

Meadowland Play Area Consultation

Summary of Results

Basingstoke and Deane Borough Council undertook a public consultation to inform the proposed redesign of the Meadowland Play Area as part of the Council's wider Play Refurbishment Programme. The consultation aimed to gather feedback from local residents, families, and play area users to help shape a new, modern play space that better meets the needs of the local community.

As part of our Play Refurbishment Programme, we are looking at how the existing play area can be redesigned to benefit the site and local community, and we welcomed your views on how the play area could be improved.

This consultation was a great opportunity for local people, particularly parents/carers and children themselves, to identify potential improvements and help shape the future of the play area for children and young people.

Due to the nature of the site, please note that sand and water play will not be possible.

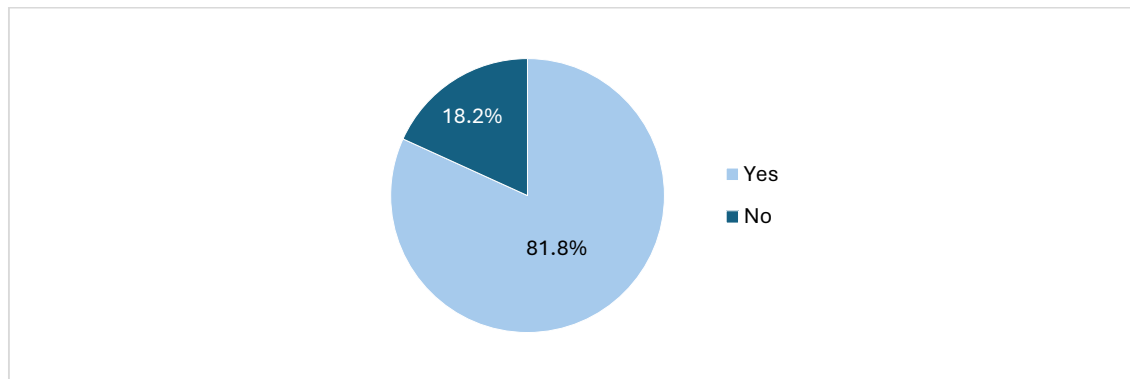
Current Usage Levels (Question 1 to 3)

When asked, 81.8% of respondents stated that they or their family currently use the play area at Meadowland, with 18.2% of respondents reporting that they currently do not use the play area.

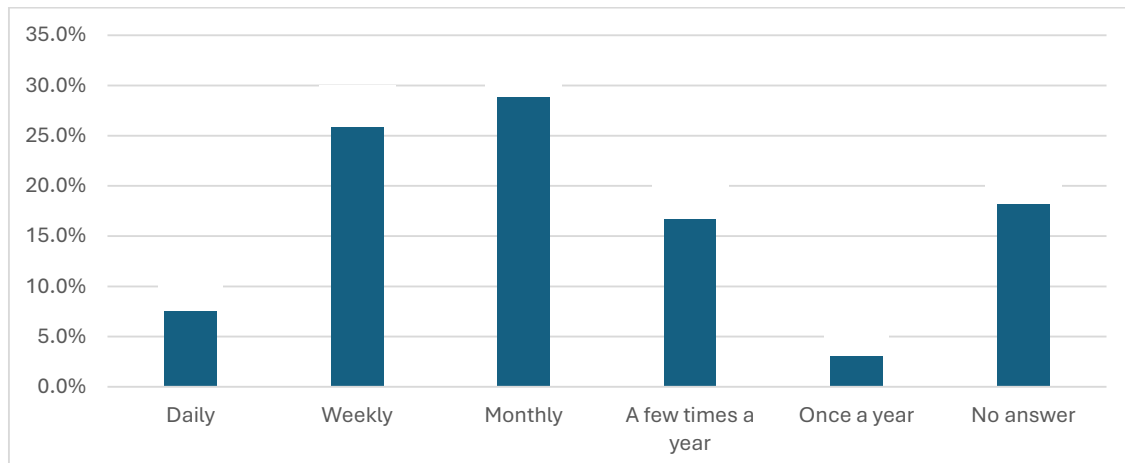
Among the respondents, 28.8% said that they visit the play area monthly, 25.8% visit weekly and 16.7% of respondents visit a few times a year. 7.5% of respondents visit Meadowland play area daily. This indicates that the play area is a regularly used local asset for many.

Respondents reported usage of Meadowland play area across a broad range of times. Most respondents reported they visit the play area during afternoons (74.1% of respondents) and weekends (55.6% of respondents). School holidays are also a popular time to visit, according to 46.3% of respondents. The least popular time to visit the play area is during the evenings (20.4% of respondents).

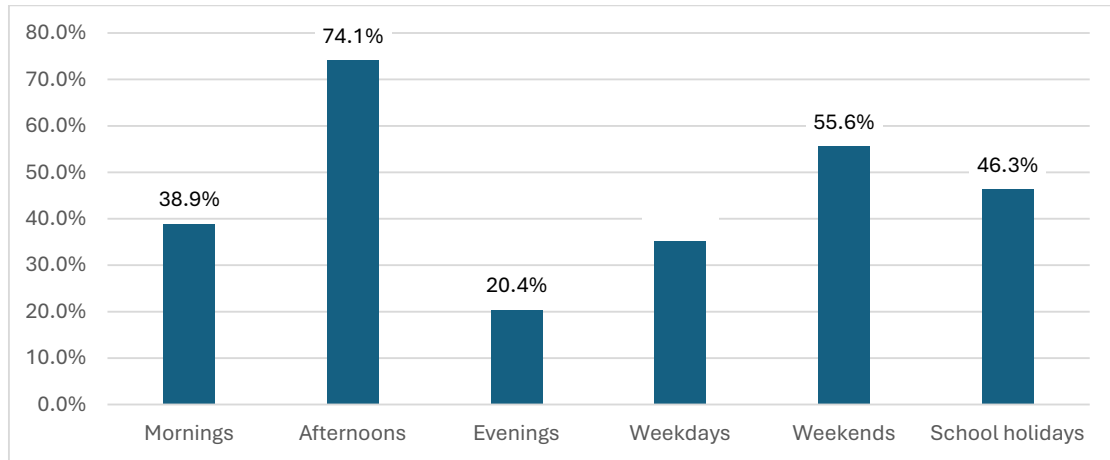
Q1. Do you and your family use the play area at Meadowland?



Q2. How often do you and your family use the play area?



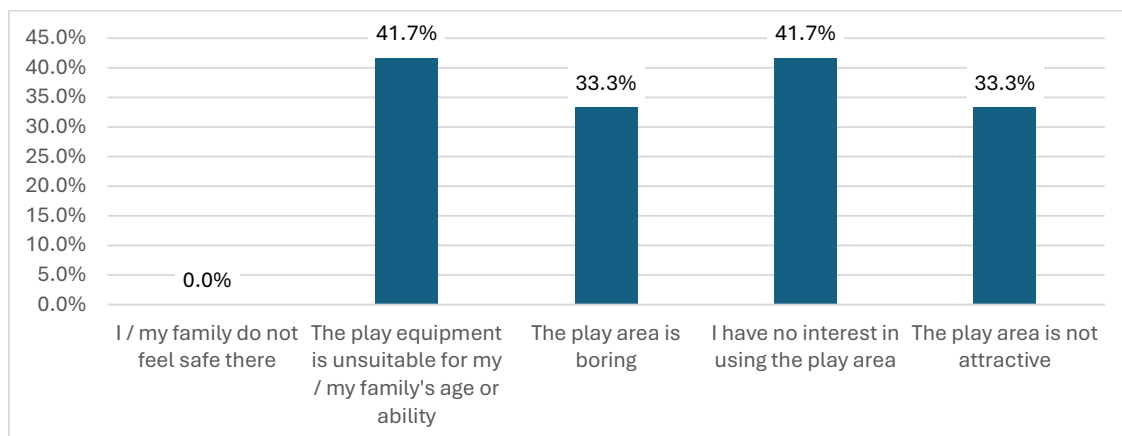
Q3. At what times do you typically visit the play area? (select as many as apply)



Barriers to Use (Question 4)

Most respondents who reported not using Meadowland play area put this down to the equipment being unsuitable for their family’s age or ability (41.7%) and having no interest in using the play area (41.7%) as the main reasons. The next most identified reasons were the play area being boring (33.3% of respondents) and not being attractive (33.3% of respondents), further reinforcing concerns about its overall appeal. Notably, no respondents reported not using the play area because they / their families do not feel safe there. Overall, these responses suggest that respondents who don’t use Meadowland play area are not doing so because of a lack of appeal and suitability of existing equipment, rather than concerns over safety.

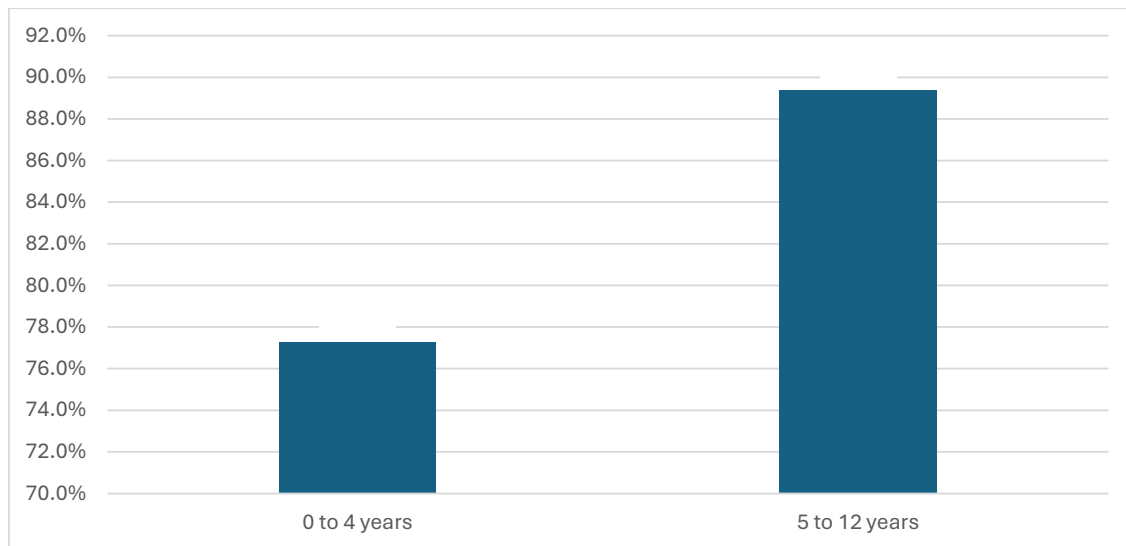
Q4. If you do not use the play area, please tell us why (select as many as possible)



Preferred Age Ranges for Provision (Question 5)

Respondents were asked which age groups Meadowland play area should cater for following refurbishment. Respondents were able to select both options if they felt this was appropriate. The results show strong support towards provisions for both 0 to 4 years (77.3% of respondents) and for 5 to 12 years (89.4% of respondents).

Q5. As a local play area, what are ranges should it provide for? (select as many as apply)



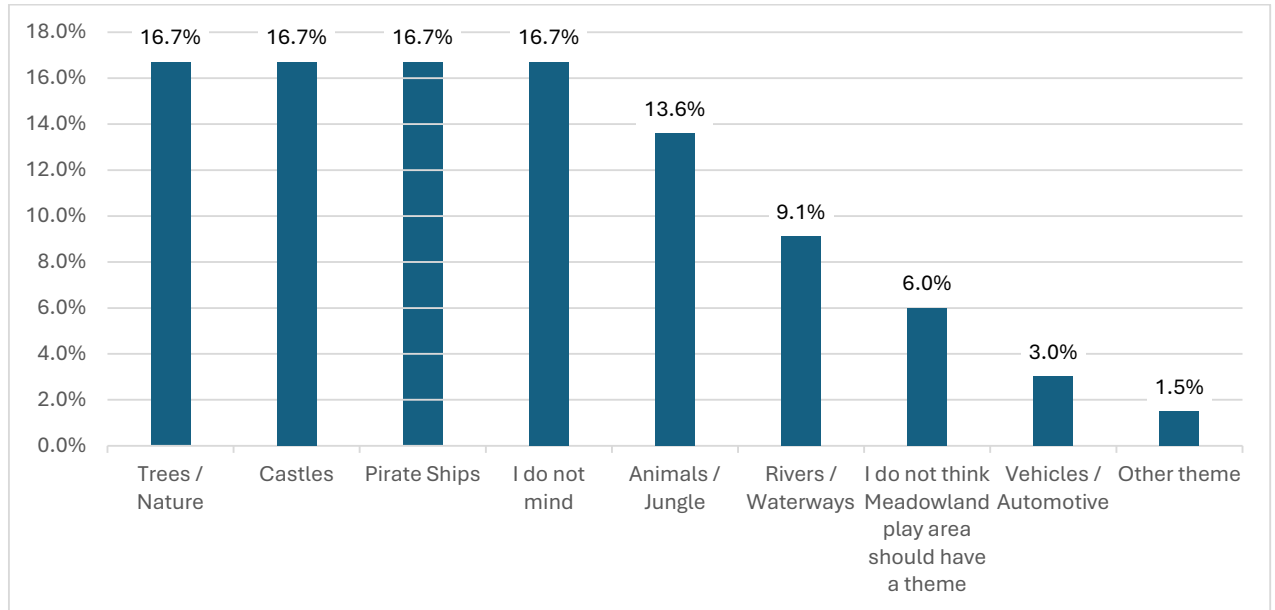
Play Area Themes (Question 6)

Views on whether Meadowland play area should include a theme were very strong, with 77.2% of respondents selecting a theme, suggesting that theming is supported by the majority of those who responded. 16.7% of respondents voted to say they didn't mind what theme Meadowland play area were to have, while 6.1% of respondents felt that the play area shouldn't have a theme.

The most popular selections were 'Trees / Nature', 'Castles', 'Pirate Ships' and 'I do not mind', each receiving 16.7% of votes. 'Animals / Jungle' was voted for by 13.6% of respondents and 'Rivers / Waterways' being voted for by 9.1% of respondents. The least popular theme was 'Vehicles / Automotive' which was voted for by 3.0% of respondents.

The 'other theme' option was used by one respondent, who suggested 'dinosaurs' as a theme.

Q6. As Meadowland is a larger play area than some of the others in the vicinity, we believe it would benefit from having a theme to ensure it acts as a stand-out, feature play area and to help stimulate the imagination of children. Which of the following themes do you think the play area should have? If you answered 'Other theme' please specify.



Play Activity Preferences (Question 7 to 8)

Respondents were asked which activity types they would most like to see catered for within the new play area to support both toddler and junior aged children, with respondents able to select up to five options for each age group.

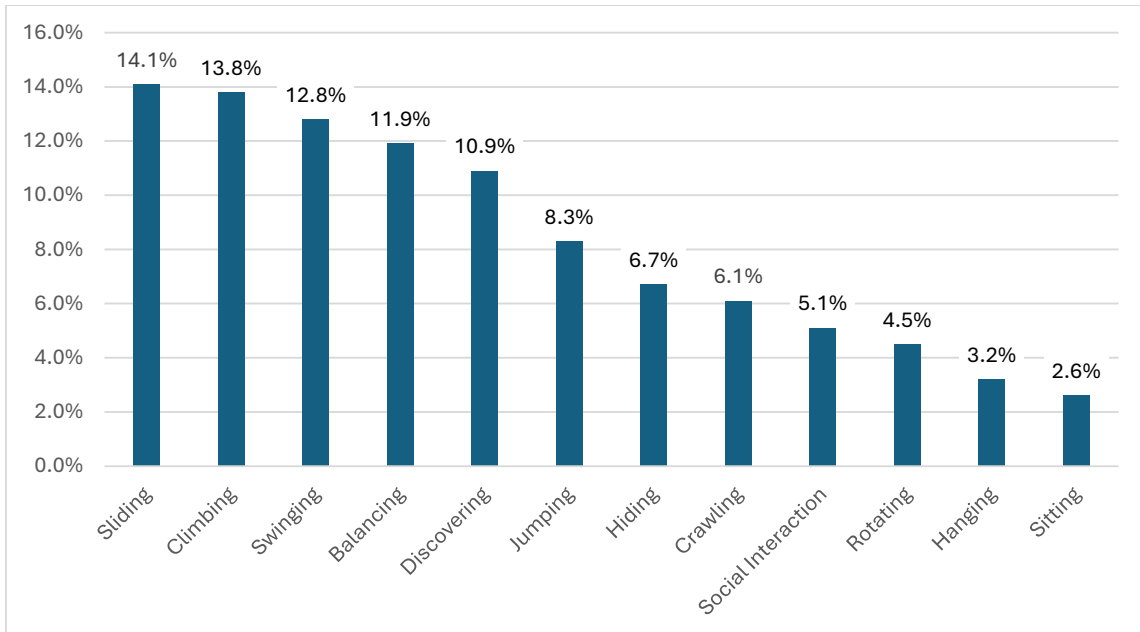
For the toddler age range, the highest levels of support were for sliding (14.1%), climbing (13.8%), swinging (12.8%), balancing (11.9%) and discovering (10.9%), indicating clear demand for play opportunities that support early movement, coordination and exploration. Lower levels of support were shown for activities such as rotating (4.5%), hanging (3.2%) and sitting (2.6%).

For the junior area, respondents expressed high levels of support for climbing (18.5%), swinging (15.6%), hanging (11.8%), jumping (11.2%) and sliding (10.5%). The lowest levels of support were for hiding (2.9%), sitting (0.3%) and crawling (0.3%).

Overall, the results highlight consistent support for play provision that encourages physical activity and skill development, with increasing levels of challenge for older children.



Q7. Please select the 5 activity types you would most like to see catered for in the new toddler area of the play space.



Q8. Please select the 5 activity types you would most like to see catered for in the new junior area of the play space.

