incorporate visual aids around Beckenham Place Park**
- 2. Supplement visitor experience**
- 3. Improve communication with the surrounding community**



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# Incorporate visual aids around Beckenham Place Park

1. Implement more maps and directionals
  - a. Place directionals in the woods
  - b. Place maps in more places besides entrances
2. Incorporate more posters at renovation sites
  - a. Describe information at site
  - b. Describe where there is more information



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# Supplement visitor experience

1. Provide more events and activities
2. Increase awareness of the mansion
3. Improve park maintenance
4. Incorporate dog amenities and restrictions
5. Improve safety measures



Objectives

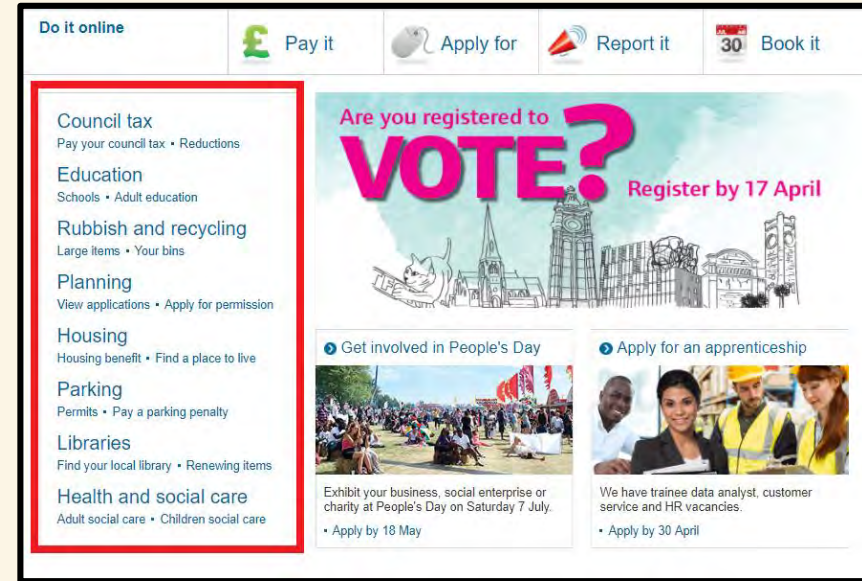
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# Improve communication with the surrounding community

1. Increase awareness of renovation plans
  - a. Community talks
  - b. Website navigation adjustments



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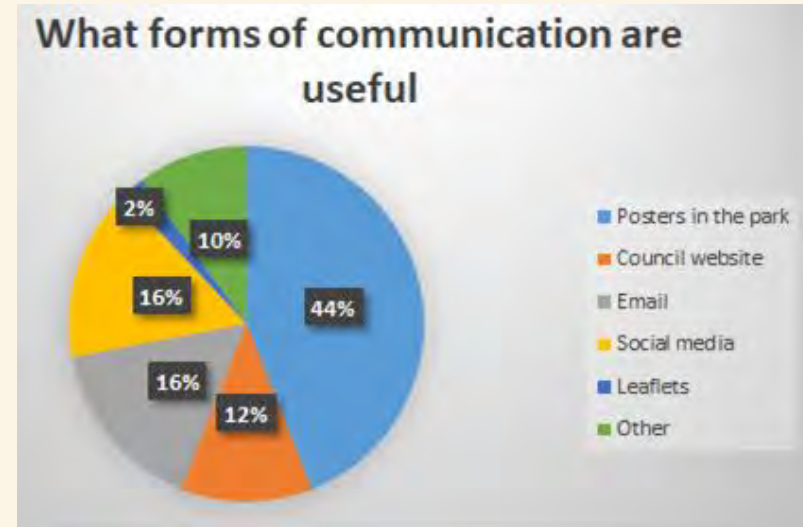
Findings

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# Improve communication with the surrounding community

## 2. Expand advertisement for events and activities

- a. Social media (i.e. Twitter, Facebook)
- b. Posters in London Borough of Lewisham
- c. Newspaper advertisements



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# Acknowledgements

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