



Chelmsford Park Playground Refresh Insights Report

26 August – 16 September 2025



**Hamilton
City Council**
Te kaunihera o Kīrikiriroa

Background

- This refresh is a part of our ongoing playground renewals programme; this programme means we look after the play spaces we have, so they will be in a good condition for the community to enjoy for years to come.
- The aim of this consultation was to hear what the community would like to see at Chelmsford Park playground. We want to make sure their voice is factored into the playground design, within our renewal guidelines.
- We sought out community views via a survey; this was available for all Hamiltonians but included targeted tactics aimed at Chelmsford Park locals.
 - Targeted tactics: letter drops to local residents, geotargeted social media advertising, signage installed at Chelmsford Park, Antenno notice to Silverdale residents, information drop-in session held at the park.
 - Widespread tactics: survey hosted on Council website, hardcopies made available in libraries and the reception of the Council Municipal building.
- This survey was live from 26 August to 16 September 2025. We received 49 responses in total.

Background

Census Facts - Silverdale

- Chelmsford Park sits in Silverdale, a suburb home to 2,250 Hamiltonians - including 453 families*
- Over half of families have at least one dependent child under the age of 18
 - 42.4% couples with children and 22.5% single parents
- Silverdale's residents median age is younger (30.3 years) than other Hamiltonians (33.2 years)

	Total population size	U15 years	15-29 years	30-64 years	65+ years
Hamilton City	189,700 (100%)	39,647 (20.9%)	44,390 (23.4%)	81,950 (43.2%)	23,713 (12.5%)
Silverdale	2,250 (100%)	419 (18.6%)	689 (30.6%)	864 (38.4%)	279 (12.4%)

Learn more about Silverdale's population makeup [here](#) (population stats).

*A family is defined by Census as a couple with or without child(ren), or one parent and their child(ren) whose usual residence is in the same household

Processing feedback

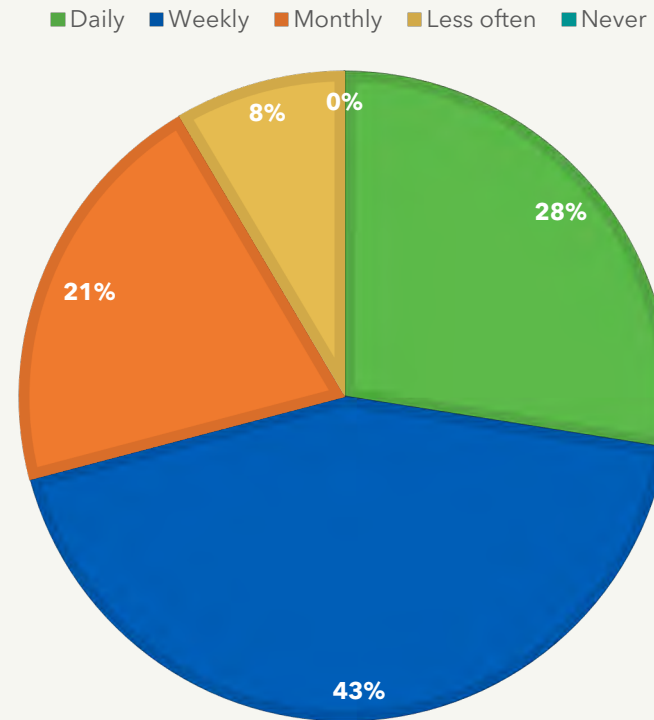
- Any emails or hardcopies were entered into our online survey tool
- Duplicate responses were combined when name and email matched
- Any attachments were manually checked
- Counts and percentages were calculated using Microsoft Excel



Who did we hear from?

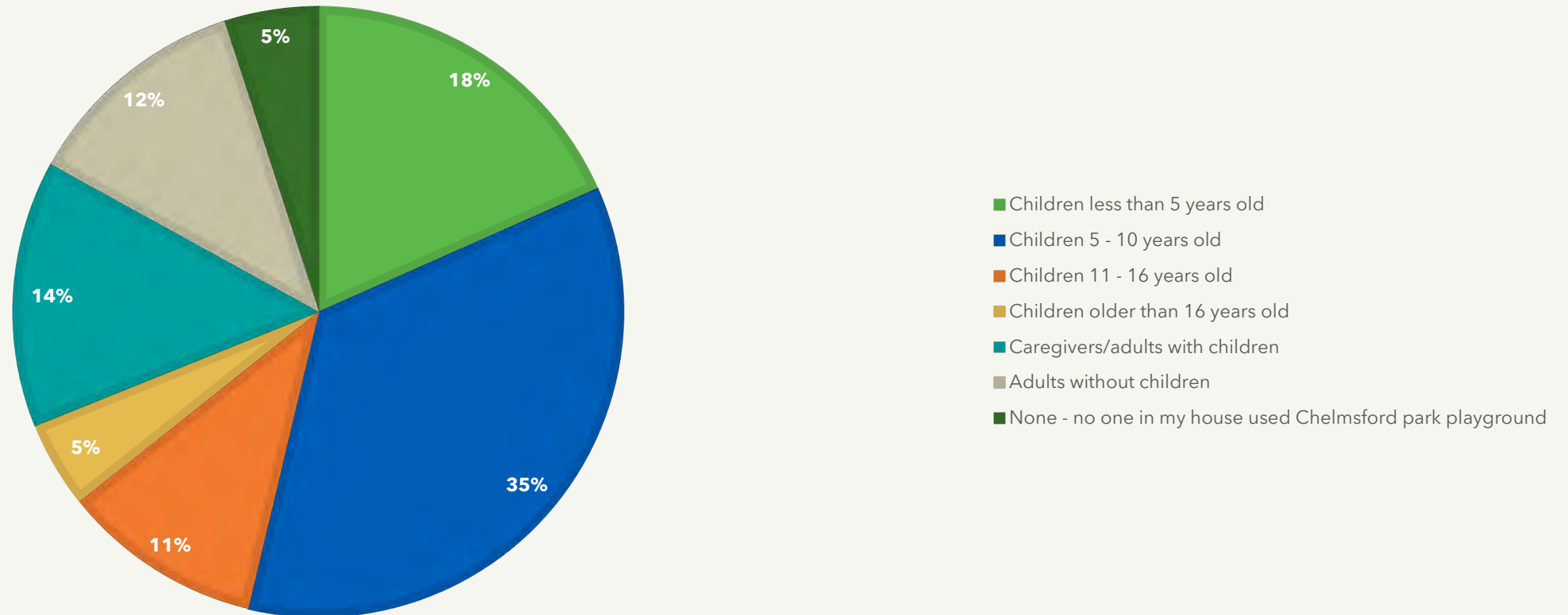
- Most respondents (88%, n = 39) live nearby to Chelmsford Park
- More than half of respondents (67%, n = 31) visit Chelmsford Park at least weekly

HOW OFTEN DO YOU VISIT CHELMFORD



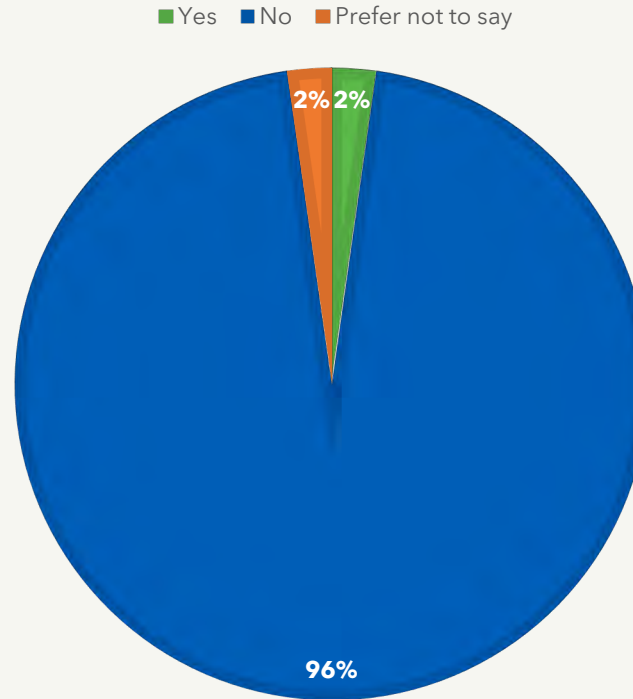
Who did we hear from?

“Who in your household uses Chelmsford Park playground?”



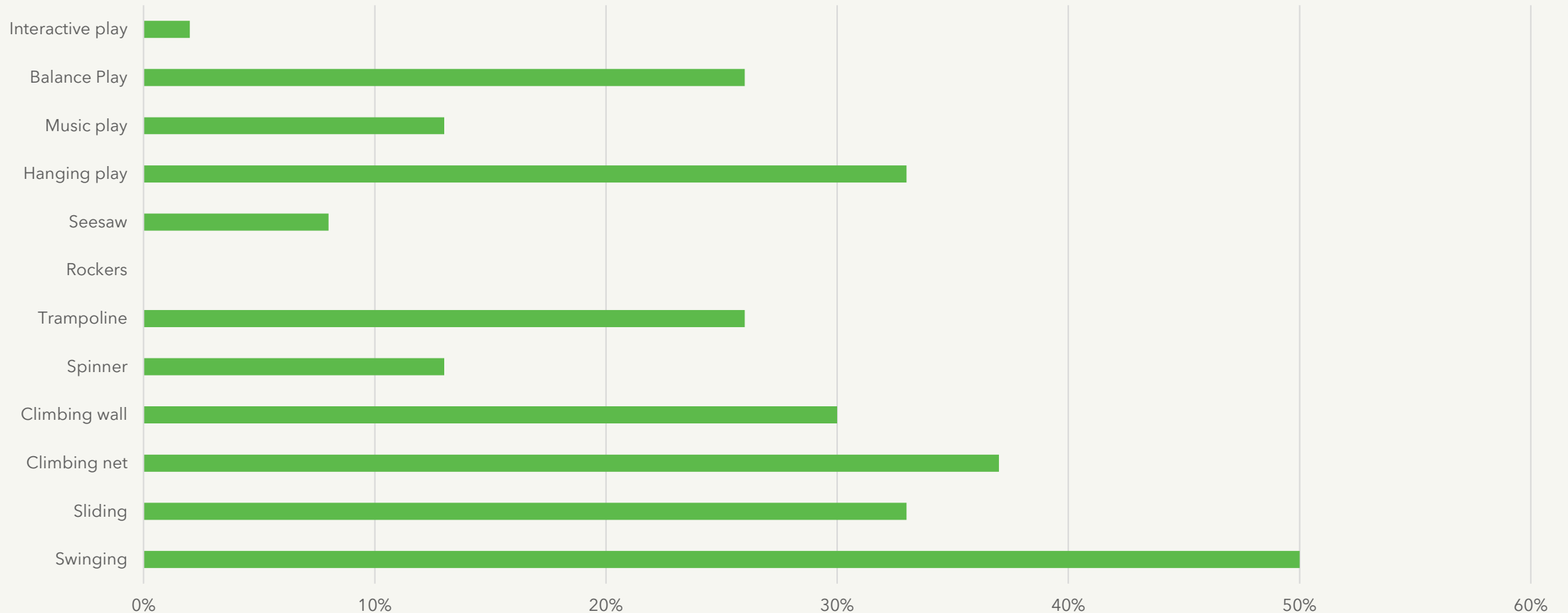
Who did we hear from?

Does anyone in your household who uses a playground have a disability or special needs?



Preferred play equipment

“What play activities would you most like to see included at Chelmsford Park?”



Preferred play equipment

By answer to “Who in your household uses Chelmsford Park playground?”



Children less than 5 years old:

Swinging, Sliding, Trampoline



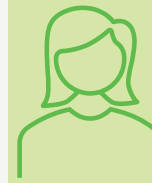
Children 5 - 10 years old:

Swinging, Sliding, Climbing Net, Hanging play



Children 11 - 16 years old*:

Swinging, Sliding, Trampoline



Children older than 16 years old*:

Swinging, Sliding, Climbing Net

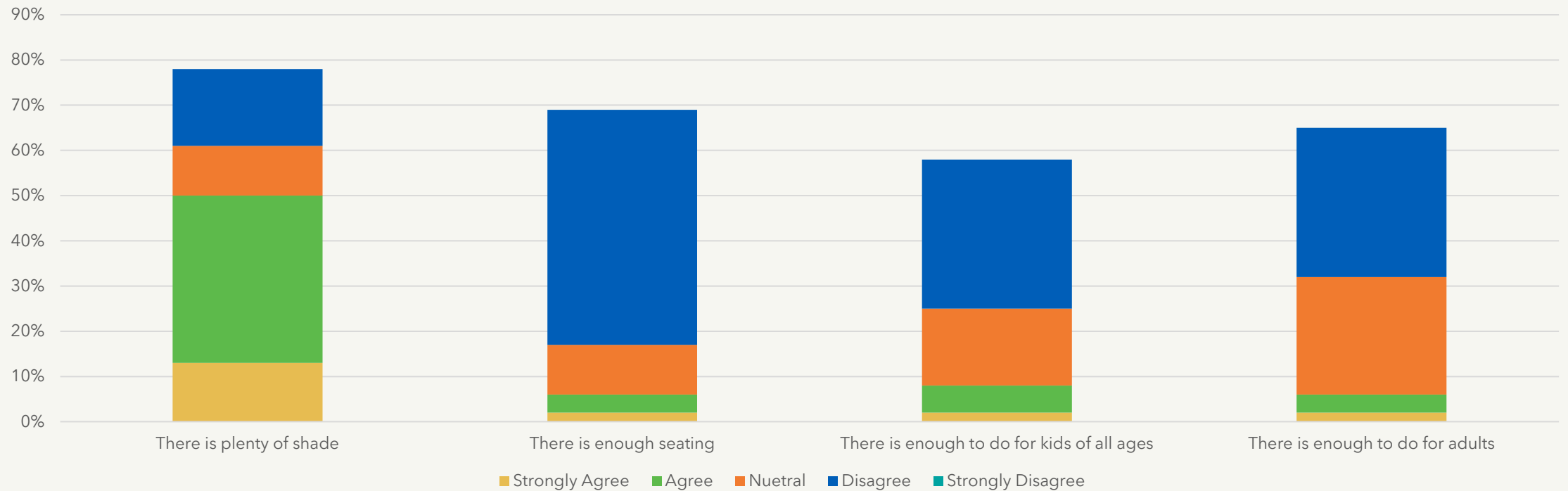


Adults:

Swinging, Sliding, Climbing Net, Hanging play

Views of current park

“How much do you agree with the following statements about Chelmsford Park?”



Commentary

"Do you have any other comments about the playground renewal?"



Don't move
closer to the road

n = 7

"Please don't move the playground closer to the road. A sign could improve visibility, and it is about a 50m walk from the road so it's hard to see how access is an issue. Meanwhile the most dangerous aspect of a young child's life is traffic. Moving a playground closer to danger is a stupid idea."



Rubbish bins

n = 6

"Rubbish bins would be helpful"



Toilets

n = 6

"Toilets a good idea esp w the native gully walk development,...."



Shade

n = 5

"....Extra benches in the shade.... Existing park is good as is but extra seating for the oldies, more shade and fence to keep bubs safe would be great."

Feedback from organisations

Submission by Silverdale Normal school

We received only one submission from an organisation, which was the Silverdale Normal School. Their key recommendations for the playground refresh were:

Recommends a toilet

Currently the school uses the playground but due to no toilet they are only able to do short stints and **occasionally**

Would love to be able to have this park as a regular part of the children's learning and a toilet would allow that to happen

Feedback from community meetings

Information drop-in session hosted at Chelmsford Park

- Ten groups attended (Parents with children under age 10).
- During the drop in session several children using the playground between the ages of 3 and 10.
- Attendees provided verbal feedback. The themes from these comments were:
 - Well looked after by community, residents pick up rubbish weekly
 - Dog activity in green space opposite playground
 - Enjoy green space for flying kites, ball games, dogs
 - Want more seating and trees

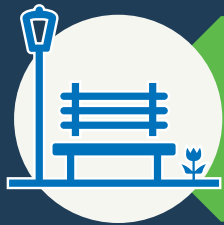
Summary of key findings



Mostly heard from locals who live nearby the park



Most desired play equipment pieces:
Swinging, sliding, hanging play, balance play, climbing net



Rubbish bins, toilets and shade would allow people to utilise the playground more



The community does not want the playground moved closer to the road as they have concerns for safety

Engagement

Tactics + results

Engagement tactics



Love to play?

Have your say!

Chelmsford Park playground refresh

Visit hamilton.govt.nz/haveyoursay by 16 September 2025



Love to play?

Have your say!

We will soon be refreshing the playground at **Chelmsford Park** in Silverdale and would love to hear what you want included.

Have your say by 16 September 2025:

- online at hamilton.govt.nz/haveyoursay
- at your local library or the Council building on Anglesea Street
- at our drop-in session at Chelmsford Park playground on **Saturday 30 August, 12pm-1pm**

Or scan me!



07 838 6699
info@hcc.govt.nz
HamiltonCityCouncil
hamilton.govt.nz/haveyoursay



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Scan the QR code or visit hamilton.govt.nz/haveyoursay by 16 September 2025.

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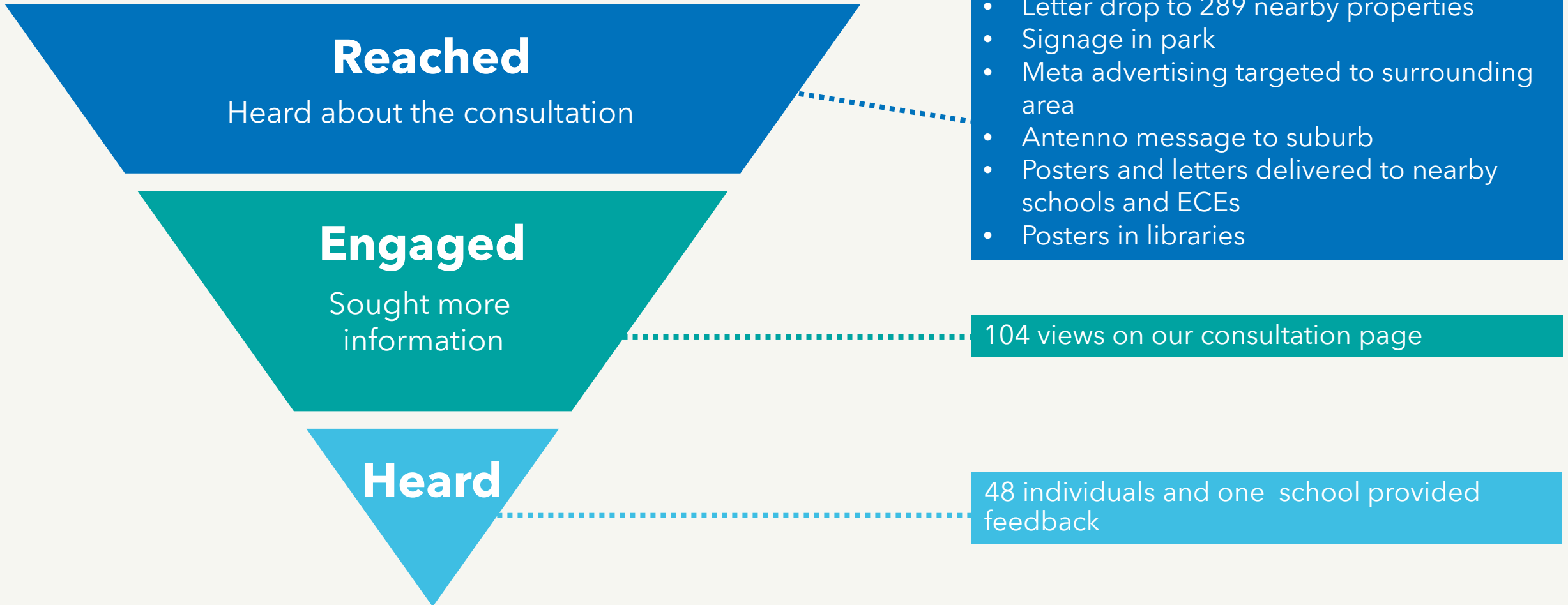
Have your say!

We will soon be refreshing the playgrounds at **Brymer Glen Reserve** in Grandview Heights, **Farringdon Avenue Reserve** in Rototuna and **Chelmsford Park** in Silverdale, and want to hear what you want included.

Have your say online at hamilton.govt.nz/haveyoursay by 16 September 2025



Engagement results



What's next?

Council will consider this feedback when designing a refreshed playground for Chelmsford Park, within our renewal guidelines.

The final playground design is expected to be confirmed in early 2026, with construction in mid 2026.