



CULLIMORE PARK PLAYGROUND REFRESH: ENGAGEMENT AND INSIGHT REPORT

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December 2024.

EXECUTIVE SUMMARY

Cullimore Park playground is due for a refresh. The aim of this consultation was to seek feedback from the local community on what they would like to see at Cullimore Park playground. Alongside this, Council used this engagement to better understand how the community currently uses the park.

This survey was available for the wider Hamilton community but specifically targeted to those who live in the vicinity of Cullimore Park. The online survey was hosted on Social Pinpoint. Council also hosted an information drop-in session at Cullimore Park, where people could share their thoughts and feedback.

This engagement ran from 5 to 26 November 2024. We received 79 responses from individuals and one from an organisation.

Who uses Cullimore Park, and what do they use it for?

- Close to half of the respondents use Cullimore Park on a weekly basis. Nine visit daily.
- Four out of five visit the park with their children or grandchildren.
- Four out of five visit Cullimore Park to use the playground.
- Three respondents mentioned someone in their household who uses the playground has a disability or special needs.

Perceptions of Cullimore Park

- Three out of five believe there should be more rubbish bins.
- Nine out of ten think Cullimore needs more seating.
- Three out of four desire more shaded areas.
- Half believe the park is not well maintained.
- The most common barrier for respondents to playing the way they want to play at Cullimore Park was poor lawn maintenance/muddiness ($n = 15$), and a lack of shade ($n = 15$).

Desired play spaces at Cullimore Park

From the pre-defined list provided, respondents ranked the types of play spaces they most preferred to see at Cullimore Park. The table below generally summarises the community's overall views on the play spaces listed.

Play type	Most preferred play space	Second most preferred play space	Least preferred play space
Structured Play	Swinging	Sliding	Climbing net
Dynamic Play	Jumping	Spinning	Rocking
Natural Play	Stepping logs	Balance beam	Rocks
Imaginative Play	Kicking a ball	Outdoor music equipment	Talking tubes

Other suggestions from respondents include introducing more shade ($n = 10$), a basketball court ($n = 9$) and more colour ($n = 9$).

SUBMISSIONS INSIGHTS

Cullimore Park playground is due for a refresh. The new playground will be more up to date, providing fun within a safe yet challenging environment for young explorers.

The aim of this consultation was to seek feedback on the proposed refresh of Cullimore Park playground. Alongside this, Council used this engagement to better understand how the community currently uses the park. The results of this engagement will be reviewed alongside the renewals budgets and will inform the final design and delivery process.

The online survey was hosted on Social Pinpoint. This survey was available for the wider Hamilton community but specifically targeted towards those who live in the vicinity of Cullimore Park. The survey link was distributed to the local community using letter drops. The wider community could also access the survey via hardcopies from local libraries and the Council building. The survey was also promoted via signage installed at the park, an Antenno notice to Pukete residents, and Meta social media advertising geo-targetted to the local area.

Council also hosted an information drop-in session at Cullimore Park, where people could share their thoughts and feedback face-to-face.

This engagement ran from 5 to 26 November 2024. We received 79 responses of individuals, including three hardcopy responses. We also received one response from an organisation.

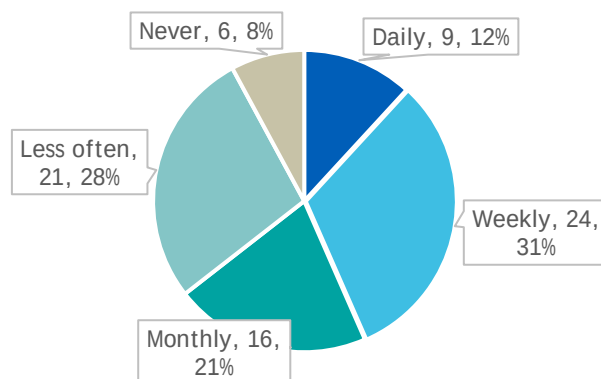
FEEDBACK THROUGH SUBMISSION FORMS

WHO USES CULLIMORE PARK, AND WHAT DO THEY USE IT FOR?

How often do you use Cullimore Park?

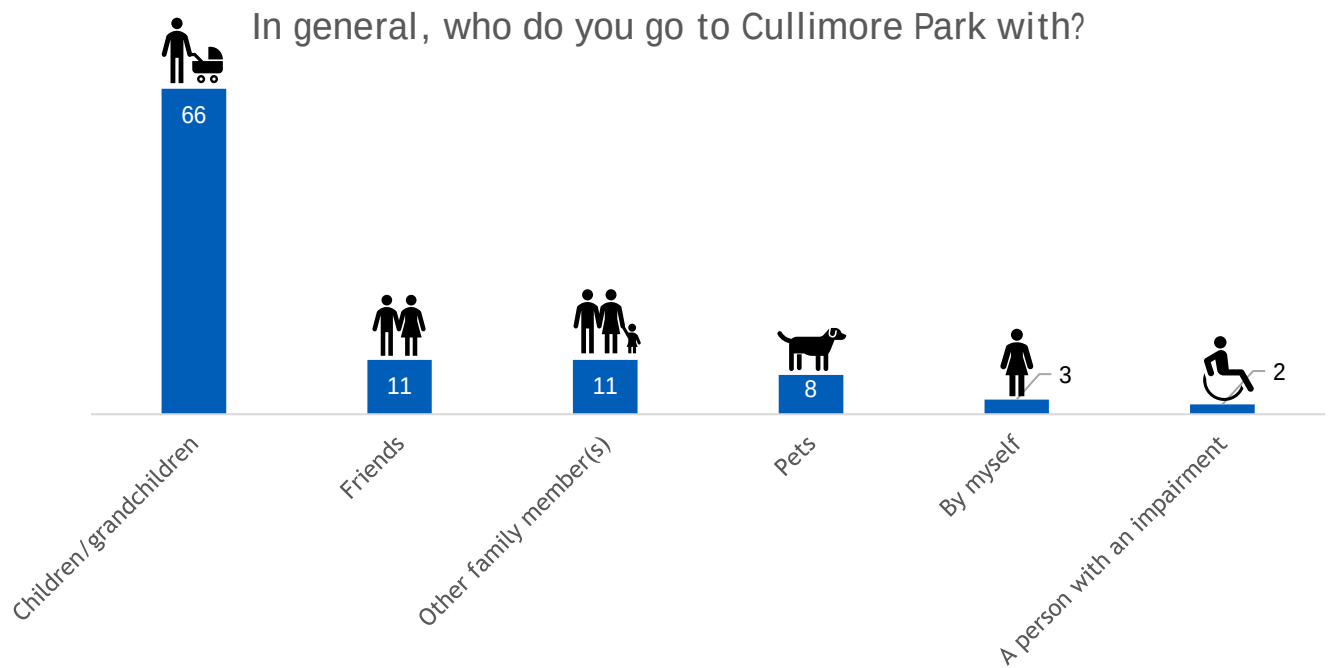
Two in five of respondents (43%, $n = 33$) use Cullimore Park on at least a weekly basis. Of these, nine use it daily (12% of respondents).

How often do you use Cullimore Park

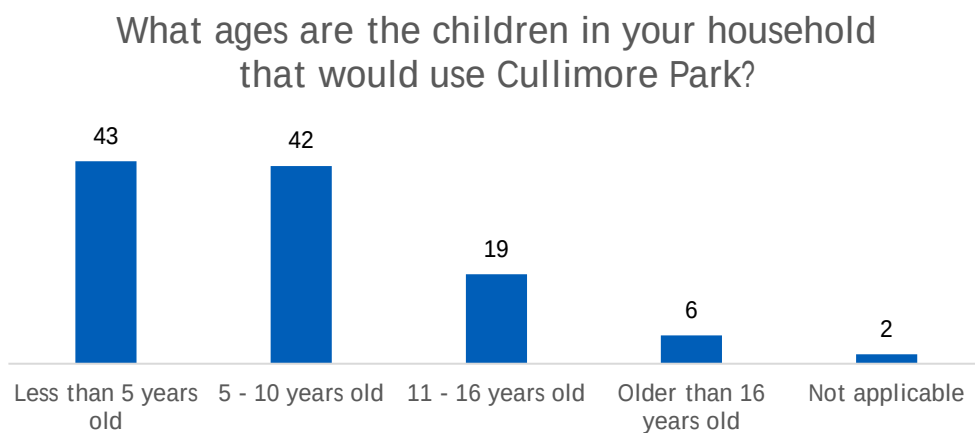


In general, who do you go to Cullimore Park with?

Most respondents (84%, $n = 66$) said they go to Cullimore Park with their children or grandchildren.



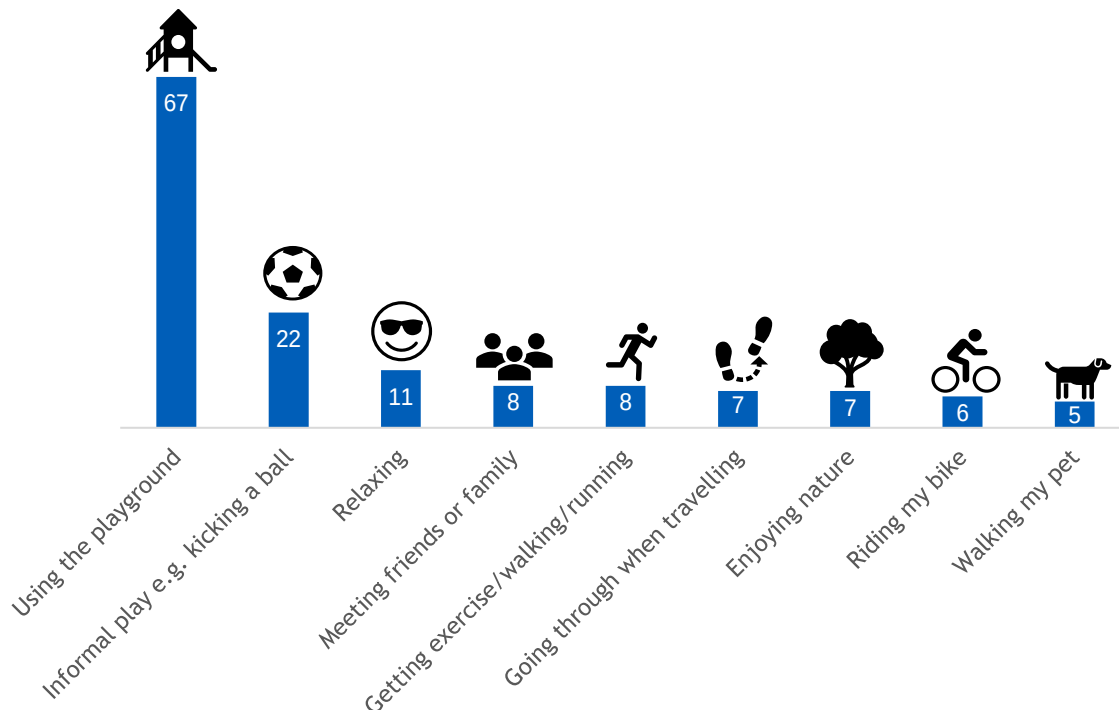
We also asked respondents what ages the children in their household were who used Cullimore Park. 43 respondents said they have children aged 0-4 years old, and 42 have children aged 5-10 years old.



What do you use Cullimore Park for?

The most common reason for visiting Cullimore Park is for using the playground. 85% of respondents ($n = 67$) mentioned the playground as a reason for visiting.

What do you use Cullimore Park for?



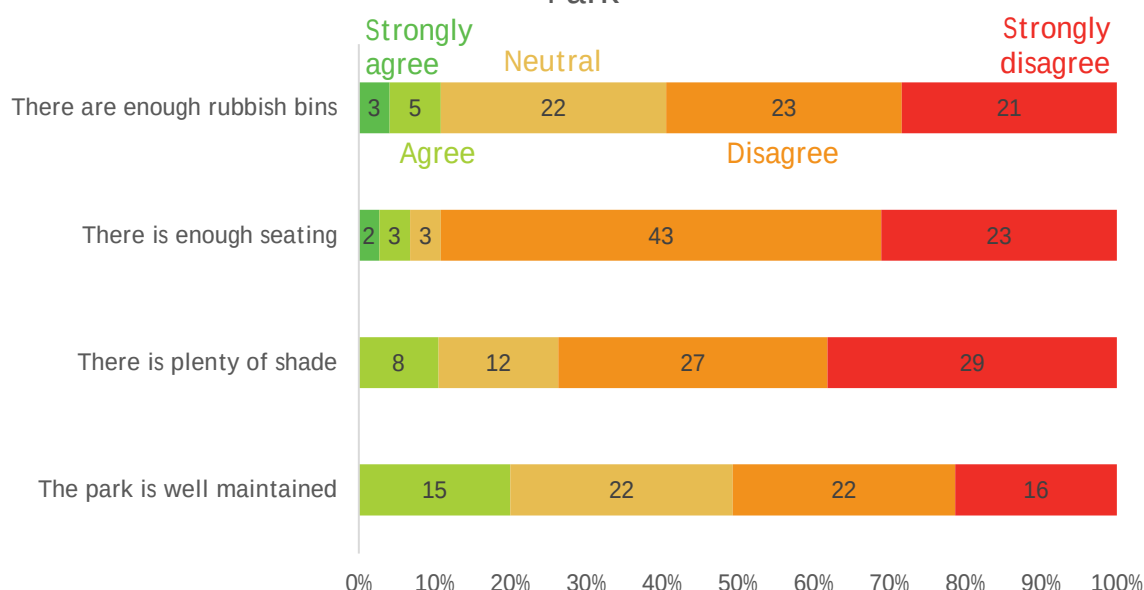
Three respondents indicated that a member of their household who uses playgrounds has a disability or special needs. We asked this group if they experienced any difficulties in accessing or using the park or play elements. Their responses are copied below verbatim:

- *"Uneven surfaces at the playground. Path from the footpath to the playground. No shelter over the playground. Narrow playing equipment made it hard to climb. Never enough swings, have a sling for disabled children to use. Could put a communication board up for children to use as well"*
- *"Current playground is currently fine when everything is available. However PLEASE make it so we can have clear visual around the playground. With 3 children with disabilities most new hamilton parks are not accessible for us because i don't have a clear line of sight to everyone. The older playgrounds are actually better because i can supervise 3 children of varying ages and abilities easily."*
- *"Dumb, lost"*

PERCEPTIONS OF CULLIMORE PARK

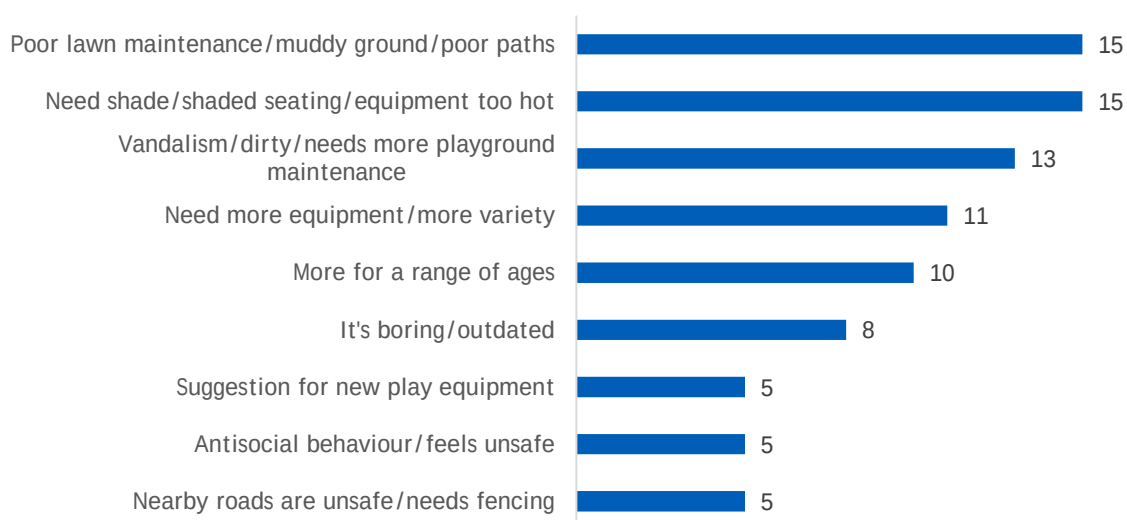
Respondents were generally more negative than positive in their perceptions of Cullimore Park. Most respondents believed that there aren't enough rubbish bins (59%, $n = 44$), isn't enough seating (89%, $n = 66$), there is not enough shade (74%, $n = 56$) and the park is not well maintained (50%, $n = 38$).

Tell us what you think of the following for Cullimore Park



We also asked respondents if any barriers prevented them from playing the way they wanted to play in Cullimore Park. 54 respondents listed the barriers they faced. The most common barrier mentioned was poor lawn maintenance/muddiness, mentioned by 15 respondents. 15 respondents mentioned a lack of shade. Vandalism/dirty playground equipment was also a concern for 13 respondents.

What, if any, barriers prevent you from playing the way you want to play in Cullimore Park?



DESIRED PLAY SPACES AT CULLIMORE PARK

We asked respondents to rank the play spaces they would like to see at Cullimore Park. We organised these rankings into four types of play (structured play, dynamic play, natural play, and imaginative play). For each type of play, we suggested three play spaces, and asked respondents to rank each play space. These rankings ranged from 1 (most preferred) to 3 (least preferred).

(The pictures are indicative only.)

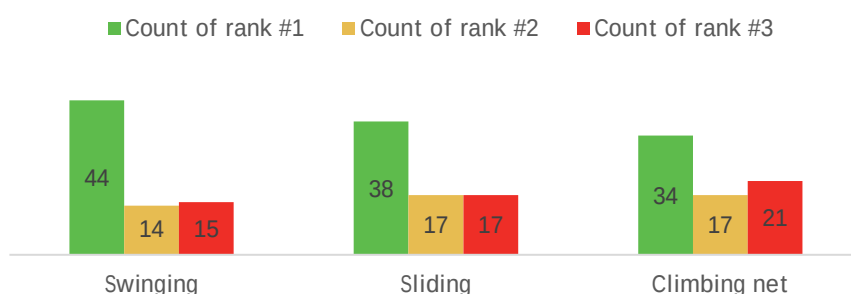


Structured play

We asked respondents to rank three play spaces which were attributed with structured play – climbing net, swinging and sliding.

44 respondents ranked swinging as their most preferred option. Sliding and climbing net were similarly popular, with 38 and 34 respondents ranking these first respectively.

Structured play



Play Space	Count of 1 st rankings	Count of 2 nd rankings	Count of 3 rd rankings	Weighted score ¹ (higher = more preferred)
Swinging	44	14	15	175
Sliding	38	17	17	165
Climbing net	34	17	21	157

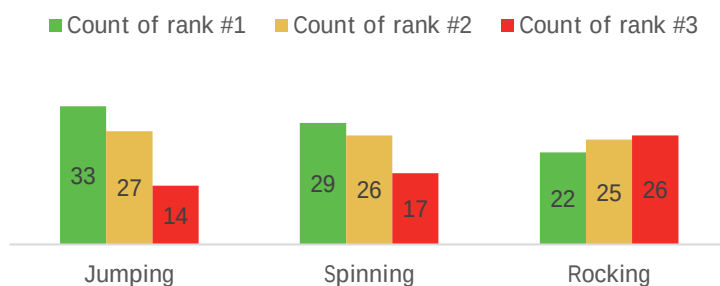
Dynamic play

We asked respondents to rank three play spaces which were attributed with dynamic play – jumping, spinning and rocking.

¹ Scores calculated by every #1 ranking receiving a point value of three, #2 rankings each receiving a point value of two, and #3 rankings each receiving a point value of one. These points were then summed to calculate the final score.

Jumping and spinning were the most preferred play spaces, receiving 33 and 29 first rankings respectively. Rocking was by far the least preferred, with 26 respondents ranking it last.

Dynamic play



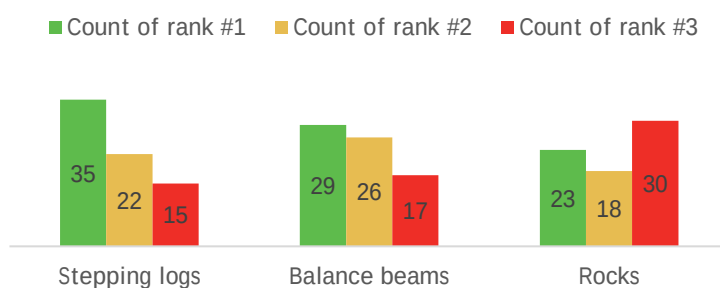
Play Space	Count of 1 st rankings	Count of 2 nd rankings	Count of 3 rd rankings	Weighted score (higher = more preferred)
Jumping	33	27	14	167
Spinning	29	26	17	156
Rocking	22	25	26	142

Natural play

We asked respondents to rank three play spaces which were attributed with natural play – balance beams, stepping logs and rocks.

Stepping logs were the most preferred option, with 35 respondents indicating this was their most preferred option. 30 respondents rated rocks as their least preferred option.

Natural play



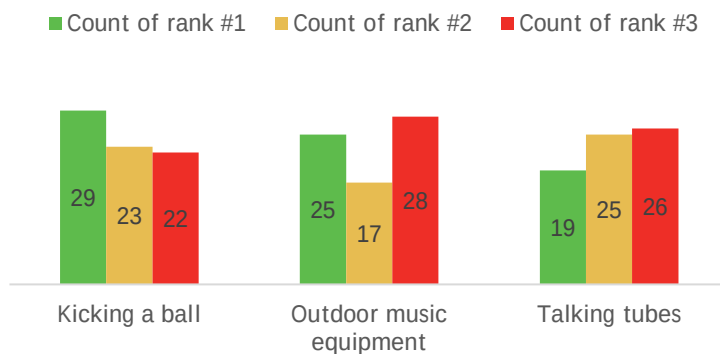
Play Space	Count of 1 st rankings	Count of 2 nd rankings	Count of 3 rd rankings	Weighted score (higher = more preferred)
Stepping logs	35	22	15	164
Balance beams	29	26	17	156
Rocks	23	18	30	135

Creative play

We asked respondents to rank three play spaces which were attributed with creative play – outdoor music equipment, talking tubes and kicking a ball.

Kicking a ball was far and away the most popular option, with 29 indicating it was their most preferred option. Outdoor music equipment had a divided reception, with respondents mostly ranking it first or last. Talking tubes also tended to be rated second or third preference.

Creative play

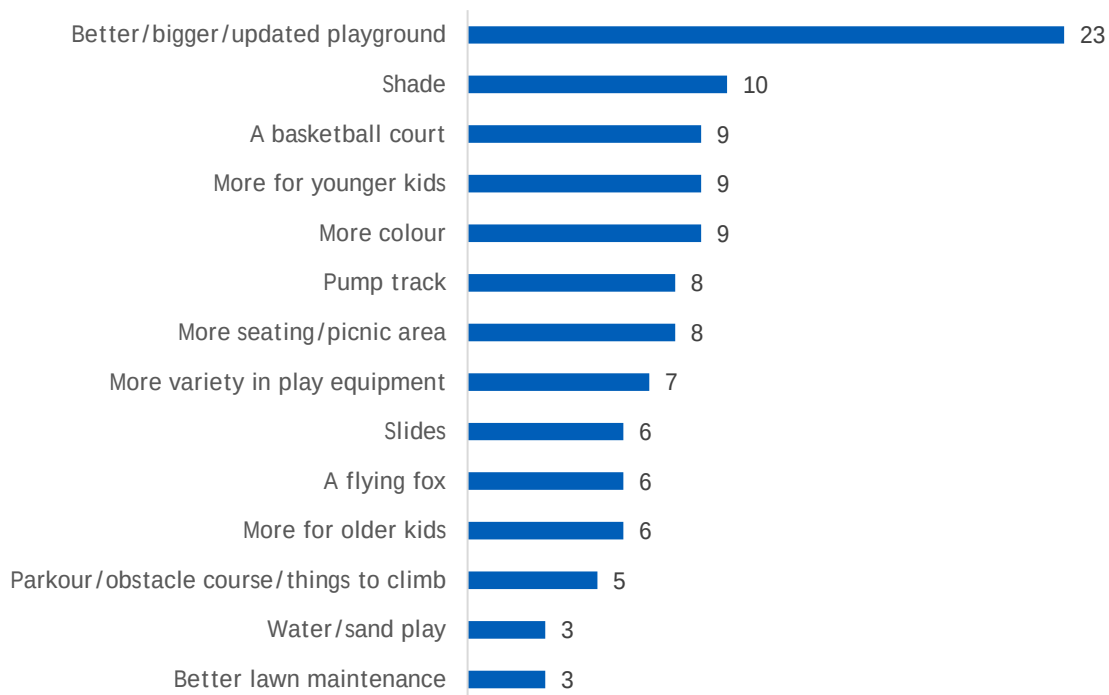


Play Space	Count of 1 st rankings	Count of 2 nd rankings	Count of 3 rd rankings	Weighted score (higher = more preferred)
Kicking a ball	29	23	22	155
Outdoor music equipment	25	17	28	137
Talking tubes	19	25	26	133

Suggestions from respondents

We asked respondents for suggestions for how to make Cullimore Park a more exciting place to play. 56 respondents left comments. The most common suggestion was to generally create a bigger, better, updated playground ($n = 23$).

What would make Cullimore Park a more exciting place to play?



OTHER COMMENTS

42 respondents left further comments about the playground renewal at Cullimore Park. The most common themes from these comments were reiterating their suggestions for the park ($n = 24$) or were generally supportive/excited for the upgrade ($n = 16$).

DEMOGRAPHIC COMPARISON OF RESPONSES FROM INDIVIDUALS

Most of our responses (78%, $n = 56$) came from Pukete. This is the area in which Cullimore Park is situated, therefore it makes sense to have a high number of responses from those living nearby.

Most respondents were aged 30 – 39 years old (48%, $n = 35$).

Respondents were mostly NZ European (75%, $n = 54$).

FEEDBACK FROM ORGANISATIONS

We received one submission from an organisation, which came from the Disabled Persons Assembly NZ. Their submission can be read in full [here](#).

FEEDBACK THROUGH SCHEDULED MEETINGS

We hosted a drop-in session at Cullimore Park playground on 23 November. We received feedback from one respondent, who said they would like to see:

- A path to the playground
- Shade sails and seating by the playground
- Musical equipment

- Basketball courts
- Seesaws
- Climbing elements
- A playground that caters to all ages

FEEDBACK FROM SOCIAL MEDIA

No social media posts from Hamilton City Council relating to this consultation received any comments.

ENGAGEMENT TACTICS

GOAL

To gather feedback from the local community and users of Cullimore Park to understand how they use the current playground, what is important to them, and what types of play equipment they would like to see in this space.

OBJECTIVES

1. More than 50 people provide feedback on the Cullimore Park playground refresh
2. More than 10 people/families attend the drop-in session held at Cullimore Park
3. The local communities feel like they have been included in the process and have been able to have their say (sentiment of feedback to customer services is more positive than negative)
4. The effectiveness of the engagement methods is evaluated to help refine approach for future playground refresh projects (campaign is evaluated and findings shared).

ENGAGEMENT OUTCOME

Council understands the community's views on the planned Cullimore Park playground refresh.

ENGAGEMENT CAMPAIGN REVIEW

The campaign tactics for the community engagement on the playground refresh included:

- Email to iwi
- Letter to nearby residents
- Letter to nearby schools and early childcare centres
- Antenno alert to local area
- Signage installed in the park
- Posters at libraries and Council building
- Digital screen image in Council building
- Meta social media advertising targeted to local area
- Internal communication
- Drop-in session at park

ENGAGEMENT RESULTS

SUBMISSION FORM (ONLINE & PAPER COPY)

Council received 79 submissions responses from individuals and one from an organisation.

SOCIAL MEDIA

Paid advertising ran across Meta social media channels (Facebook and Instagram) encouraging people to have their say. The ads produced the following results:

- Impressions: 49,934
- Reach: 11,726
- Clicks: 434
- CTR: 0.87%
- Post reactions: 11



DROP-IN SESSIONS

Parks staff held a one-hour drop-in session at Cullimore Park on Saturday 23 November from 11am-12pm, which was promoted in the mailout and on posters displayed at libraries. This attended by three individuals/families.

LETTERS

Letters were delivered to 471 residential properties surrounding Cullimore Park, as well as two nearby schools/early childcare centres.

WHAT'S NEXT

Council will consider this feedback when designing a refreshed playground for Cullimore Park.