

HOLYWELLS PARK RESTORATION

TRAVEL PLAN

JANUARY 2014

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HOLYWELLS PARK RESTORATION - TRAVEL PLAN

1. Introduction

The Holywells Park Travel Plan has been produced in response to the development of the park following the award of a Heritage Lottery Fund (HLF)/BIG Lottery Grant for the Parks for People Programme.

This programme will result in a number of significant improvements to the park, including the provision of a visitor centre in the existing Stable Block, incorporating a new park reception area and information point, new café facility, education and interpretation spaces, and new toilet facilities including accessible special needs toilets. It will also have a restored Orangery which will be available for exhibitions and functions, a performance area for use of small scale theatre and dance groups, a new toilet and kiosk at the children's play area, as well as improvements to the remainder of the park.

As well as the physical improvements to the park a number of Activities and Events have been organised as part of the Parks for People programme over the 5 year grant period. The purpose of these is to satisfy the following aims:

- Increase the range of audiences to the park.
- Conserve and enhance the heritage value of the park.
- Increase the range of volunteers.
- Improve the management and maintenance of the park.
- Enhance existing park users' experience of the park.
- Bring together a variety of communities from different ethnicities.
- Increase the range of events at the park.
- Improve the health and wellbeing opportunities within the park.
- Develop the park as an educational resource.

2. Objectives

In order to ensure that the park is accessible to as many people as possible the Travel Plan will set out to satisfy the following objectives:

- To encourage the use of more sustainable modes of transport.
- To reduce the number of cars using the park's limited car parking space.
- To reduce the inconvenience caused to local residents and businesses due to inconsiderate and illegal parking on the roads adjacent to the park.
- To make special provisions for residents car parking within the park.
- To make special provisions for event organisers car parking within the park.
- To make special provisions for visitors to events held in the park.

3. Background

Holywells Park is owned by Ipswich Borough Council (IBC) and managed through the Parks and Open Spaces Service (P&OS). P&OS are headed by the Operations Manager. This role is supported by two Assistant Operations Managers; one focusing on Parks and Landscapes and the other on Arboriculture and Countryside.

The vision of Ipswich Borough Council Parks and Open Spaces is:

'To safeguard and enhance the environment and improve everyone's quality of life by working in partnership with others to ensure that our parks and open spaces are well designed, well managed, safe and freely accessible, encouraging use and benefiting the whole community'.

Holywells Park is a fine example of a country estate that has been retained for the benefit of the people of Ipswich. It was designated as a Conservation Area in 2003, recognising its special status as one of the finest parks in Ipswich; County Wildlife Site (CWS) in 1991 and Regionally Important Geo-diversity Site (RIGS) in 2009. The Park has two Grade II listed buildings, the Stable Block and Orangery, which are the only surviving parts of the original Holywells House. Within Ipswich, Holywells Park is one of only three remaining stable blocks linked to large houses and estates. Moreover, Holywells Park's stable block is the only one to have retained its internal fixtures. Other defining features of the Park, the spring fed water bodies that gave the site its name, 'Holy Wells', have allowed the Park to make noteworthy contributions to the historical development of Ipswich from medieval times.

Holywells Park has been successful in being awarded a Green Flag since 2011. Securing and retaining the Green Flag Award for this park and other major open spaces in the town is a key part of the strategic direction for the service and a method of demonstrating to our customers and service users how we achieve standards of excellence.

In 2011 the Council decided to make an application to the HLF and BIG Lottery as part of their Parks for People Grant Award scheme, to restore Holywells Park. Following a successful grant award for development funding, it was agreed by Executive on 12th January 2012 to develop the application and submit Round Two application. This application was approved by the HLF in June 2013. Planning Permission and Listed Building Consent to carry out the restoration works was granted, subject to a number of conditions, in April 2013.

Free at the point of access and within easy reach of some of Suffolk's most disadvantaged communities the park represents an important recreational resource. It offers opportunities for people to:

- Meet and socialise helping to foster social cohesion.
- Exercise in order to stay healthy.
- Relax close to nature aiding mental wellbeing.
- Enjoy and learn about local heritage and environment.

The well-equipped play area is popular with young children and parents, and attracts visitors from across Ipswich and beyond. A restored park with improved access will make a key contribution to the regeneration of Ipswich Waterfront and its developing leisure and educational facilities; this is fast becoming a tourist destination.

The importance of Holywells Park in terms of environmental impact is recognised by the Haven Gateway Green Infra-structure Study 2008, which proposes a strategic access link through the creation of a green corridor from Ipswich's Waterfront to Orwell Country Park, via Holywells and Landseer Parks.

The National Cycle Route 51 passes along the main carriage drive through the park providing a safe 'green' route.

As part of the restoration programme the Council has looked closely at the current visitor numbers and has carried out two surveys, as follows:

- Visitor Observation Survey 2012 – This survey was carried out as part of the Round Two application process and was based on counting the number of visitors in the park at various times of the day during the period July to September 2012. This gave a broad indication of the usage of the park. The results of this survey can be seen in Appendix 1.
- Visitors Questionnaire 2013 – This was a questionnaire designed to find out why visitors came to the park, how long they stayed and how they travelled to and from it. The questionnaire was published on-line and was also completed in hard copy under the guidance of a project team member. The results of this survey can be seen in Appendix 2.

The conclusions reached as part of both of these surveys have resulted in the Travel Plan proposals.

4. Travel Plan Proposals

4.1 Everyday Usage

4.1.1 Parks & Open Spaces Employees

The Parks and Open Spaces staff located in Holywells Park is made up of:

- Area Supervisor –East /Park Manager
- Assistant Area Supervisor
- Gardeners
- Wildlife Rangers
- Greenways Project personnel
- Arboriculture Officer
- Park Patrol

All of these staff have Ipswich BC vehicles which they use as a means of transport to other areas within the Eastern Hub.

The only other person located within the park will be the Community Engagement and Volunteer Officer, who will be resident from April 2015 until March 2017. This person currently travels to the park by car due to the distance from home.

All of the above employees will be allowed to park their vehicles in the refurbished Leafyard. The vehicle movements of the above will be intermittent throughout the day dependant on their workload, but the majority of movement will be between 7.30am and mid-morning, as well as at the end of the working day.

4.1.2 Residents within the park

There are two properties situated within the boundary of the park. These are Nos. 1 and 2 Holywells Cottages situated on the Cliff Lane entrance drive. The residents each have a parking space at the side of their properties that is accessible from the drive, but both properties currently park on the drive itself.

In order to ensure that the entrance drive is free from parked cars it is proposed to issue residents permits for these properties with spaces specifically allocated within the existing car park.

4.1.3 Holywells Park Bowls Club members

The Holywells Park Bowls Club has entered into a lease agreement with Ipswich BC to operate and maintain the bowls green within the park (adjacent to the proposed maze area). They play bowls between April and September on most days of the week. Additionally they also maintain the bowling green during the winter months as appropriate. The Bowls Club have in recent years been allowed to use the small terraced area to the south of the walled garden as an informal car park. This arrangement was been granted on a grace and favour basis subject to future plans to restore the Park.

The HLF plans involve restoring the terraced area and therefore this area, once work commences on the project will no longer be available to the Bowls Club as a temporary car park.

It is essential that access is maintained for the club for both maintenance and matches. It is proposed that a maximum of 10 parking permits for the car park are issued to the bowls club to allow this to happen.

It is estimated that the Bowls club generates approximately 10 car visits per match to the park during the summer season. These visits are likely to be in the afternoon and evenings throughout the week.

4.1.4 Stable Block occupants

- **Green Bike Project**

The Green Bike Project is a charity run by Genesis Orwell Mencap Genesis (GOM). This charity repairs bicycles donated to them and offers them for sale to visitors to the park. They will occupy one of the Stables and a new workshop being developed as part of the project. Their personnel consist of one supervisor and up to 4 customers receiving disability allowance.

The traffic movement is generally restricted to cycle movement between the hours of 9am and 4pm. They will be able to park their cycles to the rear of the Stable Block adjacent to their workshop.

The only other traffic movement will be minibuses, which sometime bring OMG customers to the park, or a Transit van which delivers cycles for repair. Both of these vehicles can be accommodated for the short duration of their stay within the existing car park area.

- **Café staff**

The numbers of café staff are unknown at the moment as the tender for the provision of these services has not been determined. However, it can be assumed that there will be a maximum of 3

people who may arrive by car, public transport or by cycle. These vehicles will be accommodated in the Leafyard.

The only other traffic movement will be deliveries of provisions for the café. These deliveries will generally be organised for early mornings and can be accommodated for the short duration of their stay in front of the Stable Block or Leafyard.

- **Reception staff**

The reception/ information area within the Stable Block will employ one person per day to assist visitors to the park. This person may travel to the park by car, public transport or by cycle. These vehicles will be accommodated in the Leafyard.

- **Craft Workshop occupants**

The craft workshops will occupy a former stable area within the Stable Block. This area currently is divided into three stables and is used by the Green Bike Project. Once refurbished, this area will be able to house a maximum of 3 people. These people may travel to the park by car, public transport or by cycle. Their vehicles will be accommodated in the Leafyard.

The only other traffic movement will be deliveries of provisions for the café. These deliveries will generally be organised for early mornings and can be accommodated for the short duration of their stay in front of the Stable Block.

4.1.5 Play Area Kiosk occupants

The kiosk is incorporated into the Toilet Block which will be located adjacent to the Play Area in the centre of the park.

The numbers of kiosk staff are unknown at the moment as the tender for the provision of these services has not been determined. However, it can be assumed that there will be a maximum of 2 people who may arrive by car, public transport or by cycle. These vehicles will be accommodated in the Leafyard.

The only other traffic movement will be deliveries of provisions for the kiosk. These deliveries will generally be organised for early mornings and can be accommodated for the short duration of their stay in front of the Play Area.

4.1.6 Volunteers

The volunteers using the park will be allowed to park their vehicles in the refurbished Leafyard. The vehicle movements of the above will generally be on Tuesday, Wednesday and Thursdays when the volunteer working parties are arranged. These are likely to total approximately 5 or 6 cars. On Thursday various specific groups volunteer in the park and generally travel by mini-bus. However other intermittent vehicle movements of the Friends of Holywells Park (FoHP) can be expected throughout the week and also at weekend and will depend on the activities organised by that group.

4.1.7 Visitors

It is difficult to estimate the likely increase in everyday visitors that the refurbished Stable Block will attract. The current estimated numbers is 426,000 approx per annum. See Appendix 1. However, it is probable that this number could increase by a further 100,000 throughout the year, especially with the added attraction of a café facility in the Stable Block and new toilets and kiosk facility at the play area.

As noted above one of the major elements of the Travel Plan is to encourage visitors to use sustainable transport. This can be categorised as follows:

- **Walking**

The Myrtle Road entrance to the park is situated 0.4 miles (.64km) approx. from the Waterfront and 1.5 miles (2.4km) approx. from Ipswich town centre (using the Town Hall as a reference point), which will take approximately 8 minutes and 21 minutes respectively to walk to at a medium walking pace.

A walking trip visit can be planned via the website www.walkit.com. walkit.com is an urban walking route planner and the app is available on Android, iPhone smartphones and also on iPads. Walking will be encouraged at every opportunity with publicity to emphasise the number of entrances to the park. These entrances are:

- Cliff Lane – adjacent to the Margaret Catchpole public house
- Cliff Lane – junction with Holywells/Landseer Road
- Nacton Road – opposite Alan Road
- Bishops Hill
- Myrtle Road

Each of these entrances will have a map of the park that will indicate the specific location that the visitor is entering. These maps will also be included on all publicity leaflets and information circulated in connection with the park. Moreover, every effort will be made to increase the signage around the park to encourage the use of the various entrances.

- **Cycling**

The Myrtle Road entrance to the park is situated 1.5 miles (2.4km) approx. from Ipswich town centre and can be reached in 10 minutes approx. if cycling at a leisurely cycling pace, via the waterfront and National Cycle Route 51.

The main footpath through the park from Myrtle Road to Cliff Lane is a designated Sustran Route (51). Cycle maps and information on how to keep bicycles secure are included on the Sustran website; www.sustrans.org.uk.

Suffolk cycle maps are available at www.greensuffolk.org/travel/journey-planning/cycling/ and www.cyclestreets.net

In order to encourage people to cycle to the park there will be specific areas designated for cycle storage. These areas will have purpose made cycle stands that will allow the cyclists to lock their bikes against permanent fixtures. New cycle stands will be positioned in the existing car park adjacent to the Cliff Lane entrance drive, in front of the Stable Block, at the Play Area and in the

Leafyard for staff and volunteers. These will not be covered so as not to spoil the aesthetics of the park, but will all be in full view of the CCTV cameras positioned at the existing car park, Stable Block and Play Area

- **Public transport, including bus and train travel**

Bus Travel

Holywells Park is well served by Ipswich Buses and First Group Buses, with the bus stops situated adjacent to four of the five entrances as follows:

Ipswich Buses

Cliff Lane – adjacent to the Margaret Catchpole public house – No. 6

Cliff Lane – junction with Holywells/Landseer Road – No. 1, 6, 192H

Nacton Road – opposite Alan Road -X1, X3

Bishops Hill – X1, X3, 4

First Buses

Cliff Lane – adjacent to the Margaret Catchpole public house – N/A

Cliff Lane – junction with Holywells/Landseer Road – 61A

Nacton Road – opposite Alan Road – 60, 61, 61A

Bishops Hill – 60, 61, 61A, 76, 76A, 77, 77A

Myrtle Road is also within a five minute walk from the Duke Street bus stop of Ipswich Buses 1, 6, 192H and First Buses - 61A and Bishops Hill a 5 minute walk from Fore Hamlet bus stop of First Buses 60, 61, 61A, 76, 76A, 77, 77A and Ipswich Buses X1, X3, 4.

All of this information will be included on all publicity and information in regard to the park. Each entrance will have bus specific information that will inform the visitor which bus service is applicable to that entrance. Every effort will be made to get the bus companies to specifically highlight Holywells Park on their destination information and maps

The latest information about timetables, pricing and maps are available on the following websites:

- www.ipswichbuses.co.uk
- www.firstgroup.com

Both companies offer discounted tickets for groups, but every effort will be made to persuade these companies to offer 'Free taster bus tickets' during the busy summer and half term periods.

Park and Ride

Ipswich has a Park and Ride network, with two sites on the outskirts of the town.

The sites at London Road and Martlesham are aimed at providing a sustainable form of transport to allow easy access into Ipswich, whilst reducing the number of cars, congestion and pollution in the town centre. Ipswich Park and Ride has been designed with safety and security in mind. Both sites have secure fencing, are well lit, regularly patrolled during opening hours and covered by 24 hour CCTV.

The Park and Ride bus does not stop at Holywells Park, but does stop in Ipswich town centre and at the train station.

Each Park and Ride ticket includes travel on any Ipswich Buses town service on the day of purchase

The timetable and fare information is available on the following website:

- **www.suffolkonboard.com/park-and-ride**

Train Travel

Ipswich Train Station is located 1.3 miles (2.1km) away. Access to Holywells Park is achieved by walking along Ipswich Waterfront.

As well as detailing the route and showing a map, the walkit.com planner gives the following information about travelling from Ipswich Train Station to the Myrtle Road entrance of Holywells Park:

Distance	Time (In minutes)	Calories	CO2 Saved
1.3 miles	19 - Fast	133	0.11kg train
2.1km	25 - Medium	119	0.42kg car
2970 steps	38 - Slow	114	0.31kg bus

- **Private transport, including cars and private hire vehicles**

Car Parking

The existing car parking facilities within the park are currently inadequate for the high demand encountered during the summer months and school holidays. The current capacity is approximately 22 cars within the informal car park at the bottom of the Cliff Lane entrance drive and 2 blue badge places on the entrance drive itself. The remainder of the entrance drive has an informal double yellow line painted on the footpath side, although parking still occurs in this area.

Car currently also park in the Cliff Lane entrance drive, Cliff Lane and the streets adjoining the park, and also the parking bays (2hr restrictions) in front of the Cliff Lane shops. Informal use of the terrace area within the park by the Holywells Park Bowls Club will cease once work on the restoration project commences but arrangements are in hand to mitigate the effect of this for residents, etc.

As noted earlier, it is estimated that the restoration works will lead to an increase in the number of visitors to the park (see Appendix 1). Should these arrive by car there is a possibility of accidents occurring at this entrance due to the mixture of pedestrians, including families with push chairs, and vehicular traffic both parking in this area and travelling along the entrance drive.

The risks associated with an increase in vehicle movements cannot be ignored and rather than attempting to accommodate additional vehicles in the Park, which is neither feasible nor practicable, the proposal is to restrict car parking along the Cliff Lane entrance and existing car park and utilise other transport modes and parking options.

The Heritage Lottery does not fund any additional car parking and there is no additional Council owned land within the park or close by that could be used for car parking. Accordingly, the following is proposed:

- The existing car park to be used for blue badge and permit holders only.
The number of blue badge spaces is yet to be determined, but it is estimated that five would be adequate.
- Permits would be issued under the following circumstances:

Long term

The residents of the two cottages on the Cliff Lane entrance drive – this would extend to 4 permits in total.

The bowls club members –these would be issued to the secretary of the club for distribution as necessary. It is assumed that 10 permits would be required.

Short term (limited usage)

Event organisers – This would allow event organisers to bring their vehicles into the park to load and unload equipment etc.

School and other visitor groups – This would allow parking by appointment for mini-buses used by organised groups when visiting the Stable Block and Orangery.

- Car parking on the Cliff Lane entrance drive will be prohibited.
- Car parking on the Terrace will be prohibited.

Limited access will be allowed to other areas of the park for servicing and maintenance, events and activities. This access would be either through the Cliff Lane entrance, subject to restrictions set out in the park management procedures, or through the Myrtle Road entrance, as this is far more suitable for vehicular access than Bishops Hill as it is not on a major trunk road.

Alternative Car Parking

The nearest car parks are situated on the Waterfront located a short 5-10 min walk from the Myrtle Road Park entrance. Details about the car park and how to walk to Holywells Park from there are detailed below.

Car Park	Address	Car Park Type	Payment Methods	Cost (As at Dec 2013)	Opening Times	No. of Spaces	Distance from Holywells Park (Myrtle Road Entrance)	Other Information
Orwell Quay Car Park	Duke Street Orwell Quay Ipswich IP3 0AQ	Surface	Pay & Display Pay online	Car 50p per hour OR £3 Daily	24 Hours	284	0.4 miles Approx. 8 mins. walking	Please note, this car park is privately owned and patrolled.
Shed 8	TBC	Surface	TBC	TBC	TBC	TBC	0.2 miles Approx. 5 mins. walking	Not yet open
Athena Hall Car Park	University Avenue	Enclosed	TBC	TBC	TBC	TBC	0.2 miles Approx. 5 mins. walking	Not yet open

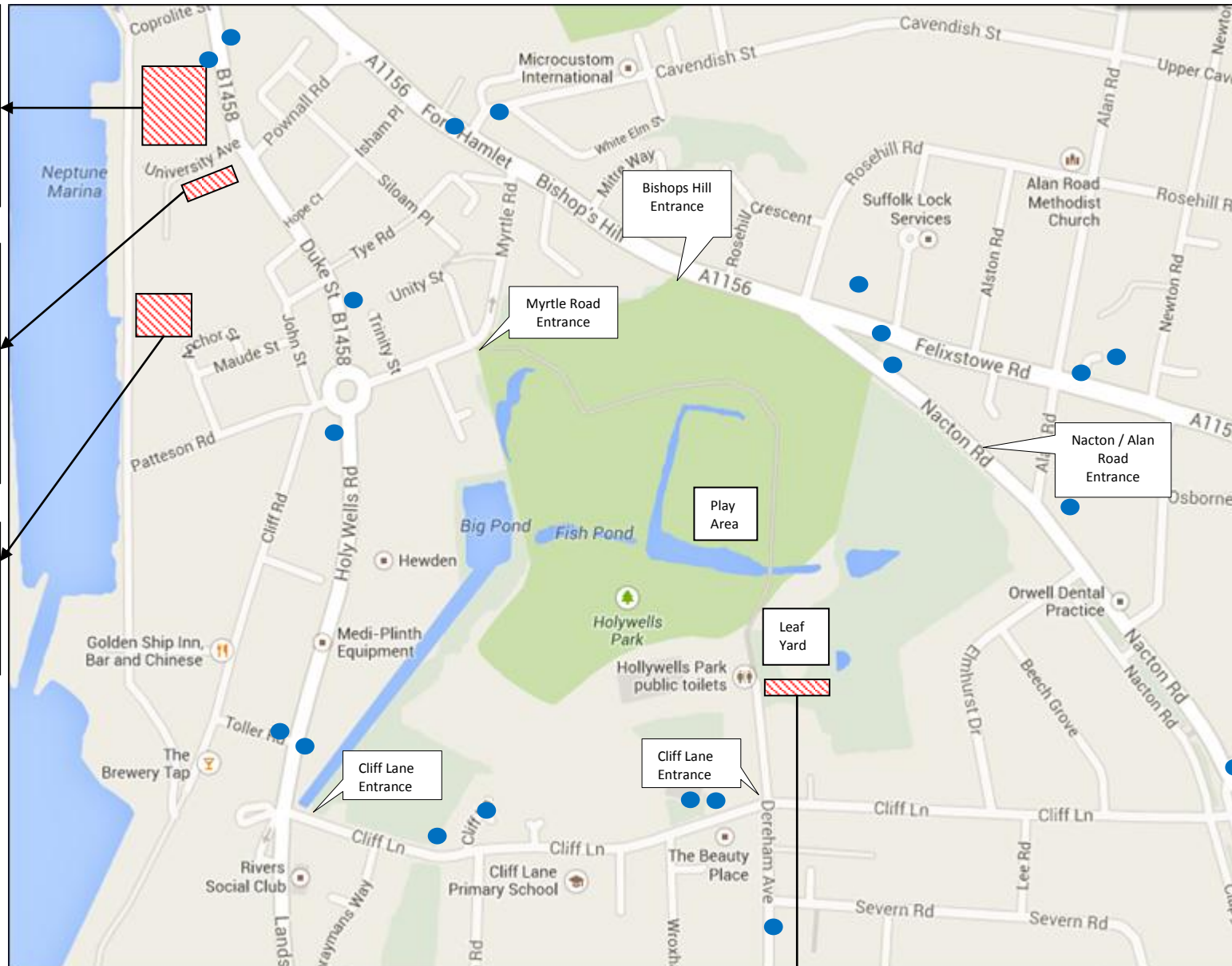
Holywells Park – Traffic Management Plan – Everyday Usage

Orwell Quay Car Park
Partnership with RCP for use of Car Park.
Access via Duke Street.
Nearest Park entrance is Myrtle Road
(0.4 miles / 8 mins.)

**Athena Hall Quay Car Park
(Not yet open)**
Access via University Avenue
Nearest Park entrance is Myrtle Road
(0.3 miles / 6 mins. walk)

**Shed 8 Car Park
(Not yet open)**
Nearest Park entrance is Myrtle Road
(0.3 miles / 6 mins.)

● Bus Stop
▨ Car Parking



Holywells Park Onsite Parking
For Residents, Blue Badge Holders and Permit holders only. Access via Cliff Lane

Signage

Diversionary signage to car parking alternatives at main entrances.

Event signage within the park and at Myrtle Road and other entrances.

Finger Posts

Inclusion of parking alternatives/event site plan within marketing materials to allow pre planning.

Sustainable Transport Links

Public transport links i.e. bus, Ipswich Buses partnership.

Sustrans Cycle Route 51 passes through the Park

Introduction of bike racks and promotion of cycling.

4.2 Events

All Events within the park from 2014 onwards will be organised by the Events Management Team, part of the Community and Culture Service Area. This will bring Holywells Park in line with the other parks in Ipswich. An Events Manual is currently being prepared and specific Events Management Plans will be prepared for each event, including the provision for emergency services access.

- **Public transport, including bus and train travel**

All of the provisions indicated under the Everyday Usage section will apply to access to the park for events, although dependent upon demand special park and ride provisions will be explored.

- **Private transport, including cars and private hire vehicles**

In addition to the off street car parking provisions for everyday visitors to the park the following specific arrangements are proposed for Events:

Cliff Lane Primary School Playground – IP3 OPJ – Capacity minimum 50 cars

Negotiations are taking place with the school to use their playground for car parking during the summer vacation period. This will involve accessing the school via the Cliff Lane vehicular entrance and entering the playground via the access road to the east of the school premises. The whole of this area has a tarmac surface highly suitable for vehicular traffic.

There are a number of provisions which would need to be made to ensure both the safety of the school summer playgroup (who use part of the facilities of the school during the summer) and pedestrians walking from the parking area to the Cliff Lane entrance:

- Alteration of the existing timber paling fence and entrance gates to allow separate personnel access to the play group facility.

- Barriers will be required between the part of the playground used by the play group and that used for car parking.

- Stewarding would be needed to ensure safe vehicular and pedestrian movement.

- Signage would be needed to indicate the availability of the facility.

- Publicity of this facility on all events marketing material.

Rivers Social Club – IP3 OAZ – capacity minimum 20 cars

The social club kindly allowed the use of their car park facilities for an event in the park during the summer of 2013. It is proposed that the club's offer to use these facilities for events in future years is accepted. This will entail putting in place the following provisions:

- Stewarding would be needed to ensure safe vehicular and pedestrian movement

- Signage would be needed to indicate the availability of the facility

- Publicity of this facility on all events marketing material

Margaret Catchpole – IP3 OPQ – capacity 6 blue badge parking spaces

The landlord of the Margaret Catchpole has agreed that an area of his land adjacent to the park's Cliff Lane entrance drive and to the east of the existing pub car park fronting Cliff Lane can be used on Event days for blue badge car parking.

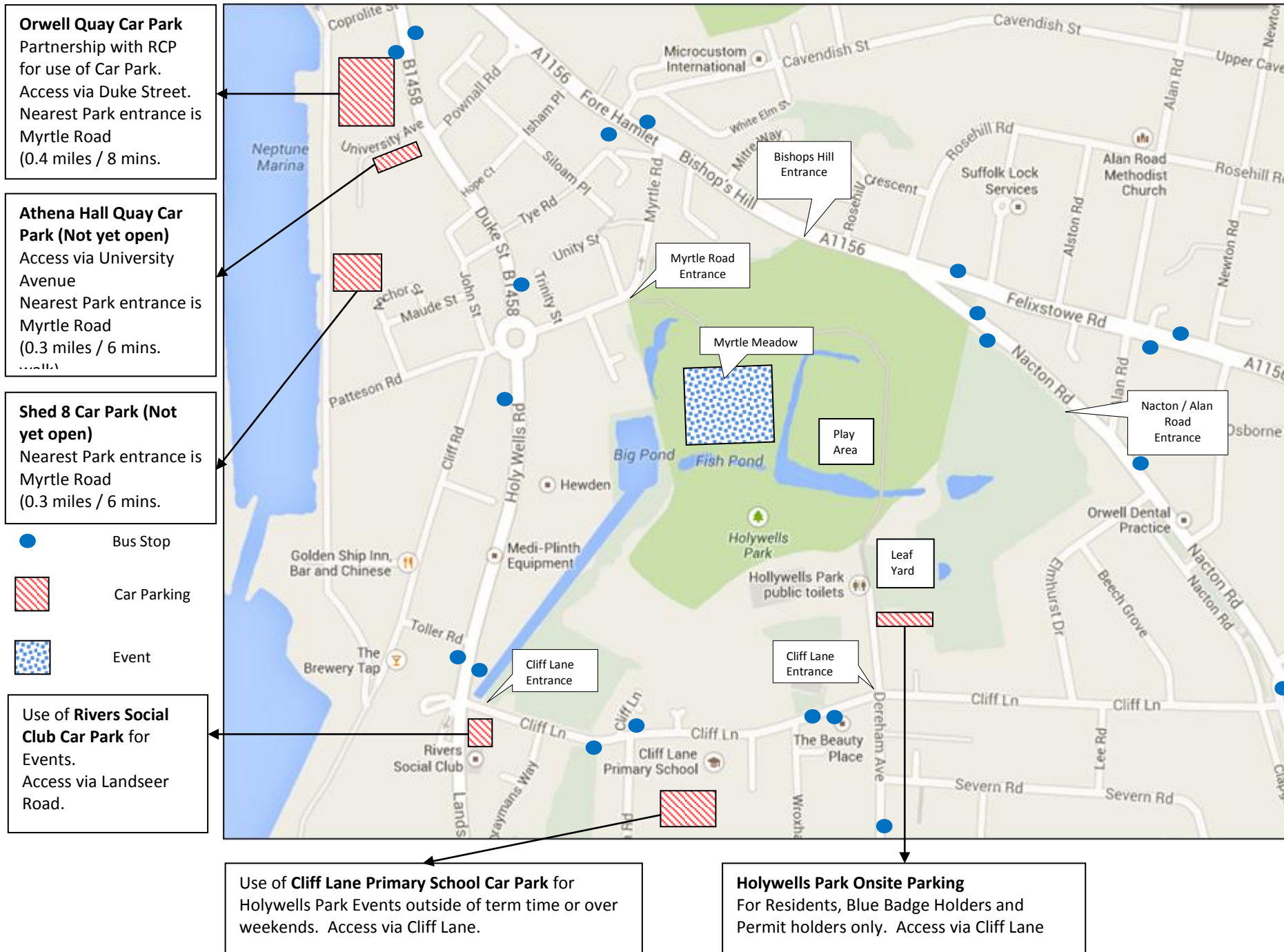
On Street Car Parking

With regard to the issue of nuisance in relation to on-street car parking on Cliff Lane, Nacton Road and adjacent side roads, the Council is in negotiations with the local Safer Neighbourhood Team (Police Community Support Officers) to arrange for temporary restrictive parking in sensitive areas on each of the event days.

The following table details the Event parking facilities available adjacent to the park.

Car Park	Address	Car Park Type	Payment Methods	Cost (As at Dec 2013)	Opening Times	No. of Spaces	Distance from Holywells Park	Other Information
Orwell Quay Car Park	Duke Street Orwell Quay Ipswich IP3 0AQ	Surface	Pay & Display Pay online	Car 50p per hour OR £3 Daily	24 Hours	284	0.4 miles Approx. 8 mins. walking (Myrtle Road Entrance)	Please note, this car park is privately owned and patrolled.
Shed 8	TBC	Surface	TBC	TBC	TBC	TBC	0.3 miles Approx. 6 mins. walking (Myrtle Road Entrance)	Not yet open
Athena Hall Car Park	University Avenue	Enclosed	TBC	TBC	TBC	TBC	0.3 miles Approx. 6 mins. walking (Myrtle Road Entrance)	Not yet open
Cliff Lane Primary School	Cliff Lane	Surface	TBC	TBC	TBC	50	0.25 miles Approx. 5 mins. walking (Cliff Lane Entrance)	In negotiations
Rivers Social Club	Landseer Road	Surface	TBC	TBC	TBC	20	0.1 miles Approx. 2 mins. walking (Cliff Lane Entrance/ Holywells Road)	In negotiations
Margaret Catchpole Pub	Cliff Lane	Surface	Not Applicable	Free	Event Days only	6	Adjacent to Cliff lane entrance drive	Verbal agreement with the landlord

Holywells Park – Traffic Management Plan – Events



Signage

Diversionary signage to car parking alternatives at main entrances.

Event signage
within the park and
at Myrtle Road and
other entrances.

Finger Posts

Inclusion of parking alternatives/event site plan within marketing materials to allow pre planning.

Sustainable Transport Links

Public transport
links i.e. bus,
Ipswich Buses
partnership.

Sustrans Cycle
Route 51 passes
through the Park

Introduction of bike racks and promotion of cycling.

5. Communication and Marketing

Travel information will be provided to all Ipswich Borough Staff and Visitors.

Information will be provided to visitors via the Holywells Park section on the Ipswich Borough Council Website. This website will provide details of how long it takes to walk from the nearest train station, bus stop and where the nearest car park is located.

Information will be provided to staff via the Ipswich Borough Council intranet site.

The following communication and marketing techniques will be used to promote the various Travel Plan proposals:

Advertise the provision of cycle racks and their location of these, thereby encouraging families to cycle to the park. Advertisement of local bus services:

- At all park entrances on notice boards, including timetables.
- On all park literature stating the bus services servicing the park.
- On specific event/activity advertising stating the bus services servicing the park.
- On the Council's specific Holywells Park website.
- Place prominent direction signs adjacent to ALL entrances to the park.
- Indicate parking restrictions around the park entrance, e.g. location of restricted parking areas, including parking bays at Cliff Lane shops.
- Advertise the all parking areas on all entrances and publicity material.
- Advertise specific parking areas for events on all entrances and on publicity material.
- Advertise events and travel information in local media, e.g. Angle, Ipswich Star, Radio Suffolk, etc.

Sustainable Travel Events

The following travel plan events will be promoted to staff:

Walk to Work Week
National Bike Week
Love To Ride Suffolk
Ipswich Sky Ride
World Car Free Day
National Lift Share Week
Local sustainable travel events

6. Commitment and Responsibilities

The Holywells Park HLF Team is initially responsible for keeping Holywells Park Travel Information Plan up to date. They can be contacted by telephone on 01473 433540 and by email at Holywells.hlf@ipswich.gov.uk, or in writing at:

Stable Block
Holywells Park
Cliff Lane
Ipswich
IP3 0PG

Information held within the Travel information Plan will be reviewed and updated annually.

Public transport information can be checked on www.suffolkonboard.com

7. Monitoring and Evaluation

The Holywells Park team will carry out further visitor surveys on an annual basis. This will enable trends of visitor travel to the park to be evaluated. The results of these annual surveys will be taken into account in the travel plan updates.

Feedback forms will be developed for handing out at the various events held in the park and again any relevant information used to update the travel plan. Copies of these will also be available at the Stable Block information point as a general satisfaction questionnaire, once the Stable Block is open to the public. Any complaints received from local residents and businesses will be recorded and acted upon as appropriate.

In order to satisfy the requirements of the Travel Plan, targets have been set to shift transport modes into sustainable modes. As noted in the Appendix 1, approximately 32% of the visitors to the park in 2013, arrived by car. It is the intention of the Parks and Open Spaces Service to reduce this by 5% on an annual basis, using the means described above. This would translate into the following annual targets:

Year	Mode of Transport	% visitors
2013 - Baseline	Car	32%
2014	Car	30%
2015	Car	28%
2016	Car	26%
2017	Car	24%

If these targets are achieved, it would therefore follow that there would be an increase in the number of visitors to the park using sustainable transport.

The encouraging piece of information gleaned from the data analysed from the 2013 travel questionnaire (Question 12 in Appendix 2) is that approximately 66% of people arriving by car would be persuaded to use other means providing their conditions are met.

APPENDIX 1

Audiences

The following is summary of the 2012 Visitor Observation Surveys and Park Questionnaire in which a number of questions were asked of visitors to the park and a visual count of visitors was undertaken.

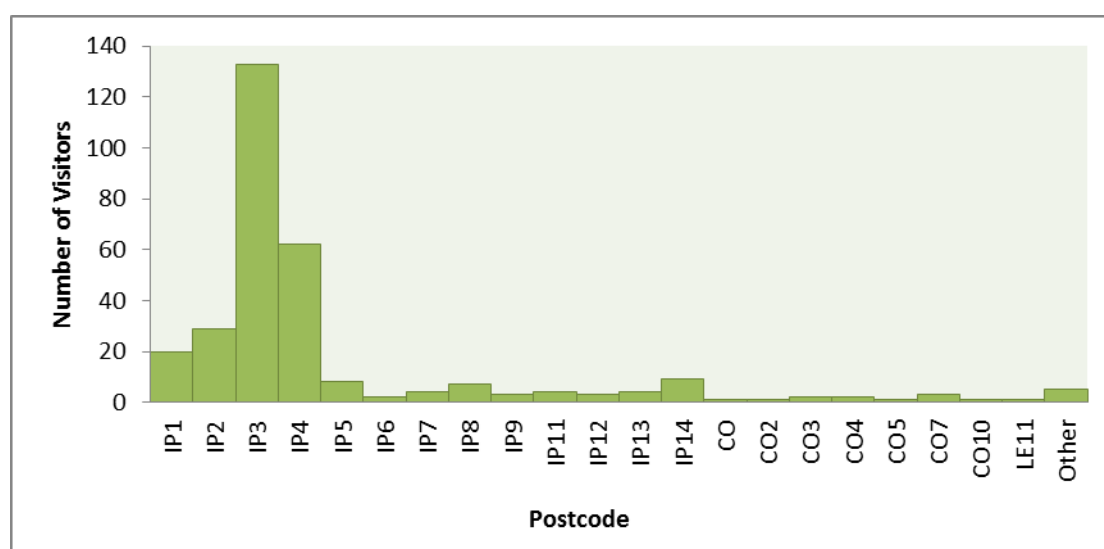
1. Catchment Area

Holywells Park sits in the North West part of the Ipswich IP3 postcode area, close to the border with IP4. The IP3 postcodes are found within the South East of Ipswich close to Ipswich's Historic Waterfront and the Orwell Estuary. In Q17 of the Park Questionnaire (Appendix B2 of the Visitor Observation Surveys and Park Questionnaire Results) we collated information regarding how far people lived from the park by asking for their postcode.

A map of the postcodes surrounding Holywells Park with a 1km and 5km radius around the park can be found in Appendix B4 of the Visitor Observation Surveys and Park Questionnaire Results. Parts of postcodes IP2, IP3 and IP4 are all within a 1km radius of Holywells Park; however the River Orwell is a potential barrier to some people living in IP2 as they would have to walk around the river through Ipswich Marina to reach the park.

305 people responded to Q17 and the bar chart below shows 43.6%, most of the respondents, had an IP3 postcode followed by 20.3% of respondents living in the neighbouring IP4 area, both of which lay within the 1km radius of Holywells Park. Our furthest visitor from approximately 150 miles away was from Loughborough with an LE11 postcode and we also had a couple of visitors from London.

Graph 1 - Visitors Postcodes



2. Who does and does not use the park

Two types of survey were carried out in 2012 to establish who was and was not using the park, what they were using it for and what they thought about current provision.

A team of project staff and volunteers completed an *observation survey* of park users over 22 hours of recording between Tuesday 24th July 2012 and Sunday 30th September 2012 incorporating the school summer holidays and the beginning of the autumn school term.

A total of 22 hours of surveys were carried out. These took place between 08:00 and 19:00 on weekdays and over the weekends relating to the times Holywells Park was open. 2176 people were recorded on the Visitor Observation Surveys. These consisted of 392 groups and the other visitors were on their own.

Table 1 - Number of Visits to Holywells Park

Weekdays											
Time period	8-9am	9-10am	10-11am	11-12am	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm
No visits	33	44	239	66	179	83	228	55	211	63	43
Date	09/08/12	12/09/12	24/07/12	21/09/12	04/09/12	06/09/12	31/08/12	11/09/12	24/08/12	06/09/12	31/08/12
Weekends											
Time period	8-9am	9-10am	10-11am	11-12am	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm
No visits	27	23	49	91	44	57	44	260	204	98	35
Date	26/08/12	15/09/12	12/08/12	22/09/12	01/09/12	30/09/12	02/09/12	08/09/12	28/07/12	22/09/12	01/09/12
	School term time										
	School holidays										

A questionnaire survey was conducted at outside events, within Hollywells Park, and available online which was widely advertised using the IBC website, Facebook and Twitter accounts and in the local press. This ran from August to the end of October 2012 and generated 408 responses from a sample of park users.

The observation survey visit numbers indicated that on average there were around 50 people per hour visiting Hollywells Park, with peaks of more than 200 people per hour during weekdays in the summer school holidays and on Sunday afternoons (Table 1).

One explanation as to why the park tended to be marginally busier during the week rather than at weekends, was that week day numbers were swollen with through-routers and commuters, and that local people tended to visit open spaces outside of Ipswich at weekends.

The total number of visits per year whilst substantial at 436,650 should still be regarded as a conservative estimate, given that observers could not record everyone passing through the park because of the size and wooded nature of the landscape. The numbers of people attending special events throughout the year (which in 2012 we estimated to be around 500) should also be taken into account.

The questionnaire survey revealed that 80% of the respondents were regular users, visiting either daily (7.1%), weekly, monthly or 2-3 times per year. Over half of them usually visited the play area (confirming the observed popularity of this feature) followed by the ponds, woodlands and meadow. More than a quarter of the respondents also said they used the park as a through route - a much higher percentage than were observed to be using it for this reason. The canal and walled garden were the least visited areas.

Most of the questionnaire respondents usually walked to the park (47%) but a high proportion came by car (40%) and 9% cycled.

3. Visitor Profile

Allowing for the fact that certain features in the park attract a disproportionate number of people from those sectors of the catchment population attracted to them e.g. play areas, and that there is usually free access to park from early morning to late evening, suggests that (all other things being equal) the profile of visitors to park ought to reflect the profile of the population living around them.

Table 2 shows the visitor profile characteristics for Gender, Age and Ethnicity for the 2012 Visitor Observation Survey alongside the 2011 Census Information for Ipswich.

The visitor profile for Hollywells Park is highly skewed by the popularity of the Play Area. Whilst there were 2176 people observed in total, this number reduces by almost half to 1265 when you take away the people using the Play Area.

Table 2 - Visitors Profiles

Visitor profile characteristics	Na = 2176 people observed in the 2012 Visitor Observation Survey	Nb = 1265 people observed in the 2012 Visitor Observation Survey minus the Play Area Figures	2011 Census Information for Ipswich
Gender			
Male	40.3%	48.1%	49.8%
Female	59.7%	51.9%	50.2%
Age			
0 - 4	11.5%	10.0%	7.0%
5 - 15	38.8%	16.8%	11.6%
16 - 19	4.3%	10.3%	6.5%
20 - 44	32.8%	35.8%	37.0%
45 - 64	8.0%	18.4%	23.6%
Over 65	4.7%	8.7%	14.4%
Ethnicity			
White	90.0%	89.6%	93.4%
Mixed	1.8%	1.6%	2.3%
Asian	2.0%	4.4%	1.8%
Black	4.3%	3.5%	1.8%
Chinese	1.4%	0.4%	0.7%
Other	0.5%	0.4%	
Visitor profile characteristics	Na = 2176 people observed in the 2012 Visitor Observation Survey	Nb = 1265 people observed in the 2012 Visitor Observation Survey minus the Play Area Figures	2011 Census Information for Ipswich
With observable disability/reported long term limiting illness	0.9%	0.6%	18%
Visiting Alone	7.8%	7.7%	
Visiting in a Group	92.3%	92.3%	
Visiting with a dog	9.2%	17.8%	

The interpretation below relates mainly to the full profile (column Na in table 2) above unless otherwise stated.

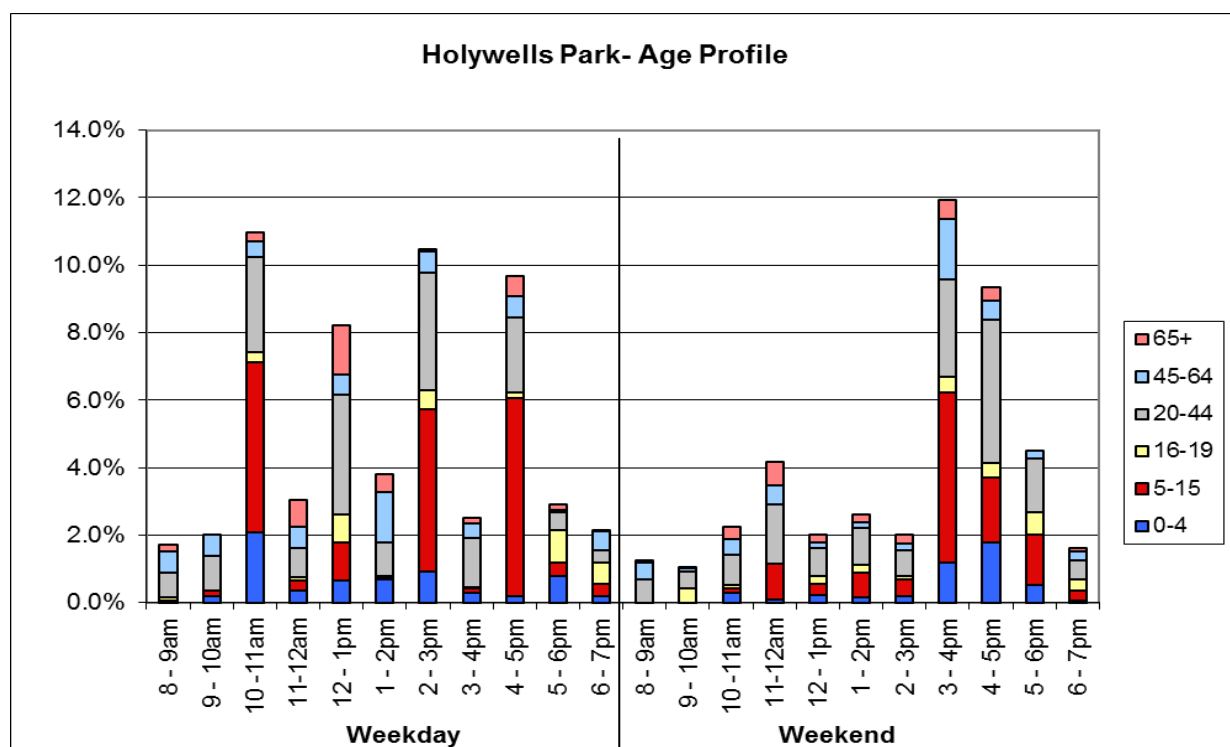
Gender

The higher percentage of females compared to males in the Holywells Park profile is notable. The numbers of females and the proportion of people visiting in groups were both undoubtedly swollen by those bringing young children to the Play Area midweek. Despite these effects we still believe the figures suggest that females felt sufficiently safe in this park to visit on a regular basis.

Age

The high percentage of Under 15's was more than twice their proportion in the borough catchment and again probably a consequence of the popularity of the Play Area. Whilst this factor also clearly had a statistical effect on reducing the percentages of people in the 45 and over age groups, these percentages were still regarded as being significantly lower than in the borough catchment. There is a notable reduction in the 5-15 age group statistics, where it significantly reduces from 38.8% (with Play Area data) down to 16.8% (without Play Area data) in the previous tables. Having said that Nb column percentages for all the under 20 age categories were still higher than in the borough as a whole providing further evidence that the whole of the park was particularly well used by children and young people. Please refer to Graph 2 for a pictorial reference to the different age groups that use Holywells Park.

Graph 2 - Age Profile of Holywells Park Visitors

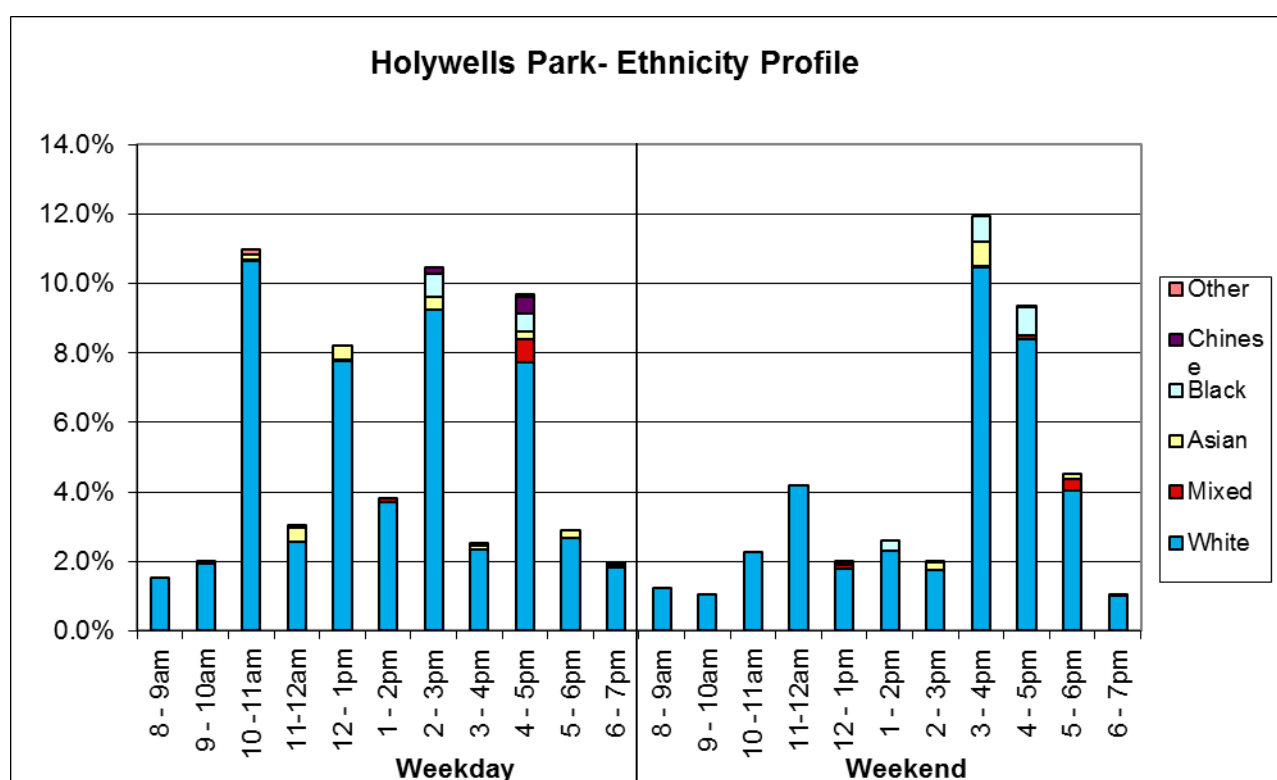


Ethnicity

The profile of people from ethnic minority backgrounds was considered encouraging, given that there was a greater proportion of visitors from these groups than resided in the population of the borough as a whole (at least in the 2001 Census figures).

However, in 2001 the percentages of people from ethnic minority backgrounds in the two wards closest to the park (Priory Heath and Gainsborough) were 10% and 6% respectively. This suggests that perhaps more could be done to attract more visitors to Holywells Park from these groups living close to the park. It should also be noted that all indications for form the 2011 Census Data show nationally that BAME populations have increased.

Graph 3 – Ethnicity Profile



4. Barriers to Use

Physical

Holywells Park is situated just north of the Waterfront area, between Nacton Road and Cliff Lane. It has 67 acres of rolling grounds, ponds and woodlands. There is a state of the art play area, a water play feature, a Bowling Green and maze.

There are five entrances, a small car park off Cliff Lane and on street parking areas. Toilets are available at the Stable Block when Council staff are in the building.

Access by bus from all directions is easy (with a service every 12 minutes along Cliff Lane). Ipswich railway station is a 20-25 minute walk away and Derby Road/Rose Hill 5 minutes away.

The questionnaire survey indicated that the vast majority of respondents found it easy to get through the park entrances and along the paths, but less easy to take a rest and find their way around the park. Over 20% found it difficult to use the car park.

*'The path from Cliff Lane is very steep. Would be appreciated to have a few seats along the slope. Residents at Holme Oaks are generally elderly and need places to rest on the way up'.
Questionnaire response Q7.9*

The access audit undertaken with the Ipswich Disabled Access Group indicated that access along the tarmac and cobbled paths was generally good, but that access was impeded by:

- Loose path surfaces along the canal and ponds.
- Steep cambers on the tarmac paths below Cliff Lane entrance and towards the Myrtle Road entrance near the canal.
- Lack of seating and at regular enough intervals to meet the needs of the elderly and those with respiratory and cardiac problems.
- Vehicles parked outside the Stable Block deterring people from accessing the Mansion Gardens.

This in part would account for the relatively low proportions of visitors from the oldest age groups and those with an observable disability.

The car parking figures indicated that parking was heaviest during the week and in particular at lunchtimes (Table 4). Even the Holywells car park was only busy to overflowing around lunchtimes during the week and in the middle of the afternoon at weekends, reflecting the peaks in the numbers of visits during the week and at weekends.

Table 3 - Usage of Holywells Car Park

Weekdays											
Time period	8-9am	9-10am	10-11am	11-12am	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm
Holywells Car Park	3	0	12	5	22*	11	17	12	17	4	0
Terrace	0	2	1	1	1	5	5	0	0	5	4
Date	09/08/12	12/09/12	24/07/12	21/09/12	04/09/12	06/09/12	31/08/12	11/09/12	24/08/12	06/09/12	31/08/12

Weekends											
Time period	8-9am	9-10am	10-11am	11-12am	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm
Holywells Car Park	0	4	2	14	5	11	11	24*	17	10	2
Terrace	0	0	0	0	2	2	0	11	11	13	1
Date	26/08/12	15/09/12	12/08/12	22/09/12	01/09/12	30/09/12	02/09/12	08/09/12	28/07/12	22/09/12	01/09/12
	School term time										
	School holidays										
N*	Car park busy to overflowing with this number of cars										

Observers commented that some visitors prefer to avoid the crush in Holywells car park and leave their cars in the surrounding streets anyway.

'The car park isn't big enough - especially in school holidays - I normally park on the main Nacton Road.'
Questionnaire response Q7.18

'I think the park is a real attraction, especially for families. But, as someone who lives on Cliff Lane we experience real difficulties with parking. This is mainly during the summer season and causes traffic problems by people parking on both sides of the road. As this is now a main bus route, buses and large vehicles sometimes experience difficulties getting through and it's not safe given the number of young children using the park.'

Questionnaire response Q12.87

The figures (if typical) indicated that it should be possible to comfortably accommodate all the bowlers and the vehicles of people with disabilities in Holywells car park in the future.

The other key physical barrier was the state of the toilets which were universally considered to be bad and too far away from the play area. One respondent noted that the air freshener used sets off her asthma and this stops her from using the park.

'Toilets near the play park would be great. Better cycle parking near the play area is also required. More seats for families in the play park. Make the existing benches level.'
Questionnaire response Q9.20

5. Conclusions on Visitor Aspirations in 2012

Annual visit numbers of 436,650 in 2012 indicate that this park was already well used in comparison with national figures for similar parks prior to their restoration¹.

Holywells Park, Ipswich	Park	436,650
Wanstead Park, London	Park	395,263
Chiswick House & Grounds, London	Park	>1,000,000
Stamford Park, Tameside	Park	350,000
Howard Park & Gardens, Letchworth	Park	280,000
Gillingham Park, Kent	Park	450,000

Holywells Park was particularly popular with families of young children and their carers who make very good use of the play area but do not always take the opportunity to visit other parts of the park. 2015

The park needs to hold more organised events.

The majority of visitors come on foot or by bicycle, but a significant proportion come by car and car parking at busy times is an issue for householders and businesses along Cliff Lane in particular.

¹ Figures supplied by Alison Millward Associates

People place a high value on this park for its beauty through the seasons, its common and rare wildlife and countryside feel, the children's play features and its history. Their aspirations for the future focus on the need to bring out the history of the park, open up the historic buildings, improve the toilet and refreshment facilities, reduce the congestion and safety problems related to car parking and develop the events and activities programme and the opportunities for learning and volunteering.

6. Vision for the Park

The vision for Holywells Park is to create a multicultural and multi-age audience for the park where bespoke events, activities and education will occur for the whole community.

By 2015 visitors to Holywells Park will have an increased knowledge about the heritage and environment of the park and be able to access all the historic buildings and landscapes. There will be a wider range of cultural, heritage and environmental events and a health and wellbeing package for visitors to enjoy attracting a wider audience into the park. The audiences that will be increased are over 45s, BAME groups, single adults, access groups and teenagers.

APPENDIX 2

Holywells Park Travel Survey 2013

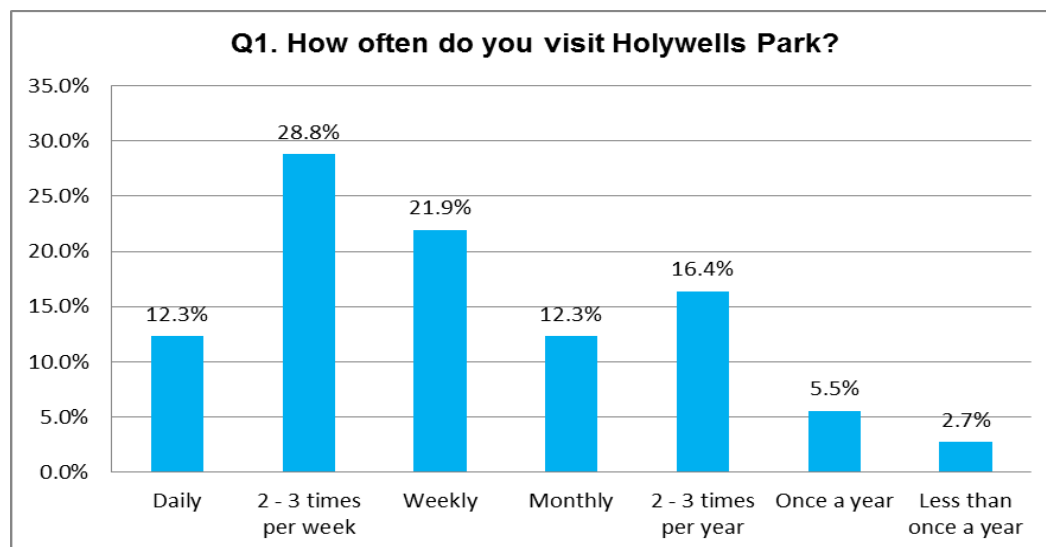
The main purpose of the Travel Survey is to find out how people currently travel to Holywells Park and if there was anything that could be done to encourage visitors to the park to use sustainable transport to travel to and from the park.

The surveys were carried out between August and November 2013 with a total of 77 people completing the questionnaire. Of these people, 30 (41.1%) were 'Male' and 43 (58.9%) were 'Female'.

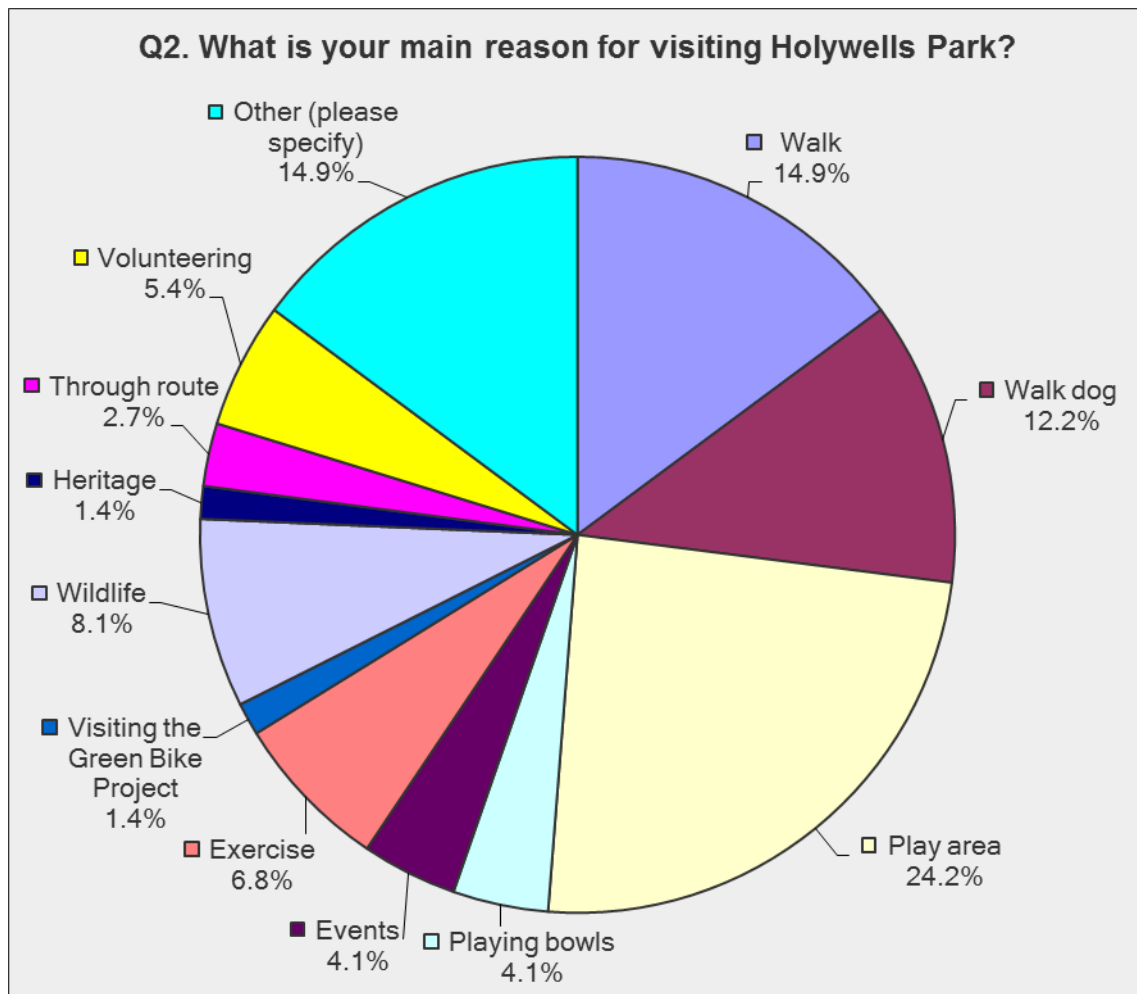
The majority of respondent's, 70 (97.2%) described their ethnicity as 'White'. Only 1 person (1.4%) stated they were 'Chinese', and the other 6 (7.8%) people either selected 'Prefer not to say' or skipped the question.

Most people completing the survey were in the '45-64' year old Age Range, 38.9% (28.) 34.7% (25) people were in the '20-44' year old range. Only 1.4% (1) person was in the '16-19' year old age bracket and nobody in the 'Under 16' range completed the survey.

In Q16, we asked "Do you consider yourself to have a disability or long term illness that affects your use of open spaces?" 70 people answered this question with 64 (91.4%) answering 'No'.



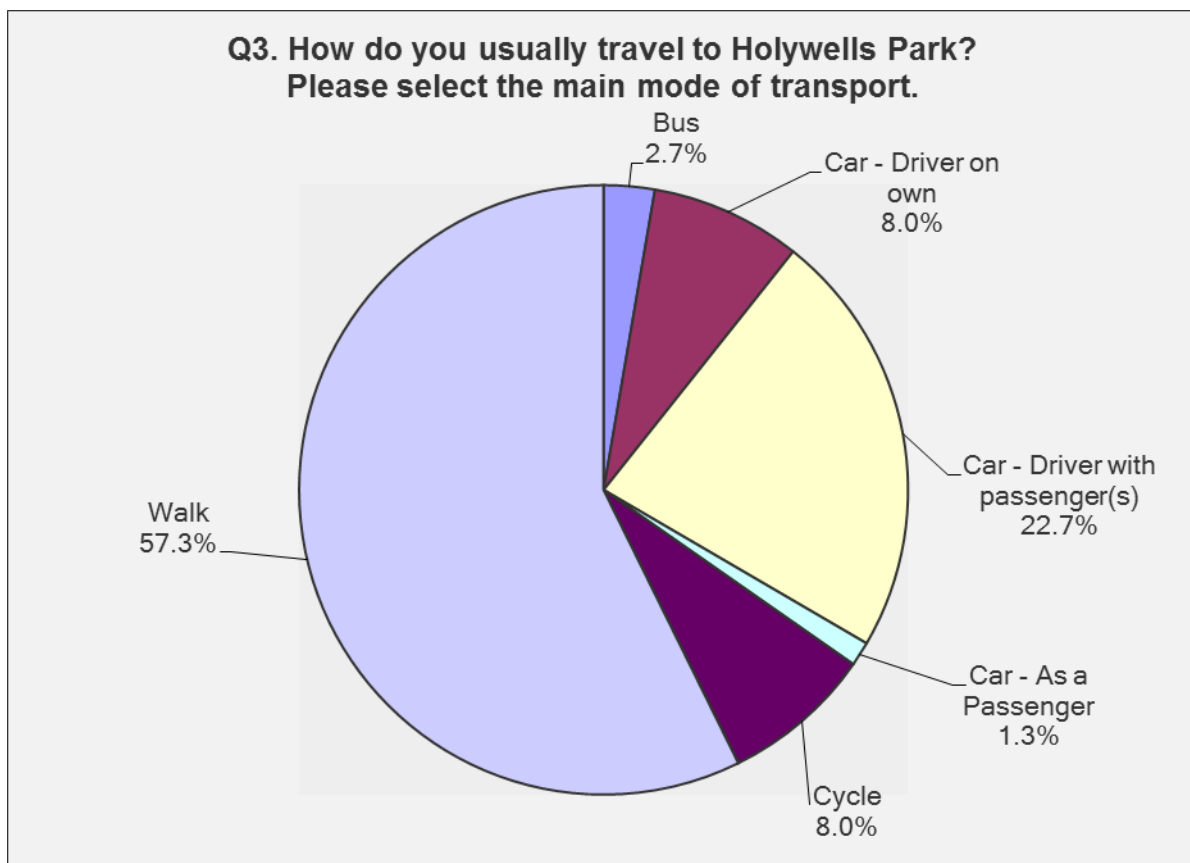
The graph above shows the frequency of people visiting the Park. A high percentage of the survey respondents, 63% (46) people visit the park once a week or more.



It is clear from the pie chart above that the main reason for people visiting the park was to come and enjoy the 'Play Area' 18 (24.2%) people selected this. The second most popular reason was to come for a 'Walk' and 'Other', both having 11 respondents (14.9%). These were closely followed by 'Walk Dog' with 9 (12.2%) people.

The comments section from the 'Other' choice included the following activities:

'Toddler Group Meeting'	Q2.1 & Q2.7
'A quiet few moments – Childhood Memories...'	Q2.2
'Check on my Father's tree by the bowling green.'	Q2.3
'Feed the ducks'	Q2.4
'Picnic'	Q2.5
'Geology'	Q2.8 & Q2.9



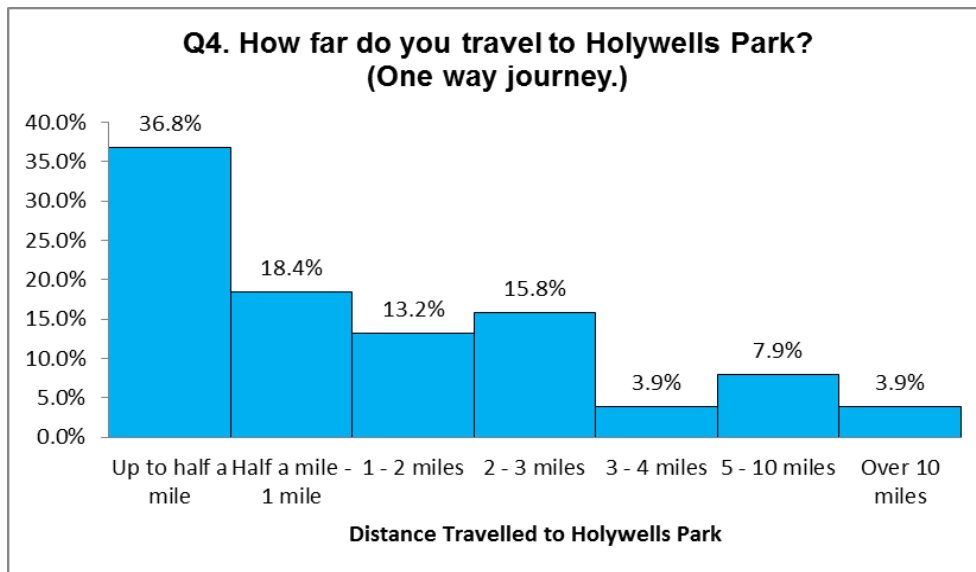
It is pleasing to see that 68% (51) of respondents used sustainable transport to travel to the Park. This included the highest percentage 57.3% 'Walking', 8.0% 'Cycle' and 2.7% using public transport in the form of a 'Bus'.

32.0% (24) people travelled in a car either as a driver or passenger.

1 person selected 'Other' and wrote that they used a 'Mobility Scooter' to get to, from and travel around the Park.

None of the respondents said they used a 'Taxi' or 'Mot Motor Cycle / Moped / Motor Scooter

2 people skipped this question.

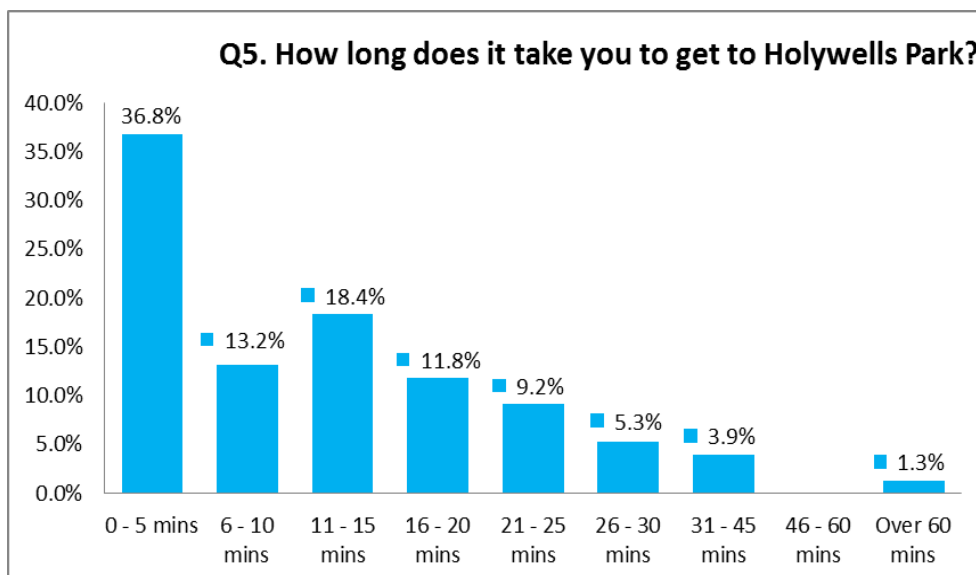


The graph above shows that over half the respondents, 55.2% (42) people live within 1 mile of the Park. Of these people 2 travelled by car, the others walked, cycled or used their Mobility Scooter.

10 people (13.2%) who travelled 1 -2 miles to the Park, 8 people used sustainable transport and 2 people chose to use their car.

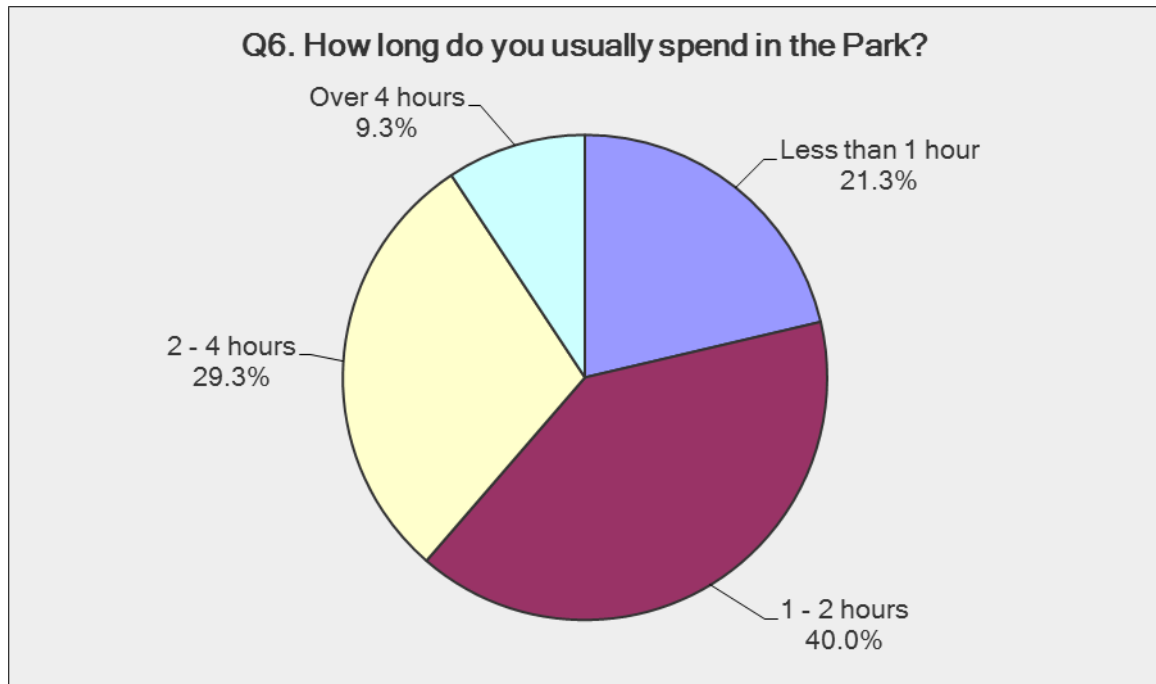
12 people (15.8%) used a car to travel between 2-3 miles to reach the Park, 2 people cycled and 1 person walked.

12 people (15.7%) travelled over 3 miles to the Park. Out of these, only 1 person used the bus, the others were in cars.



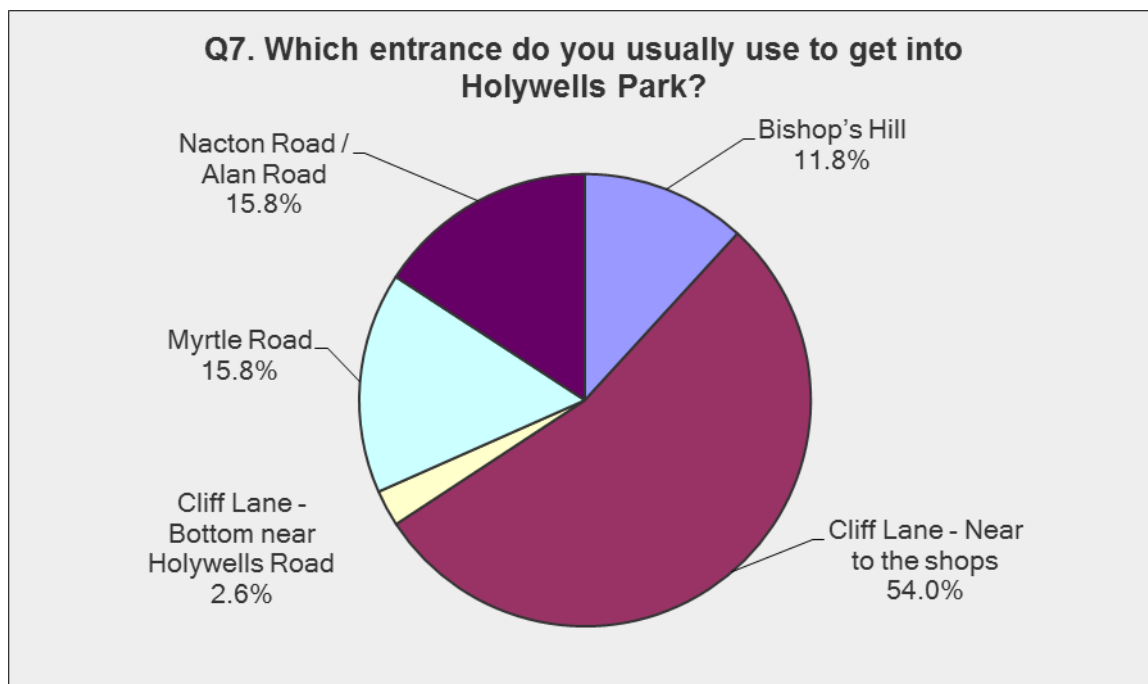
As we saw from Q4. above, the majority of survey respondents live within a mile of the Park, therefore it is not surprising to see that a similar percentage, 50% (38) of people took less than 10 mins. to get to the park.

It is also not surprising to see the graphs for Q4 and Q5 follow a similar trend as you expect it will take you longer to reach the Park the further away you live.



Q6 asked, How long do you usually spend in the Park?

(30) 40% of people stayed between 1 - 2 hours in the park, this was followed closely behind by (22) 29.3% of people staying between 2-4 hours in the Park. It is satisfying to know people are coming to enjoy the Park for such long durations.



The pie chart above shows us the most popular entrance to the Park is 'Cliff Lane – Near to the shops' with 54% (41) people typically using this entrance to come into the Park.

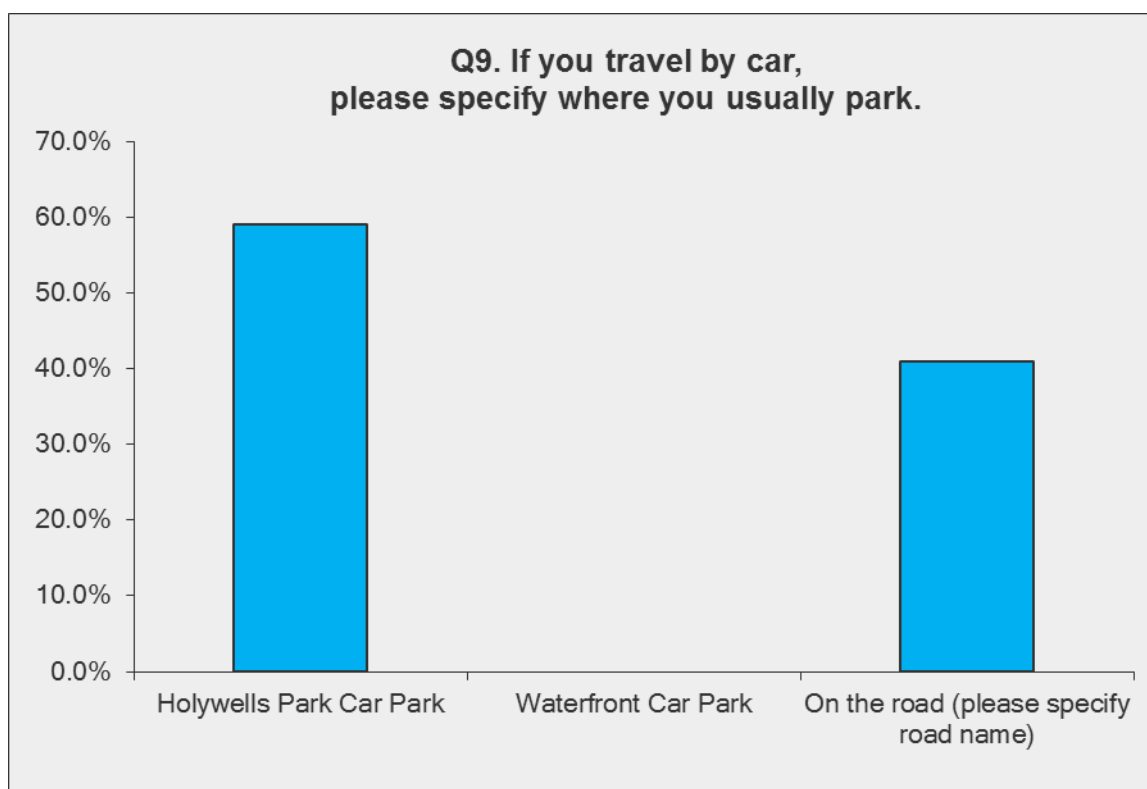
An equal number of people, 15.8% (12) people mainly accessed the Park through 'Nacton / Alan Road' and 'Myrtle Road'.

These were followed by the 'Bishop's Hill' entrance with 11.8% (9) people.

The least popular entrance was the one at 'Cliff Lane – Bottom near Holywells Road' with only 2.6% (2) of survey respondents' entering the Park here.

Q8. Asked, 'If you travel by bus, please specify which bus number you travel on.'

Only 2 people completed this question and they both used the Number 6 bus to reach the Park.

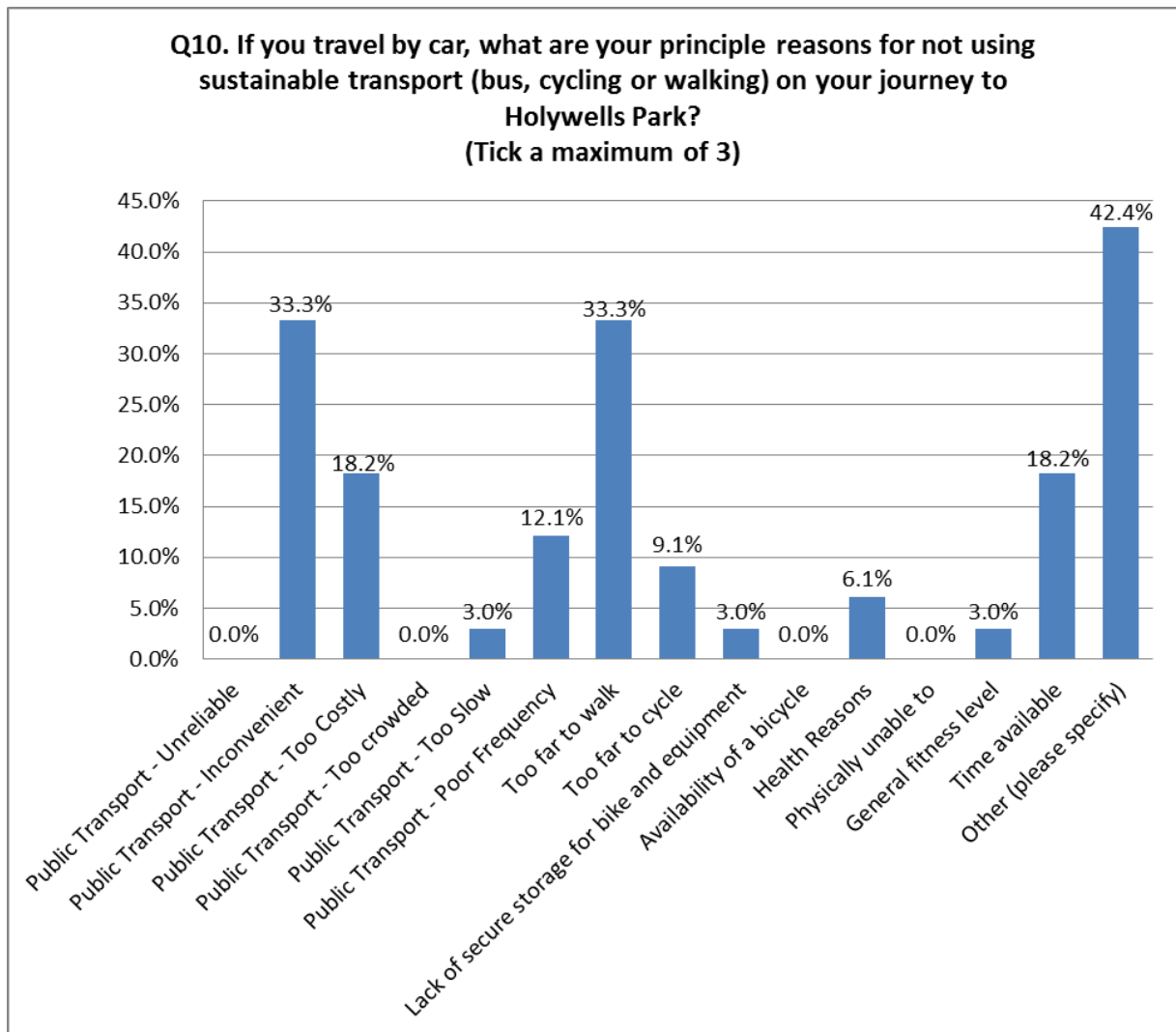


39 people responded to this question.

It is very clear from the chart above that nobody said they usually park their car in the Waterfront Car Park. The majority of people, a huge 59% (23) people parked in the Holywells Car Park.

The remaining 41% (16) said they usually parked on the road. The table below details the road they parked on and the numbers.

Cliff Lane	7
Myrtle Road	4
Holywells Park Terrace (Temporary Bowlers Car Park)	2
Nacton Road	1
Dereham Avenue or Severn Road	1
Boyton Road	1



This question was directed to those people who travelled by car to the Park. It asked ‘what are your principle reasons for not using sustainable transport (bus, cycling or walking) on your journey to Holywells Park?’ People could give a maximum of 3 answers. 33 people responded to this question.

The most popular response was ‘Other’ with 42.4% (14). There were a variety of responses within this including:

‘Too many things to carry i.e. picnic, blankets etc.’	Q10.1
‘Infrequent bus from where we live.’	Q10.6
‘Usually got dogs with us.’	Q10.8
‘Live too far away...’	Q10.10 & Q10.11
‘Usually carrying items – sometimes heavy.’	Q10.13
‘On a time limit as I have to get home to get to work.’	Q10.14

The next joint most popular reasons, both at 33.3% (11), were 'Public Transport - Inconvenient' and 'Too far to walk'. 'Public Transport – Too Costly' and 'Time Available' followed at 18.2% (6).

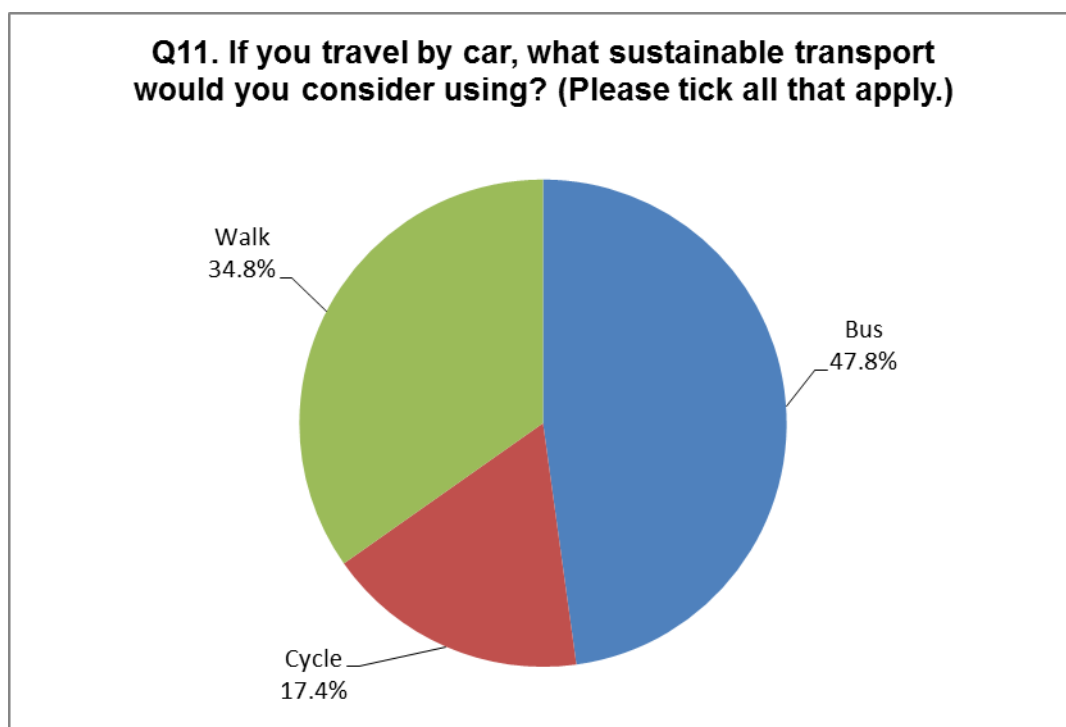
The following reasons were not selected at all:

'Public Transport – Unreliable'

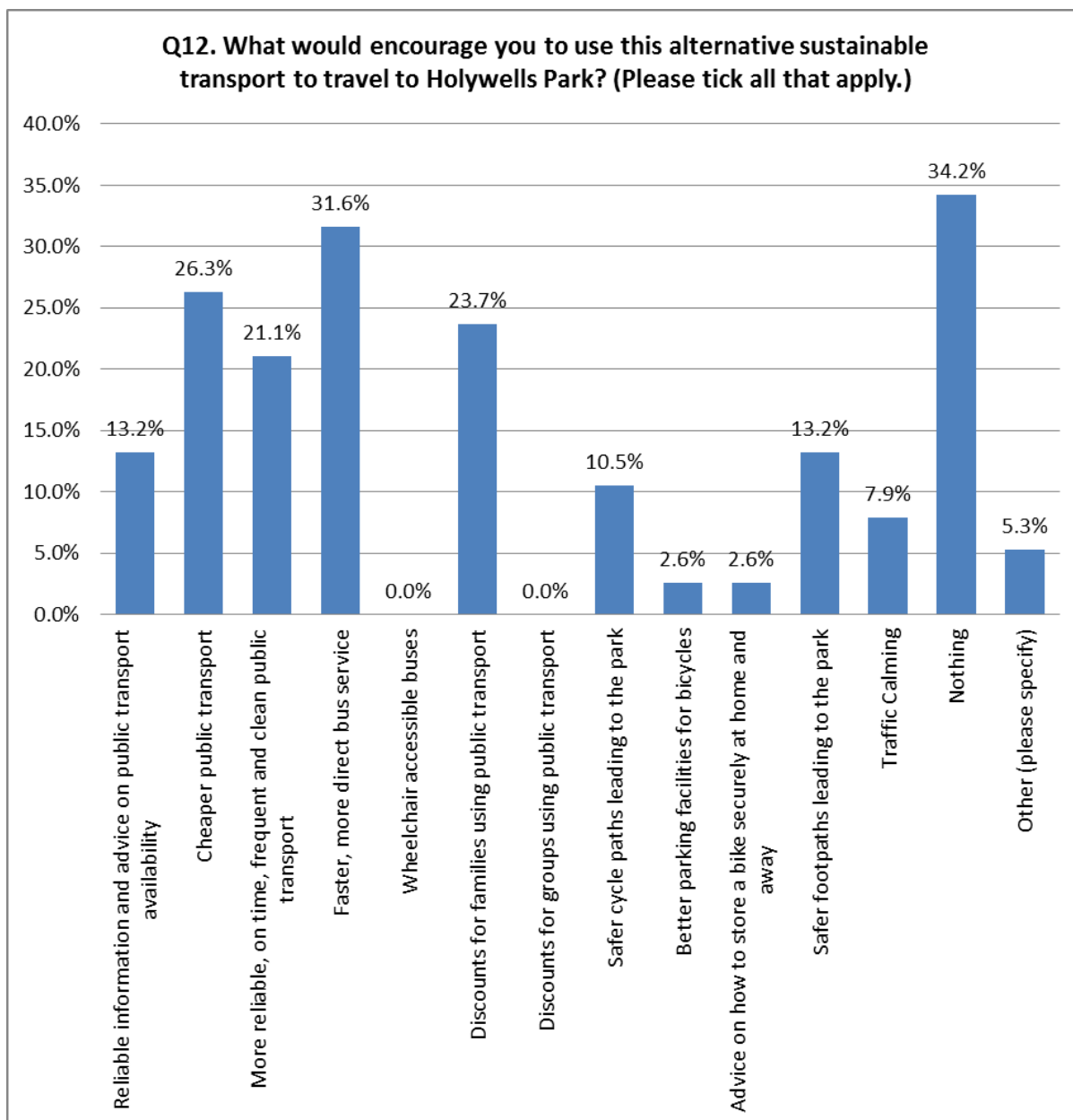
'Public Transport – Too Crowded'

'Availability of a bicycle'

'Physically unable to'



23 people answered this question with the majority saying they would consider travelling on a 'Bus' 57.9% (11). 42.1% (8) people would consider 'Walking' and 21.1% (4) people would think about 'Cycling' to the Park.



38 individuals responded to Question 12.

Nobody selected that either 'Wheelchair accessible buses' or 'Discounts for groups using public transport' would encourage them to use alternative sustainable transport to travel to Holywells Park. 34.2% (13) people stated that 'Nothing' would encourage them to use alternative sustainable transport.

31.6% (12) people said that a 'Faster, more direct bus service' would encourage them to use sustainable transport. The subsequent responses were 26.3% (10) – 'Cheaper public transport' and 23.7% (9) - 'Discounts for families using public transport.'

Both bus companies operating in Ipswich offer various discounted bus tickets for children, families and groups. These are briefly outlined below.

Ipswich Buses

They have a flat rate fare of £1.00 for children between 5 and 11. This is also available for children and teenagers aged between 11 and 19 years old who have a valid child ID card. This can be purchased for £2.00.

They also have a 'child Rover' ticket which costs £2.00 for unlimited travel on the Ipswich Town network.

Their '5' ticket is aimed at reducing the cost of group travel. 2-5 passengers can travel after 3pm on weekdays, all day at weekends, school holidays and bank holidays for only £4.00. Restrictions apply for these.

First Buses

First Buses have two types of family discount tickets called 'FirstFamily'. These cover Ipswich Zones 1 and 2, and are for 1 adult with either 1 or 2 children aged 5-15 years old.

For both bus companies, children under 5 years old travel for free.

Restrictions apply to the discounted family tickets for both bus companies. Children under 5 years old travel for free (up to a maximum of four with a fare paying passenger) and if you hold a valid English National Concessionary Permit, you can travel free on buses between 09:30 – 23:00 Monday to Friday and all day on weekends and Bank Holidays.

Question 13 asked 'Please use the space below to add on any other comments relating to travelling to Holywells Park.'

There were a variety of comments written here.

Several people commented about the current Car Parking problems and this is something that with the help of this Travel Survey and the support of the community, we will be able to find a suitable compromise to.

"Car parking is a continual problem around the park entrances and more thoughts are needed to improve access and parking." Q13-23

"Parking is a problem in Severn Road, Dereham Ave & Cliff Lane. It's so hard for buses to pass and locals to park when the park is busy." Q13-16

"I think it would be fair to say that consideration should be given to providing additional car parking to cope with organised events and additional interest that will be forthcoming with the proposed improvements planned. Parking is already a problem in roads adjoining the park." Q13-18

We learnt a lot about the parking situation at the 2013 Family Fun Days. These were so popular that the car park was overflowing and streets surrounding the Holywells Park were crammed with cars. This is very common throughout the School Summer Holidays and on Event days and has been the case since the Water Play Area opened up.

For the Family Fun Days, people had regularly parked badly and on corners, making it very difficult for pedestrians to use the pavements, for buses to travel down the roads and for locals to park on the street outside their properties. We took several measures to try to improve this situation including:

- Consulting the Community Police about every event and to ask their advice.
- Put up a large 'Alternative Parking' sign containing a map to different local car parks within easy reach of the Park.
- IBC Park Patrol manned the Holywells Car Park and once it was full gave members of the public directions (verbally and a small leaflet) to parking at the bottom of Cliff Lane in the Social Club Car Park (Free) and the Waterfront Car Park (Fee Payable.)

At the last Family Fun Day event, only 8 cars were parked in the Social Club Car Park. Feedback from Park Patrol was that even though they gave out the 'Alternative Parking' leaflets and explained it was nearer to where the event was taking place, people still decided to park on the streets surrounding the Park.

Some people would consider using more sustainable transport to get to the Park if they felt safer travelling from their home to the Park.

"Making the journey safer to walk or cycle from home to the park."

Q13-6

Others enjoyed their walk to the park:

"We enjoy walking to the park. Adds to the excitement."

Q13-7

One person wrote that for safety and environmental reasons, they were pleased to hear the Car park will have restrictions on it:

"I'm very pleased to hear you are closing the Car Park down to the majority of people making it safer for people walking and cycling in the park. Hopefully this will help prevent accidents as I often see children running down to the park & cars coming out of the car park. Hopefully this will encourage people to use more environmentally friendly ways to get to the park."

Q13-2

Some people spent a long time responding to this question:

"I am very fortunate that I live close to the park and I am able to walk through the park, on my way into town.

It is a beautiful park, one that I enjoy all year though. From winter, when the snow is on the ground, spring, when leaves start to shoot on the trees and daffodils appear. To hear children laughing, screaming and having lots of 'FUN' is the play area during summer and to autumn, with the ever changing colour of the leaves on the trees.

It is good to know that Holywells Park has been awarded the Lottery Fund and a Cafe and facilities would be most welcome in the park.

What has concerned me just recently is the fact that you want to do away with the car park that already exists in Holywells Park. If anything, with the number of visitors the park has, I would have thought you would have needed to increase its size. As the park gets extremely busy at weekends and school holidays. Parents need easy access to the park if they have prams and buggies. They don't want to walk long distances to reach the park.

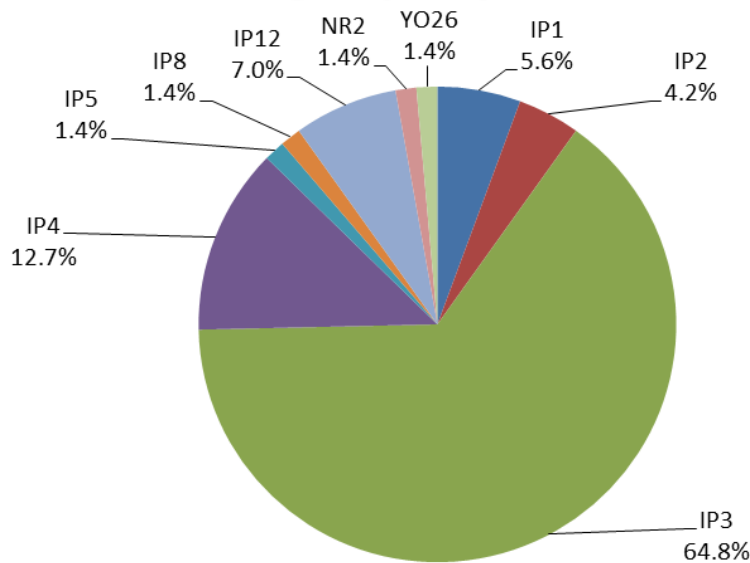
Local residents are none too pleased about the parking along the roads on the Rivers Estate i.e. Wroxham Road, Dereham Avenue, Severn Road, not forgetting the very busy Cliff Lane. This creates more congestion and difficulty for through traffic, travelling along these roads. As far as Myrtle Road, I was having great difficulty the other day pushing a buggy along the pavement. As there were cars parked on both sides of the road and on the pavements, making access difficult.

I can understand your dilemma, but please consider trying to find extra car parking space within the grounds of Holywells Park. For the safety of parents with young children and to keep the local residents happy too. Unless there are Tree Preservation orders on the trees in the park, then you are certainly faced with a difficult situation.

Thank you for reading my comments."

Q13.8

Q18. Please give your post code.



Question 18 asked for people's postcode. This was to assess how far away people lived from Holywells Park. The Park is situated in the North West section of the IP3 postcode area, close to the IP4 border. Hence, it is not surprising that the majority of people who responded also lived in the IP3 area with 64.8% (46) followed by 12.7% (9) people with an IP4 postcode.

The furthest people from the Park to complete the survey were 225 miles away in Yorkshire and from our neighbouring county of Norfolk 52 miles away.

Question 19 asked 'Which, if any local groups do you belong to?' 23 people responded to this question with the following groups:

- Alzheimer Society
- British Red Cross
- Butterfly Conservation
- Friends of Holywells Park
- Friends of Ipswich Transport Museum
- Geo Suffolk
- Greenways
- Hatfield Road Church
- Holy Family Church, Kesgrave
- Holywells Bowls Club
- Ipswich Arts Association
- Ipswich JAFFA
- Ipswich Society
- Ipswich Wildlife Group
- Martlesham Parish Council
- Playbus Committee
- RSPB
- St Barts
- Suffolk Wildlife Group
- University of East Anglia

Question 20 and question 21 respectively asked 'Would you like to receive information about volunteering at Holywells Park?' and 'If yes, please provide contact details.'

10 people were interested in receiving information but only 9 people completed their details.

Summary

It is clear from the responses that not many people are willing to change their current mode of transport to travel to Holywells Park.

We need to do more to promote the 'positives' for using sustainable transport and the discounts already in existence from the local bus companies. For those people who will continue to travel to the Park by car, it is necessary for us to direct them to other car parks close to the park.