



TE TOETOE RESERVE PLAYGROUND REFRESH: ENGAGEMENT AND INSIGHT REPORT

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EXECUTIVE SUMMARY

Te Toetoe Reserve 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 Te Toetoe Reserve playground. Alongside this, Council used this engagement to better understand how the community currently uses the reserve.

This survey was available for the wider Hamilton community but specifically targeted those who live in the vicinity of Te Toetoe Reserve. The online survey was hosted on Have Your Say. Council also hosted an information drop-in session at Te Toetoe Reserve, where people could share their thoughts and feedback.

This engagement ran from 5 to 26 November 2024. We received 54 responses of individuals and one from an organisation.

Who uses Te Toetoe Reserve, and what do they use it for?

- Three in four respondents use Te Toetoe Reserve on a weekly basis. Nine visit daily.
- Close to three quarters visit the reserve with their children or grandchildren.
- Four in five visit Te Toetoe Reserve to use the playground.
- Two respondents mentioned someone in their household who uses the playground has a disability or special needs.

Perceptions of Te Toetoe Reserve

- Two in five believed the reserve is well maintained.
- Three-quarters wanted more shade
- Three in five desired more seating.
- Two in five wanted more rubbish bins.

Desired play spaces at Te Toetoe Reserve

From the pre-defined list provided, respondents ranked the types of play spaces they most preferred to see at Te Toetoe Reserve. The table below generally summarises the community's overall views on the play spaces listed. Play spaces that were closely similar in rankings have been marked with an asterisk (*).

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	Balance beam	Stepping logs	Rocks
Imaginative Play	Kicking a ball*	Outdoor music equipment*	Talking tubes

Other suggestions from respondents include introducing a slide ($n = 8$) and more climbing equipment ($n = 7$).

SUBMISSIONS INSIGHTS

Te Toetoe Reserve 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 Te Toetoe Reserve playground. Alongside this, Council used this engagement to better understand how the community currently uses the reserve. 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 Have Your Say. This survey was available for the wider Hamilton community but specifically targeted towards those who live in the vicinity of Te Toetoe Reserve. 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 reserve, an Antenno notice to Huntington residents, and Meta social media advertising geo-targetted to the local area.

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

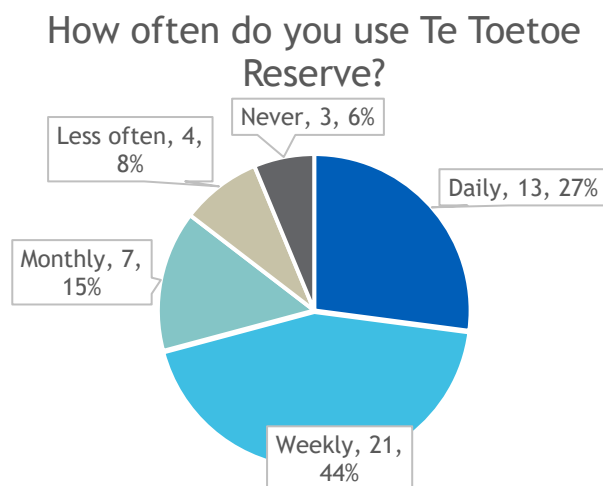
This engagement ran from 5 to 26 November 2024. We received 54 responses of individuals, including four hardcopy responses. We also received one response from an organisation.

FEEDBACK THROUGH SUBMISSION FORMS

WHO USES TE TOETOE RESERVE, AND WHAT DO THEY USE IT FOR?

How often do you use Te Toetoe Reserve?

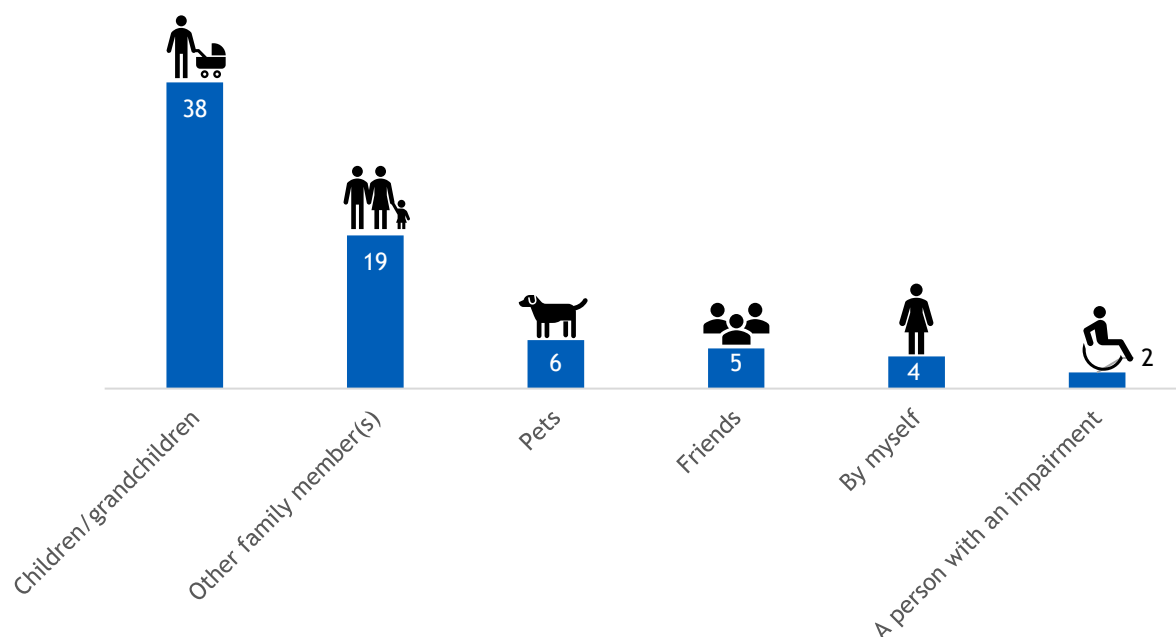
The majority of respondents (77%, $n = 34$) who answered this question use Te Toetoe Reserve on at least a weekly basis. Of these, 13 use it daily (27% of respondents).



In general, who do you go to Te Toetoe Reserve with?

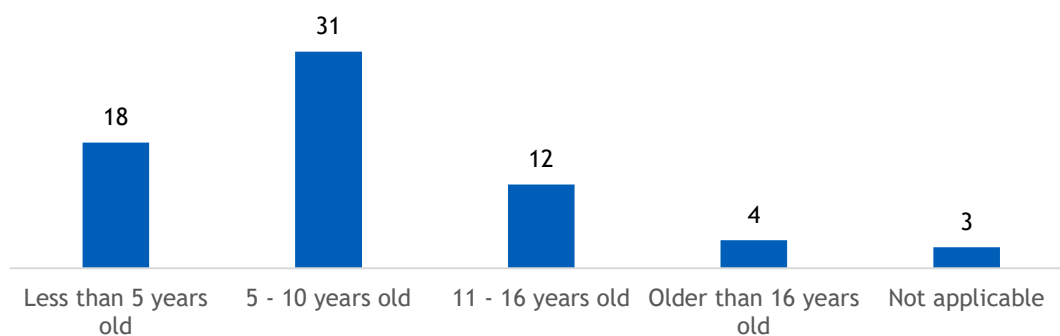
Most respondents (70%, $n = 38$) who answered this question said they go to Te Toetoe Reserve with their children or grandchildren.

In general, who do you go to Te Toetoe Reserve with?



We also asked respondents what ages the children in their household were who used Te Toetoe Reserve. 18 respondents said they have children aged 0-4 years old, and 31 have children aged 5-10 years old.

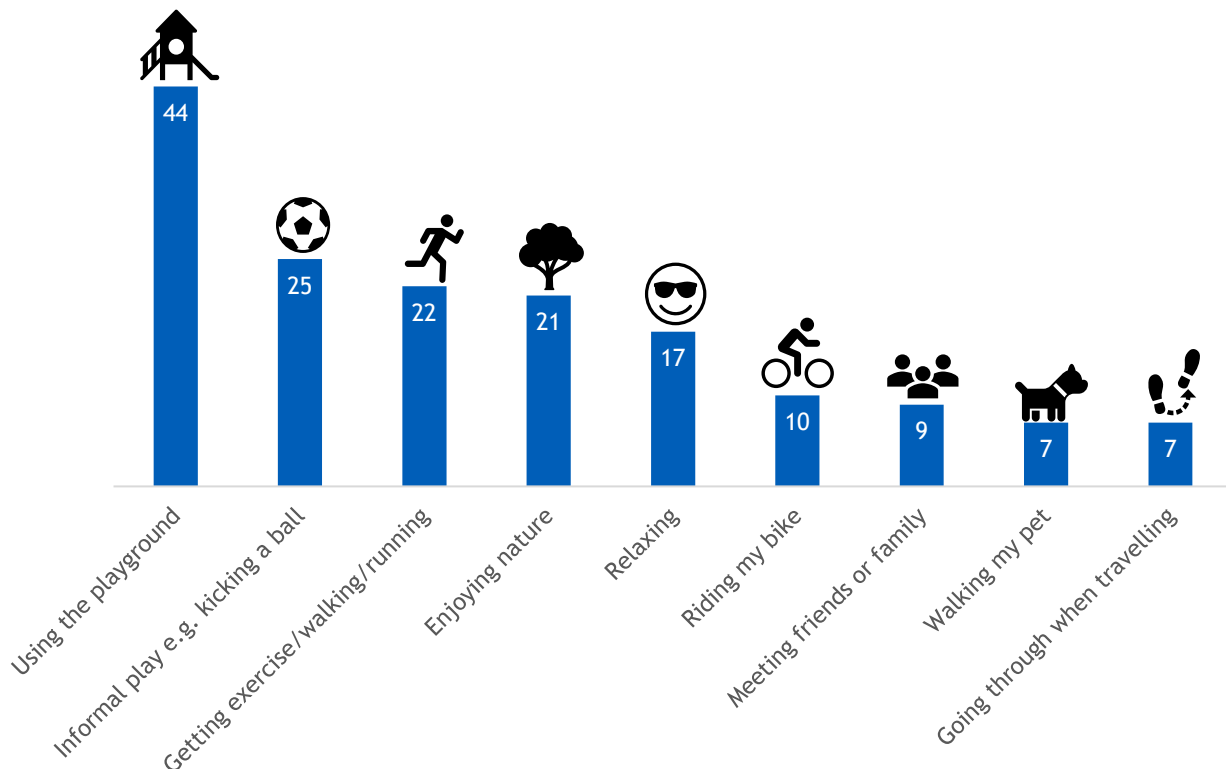
What ages are the children in your household that would use Te Toetoe Reserve?



What do you use Te Toetoe Reserve for?

The most common reason for visiting Te Toetoe Reserve is for using the playground. 44 respondents (83%) mentioned the playground as a reason for visiting.

What do you use Te Toetoe Reserve for?



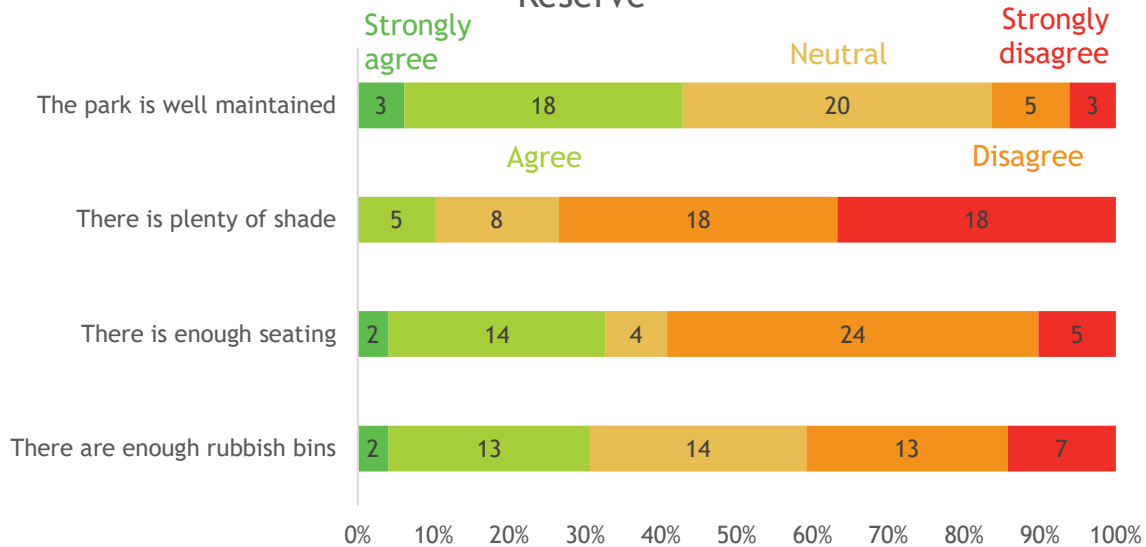
Three respondents indicated that a member of their household who uses playgrounds has a disability or special needs. We asked this group if they experienced any difficulties in accessing or using the park or play elements. Their responses are copied below verbatim:

- *"My 7 year old son need the uses of a wheelchair to get from a to b so when we visit playground he is normally only able to go a rope swing or a swing we can hold him on we loves to play on bridges but we have had issues with some playground but catering to the possibilities of feet fulling through."*
- *"One of our grandchildren has an intellectual disability and sensory processing disorder"*
- *"I am 69 yrs and am a full-time carer to y sister who is 74. She has limited mobility but we often climb the hill - (she uses two walking sticks to achieve this) walkway across the top and descend down the other side. It would be really really helpful to her if there was a seat at the top of the hill. She is severely autistic and completely non-verbal. If there was a seat she would enjoy the time to look around and take in the view. So for us – our biggest and most important request is for a seat. The house next to ours has 5 disabled persons there. I think a seat would be an incentive for them also to 'climb the hill.'"*

PERCEPTIONS OF TE TOETOE RESERVE

Respondents were mixed in their perceptions of Te Toetoe Reserve. Respondents generally believed that the reserve is well maintained (43%, $n = 21$). Issues of concern were there being not enough shade (73%, $n = 36$), seating being too limited (59%, $n = 29$) and a lack of rubbish bins (41%, $n = 20$).

Tell us what you think of the following for Te Toetoe Reserve



We also asked respondents if any barriers prevented them from playing the way they wanted to play in Te Toetoe Reserve. 30 respondents listed the barriers they faced. The most common barriers mentioned were:

- Concern for busy roads nearby/lack of fencing (5 comments)
- The playground is boring/outdated (5 comments)
- The playground needs more for all ages to do (5 comments)
- Desires swings (3 comments)
- It's too hilly (3 comments)
- Needs more shade (2 comments)
- Needs more seating (2 comments)
- Limited parking (2 comments)
- Needs better maintenance of play equipment (2 comments)

DESIRED PLAY SPACES AT TE TOETOE RESERVE

We asked respondents to rank the play spaces they would like to see at Te Toetoe Reserve. 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.)

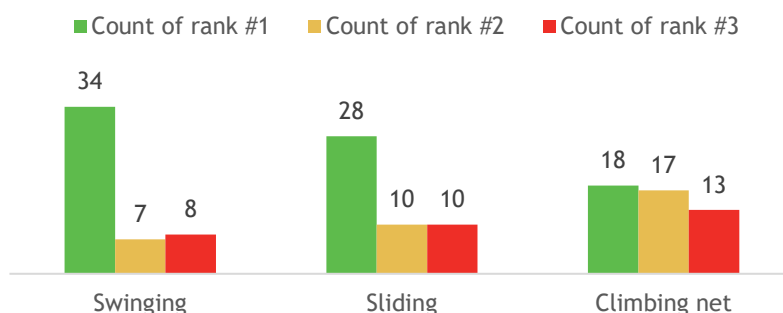


Structured play

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

Swinging was generally the most preferred option by respondents.

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	34	7	8	124
Sliding	28	10	10	114
Climbing net	18	17	13	101

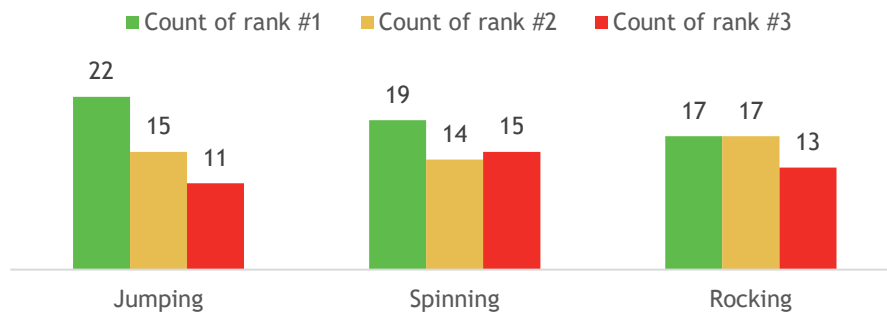
Dynamic play

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

All play spaces were ranked similarly by respondents, with jumping being slightly more preferred.

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.

Dynamic play



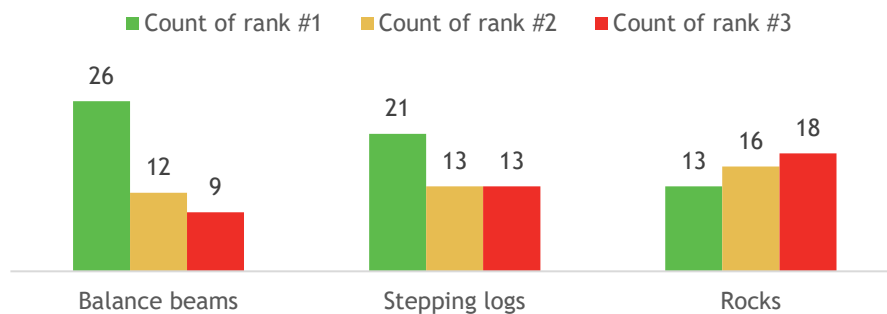
Play Space	Count of 1 st rankings	Count of 2 nd rankings	Count of 3 rd rankings	Weighted score (higher = more preferred)
Jumping	22	15	11	107
Spinning	19	14	15	100
Rocking	17	17	13	98

Natural play

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

Balance beams and stepping logs were both popular options for respondents, with rocks trailing behind.

Natural play



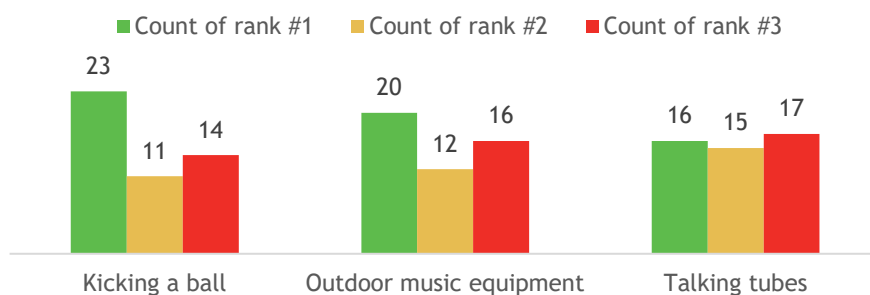
Play Space	Count of 1 st rankings	Count of 2 nd rankings	Count of 3 rd rankings	Weighted score (higher = more preferred)
Balance beams	26	12	9	111
Stepping logs	21	13	13	102
Rocks	13	16	18	89

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.

Respondents felt similarly about the three options, with a small preference for kicking a ball.

Creative play

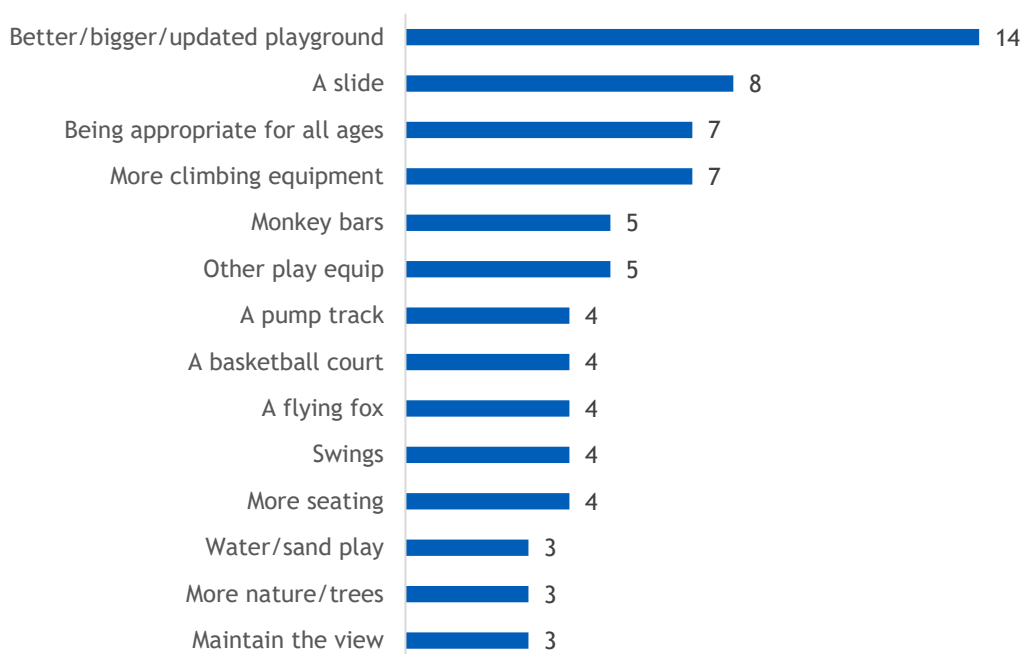


Play Space	Count of 1 st rankings	Count of 2 nd rankings	Count of 3 rd rankings	Weighted score (higher = more preferred)
Kicking a ball	23	11	14	105
Outdoor music equipment	20	12	16	100
Talking tubes	16	15	17	95

Suggestions from respondents

We asked respondents for suggestions for how to make Te Toetoe Reserve a more exciting place to play. 38 respondents left comments. The most common suggestion was to generally create a bigger, better, updated playground ($n = 14$).

What would make Te Toetoe Reserve a more exciting place to play?



OTHER COMMENTS

32 respondents left further comments about the playground renewal at Te Toetoe Reserve. The most common themes from these comments were reiterating their suggestions for the reserve ($n = 16$) or were generally expressing support/excitement for the upgrade ($n = 11$).

DEMOGRAPHIC COMPARISON OF RESPONSES FROM INDIVIDUALS

Most of our responses (77%, $n = 41$) came from residents of Huntington. This is the area in which Te Toetoe Reserve is situated, therefore it makes sense to have a high number of responses from those living nearby.

Respondents represented a range of ages and were mostly 30 to 50 years old (53%, $n = 28$).

Half of the respondents were NZ European (49%, $n = 26$).

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 Te Toetoe Reserve playground on 23 November. We received feedback from one respondent, who said they would like to see:

- Outdoor exercise equipment
- A BBQ and seating area
- Fencing where the reserve borders Gordonton Rd

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 Te Toetoe Reserve 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 30 people provide feedback on the Te Toetoe Reserve playground refresh
2. More than five people/families attend the drop-in session held at Te Toetoe Reserve
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 Te Toetoe Reserve 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 53 submissions responses from individuals.

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: 45,192
- Reach: 24,140
- Clicks: 53
- CTR: 0.12%
- Post reactions: 4



DROP-IN SESSIONS

Parks staff held a one-hour drop-in session at Te Toetoe Reserve on Saturday 23 November from 1pm-2pm, which was promoted in the mailout and on posters displayed at libraries. This attended by three individuals/families.

LETTERS

Letters were delivered to 372 residential properties surrounding Te Toetoe Reserve, as well as two nearby schools/early childcare centres.

WHAT'S NEXT

Council will consider this feedback when designing a refreshed playground for Te Toetoe Reserve.