



Ashbrook
RESEARCH & CONSULTANCY

**FINAL REPORT
GLASGOW GREEN RENEWAL PROJECT
September 2006**

PREPARED FOR: Glasgow City Council

EXECUTIVE SUMMARY

Glasgow Green Visit Profile

- Around half of respondents stated that, during the past two years, they had visited Glasgow Green 'several times a week', whilst around 2 out of 5 were relatively infrequent visitors to the park over the past two years.
- The principal reason for visits to the park was "*to go for a walk*". However, a number of notable secondary reasons were also cited, including visits to the People's Palace, Winter Gardens and the Doulton Fountain, to enjoy the park, its gardens and open spaces, to use the park as a shortcut, and to take part in or watch a major event.
- 4 out of 5 respondents stated that visiting Glasgow Green improves their personal wellbeing.
- Around half of respondents stated that they visit Glasgow Green 'about the same amount' as they did five years ago, although 3 out of 10 respondents stated that they visit the park 'more often' than they did five years ago, whilst very few stated that they visit the park 'less often'.
- Amongst those stating that they visit Glasgow Green more often than they did five years ago, this was principally a function of the park being 'better' or 'safer' than it was five years ago, that the park is now better for children, or that they had moved into the area in the past five years.

Visits To Other Parks

- People who are using Glasgow Green also visit a range of other parks across Glasgow, including Kelvingrove Park, Queens Park and Pollok Country Park

Image of Glasgow Green

- 9 out of 10 respondents stated their belief that Glasgow Green currently has a good image, with this principally being a function of recent improvements in the park and also a function of a number of other factors including the cleanliness of the park, Glasgow Green being 'better' than other parks and improved safety and security in the park.
- Amongst the 1 in 12 respondents who felt that Glasgow Green has a poor image, this was principally a function of 'historical factors', poor cleanliness, the use of the park by people in relation to drinking alcohol and taking drugs and Glasgow Green being associated with other social and cultural problems in Glasgow.
- Over 9 out of 10 respondents stated their belief that the image of Glasgow Green is important for the City of Glasgow. Indeed, over two thirds of respondents specifically stated that the image of the park was 'very important' for the image of the City.

Rating of Glasgow Green & Surrounding Areas

- A significant majority of respondents rated Glasgow Green and the surrounding areas as being 'good' in terms of having attractive buildings, the attractiveness of the River Clyde, direction signs and access to Glasgow Green, personal safety, public transport, and leisure facilities for local people.

Preferred Information Sources

- Respondents would primarily prefer to get further information about Glasgow Green through newspapers, although a number of other secondary preferred information sources were also noted, including leaflets or booklets, the internet or City Council website, and posters.

Glasgow Green Renewal Project

- Exactly half of those interviewed stated that they had heard of the Glasgow Green Renewal Project.
- A significant majority of respondents believed that recent developments in Glasgow Green have improved safety i.e. re-alignment/resurfacing of paths, CCTV video cameras, new lighting along paths, park ranger service and help information points.
- Respondents most commonly stated their belief that ‘the people of Glasgow generally’ will mainly benefit from the Glasgow Green Renewal Project, although a notable core of respondents believed that ‘tourists’ would mainly benefit from the Renewal Project.
- Over two thirds of respondents stated their belief that the Council’s money is being well invested in renewing Glasgow Green, primarily due to “*evidence of improvements in the park*” and also a range of other factors, including improvements to the Doulton Fountain, the extent to which investments in the park have made it more attractive to tourists and visitors, and the fact that investment was required in the park.

Perceptions Of Glasgow Green: Comparative Profile

- Around 2 out of 5 respondents stated that their perceptions of Glasgow Green are 'about the same' as they were five years ago. However, it is encouraging to note that the same proportion stated that their perceptions of the park are more positive than they were five years ago, whilst very few respondents stated that their perceptions of Glasgow Green are less positive.
- For those people stating that their perceptions of Glasgow Green were more positive than they were five years ago, this is principally due to improvements to safety and security in Glasgow Green, evidence of other improvements in the park, improvements to the cleanliness of the park, and a belief that Glasgow Green is 'better' than it was before.

1.0 INTRODUCTION

This report details findings to emerge from a programme of research undertaken on behalf of Glasgow City Council Land Services by Ashbrook Research & Consultancy Ltd.

The purpose of the research was to elicit information from users of Glasgow Green in terms of their experiences, attitudes and opinions, and to determine the extent to which the views of park users in these regards had changed since a previous survey was undertaken in 2001.

During September 2006, 500 face to face interviews were undertaken with individuals who had visited Glasgow Green on at least one occasion during the previous two years. The majority of these interviews (400) were undertaken at four locations within Glasgow Green, whilst the balance of interviews (100) were undertaken at a number of locations in Glasgow City Centre. All locations are listed in *Appendix I*. The outcomes of this quantitative review are detailed in Sections 2.0 to 8.0 inclusive.

In order to supplement the information gathered through the programme of face to face interviews, in-depth interviews were undertaken with 10 local residents and 5 local businesses. The purpose of these interviews was to derive a range of supplementary qualitative information relating to attitudes towards and opinions about Glasgow Green. The outcomes of this qualitative review are detailed in Section 9.0.

Copies of the questionnaires administered are attached as *Appendix II*.

Throughout the report, where relevant and appropriate, variations in findings are highlighted on the basis of:

- Gender

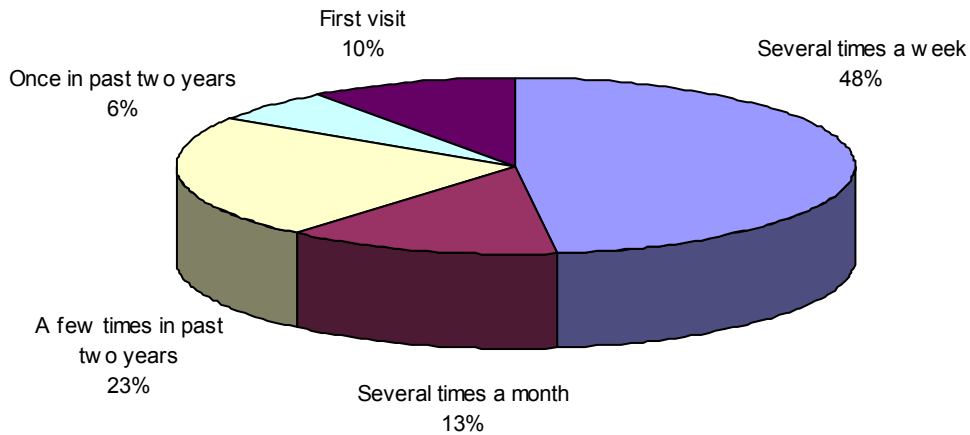
- Age (those aged under 35, 35-54 and 55 or over)
- Location of interview (Glasgow Green or City Centre)
- Frequency of visit ('frequent visitors' i.e. those who had visited Glasgow Green at least several times a month in the last two years and 'infrequent visitors' i.e. those who had visited Glasgow Green less often than several times a month over the past few years)
- Place of residence ('local residents' i.e. those living within 1km of Glasgow Green and 'non local residents')

In addition, where relevant and appropriate, comparisons are drawn between the surveys undertaken in 2001 and 2006.

2.0 GLASGOW GREEN VISIT PROFILE

“What would best describe your visits to Glasgow Green during the past two years?”

Figure 1: Frequency Of Visits To Glasgow Green (Prompted)



Base: All Respondents

From Figure 1 it can be seen that around half of respondents (48%) stated that, during the past two years, they had visited Glasgow Green “*several times a week*”. This outcome is not surprising given the fact that the majority of interviews were undertaken at Glasgow Green.

It is, however, of interest to note that around 2 out of 5 respondents (39%) were relatively infrequent visitors to Glasgow Green in the past two years i.e. at most visiting the park “*a few times in the past two years*”.

It is also of interest to note that those interviewed at Glasgow Green were most likely to state that they had “*visited Glasgow Green several times a week*” (51% compared to 36% for those interviewed in the City Centre), as were females (57% compared to 40% for males) and local residents (73% compared to 35% for non local residents). In addition,

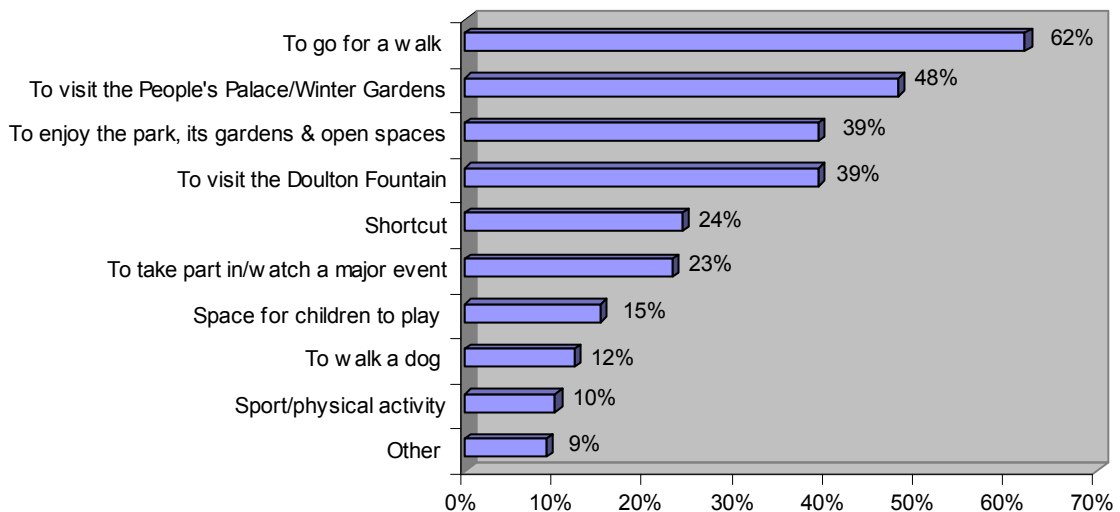
it should be noted that 1 in 8 of those interviewed at Glasgow Green (12%) stated that this was their “*first visit*” to the park.

It should also be noted that nearly half of those interviewed in the City Centre stated that they had “*visited Glasgow Green a few times in the past two years*” (48% compared to 18% for those who were interviewed at Glasgow Green).

Finally, it should be noted that between 2001 and 2006, there was a significant increase in the proportion of those interviewed who stated that they visited Glasgow Green “*several times a week*” (rising from 26% to 48%).

“*Are any of the following reasons for you visiting Glasgow Green in the past two years?*”

Figure 2: Reasons for Visiting Glasgow Green (Prompted)



Base: All Respondents

Figure 2 indicates that respondents cited – on a prompted basis – a wide range of reasons for visiting Glasgow Green over the previous

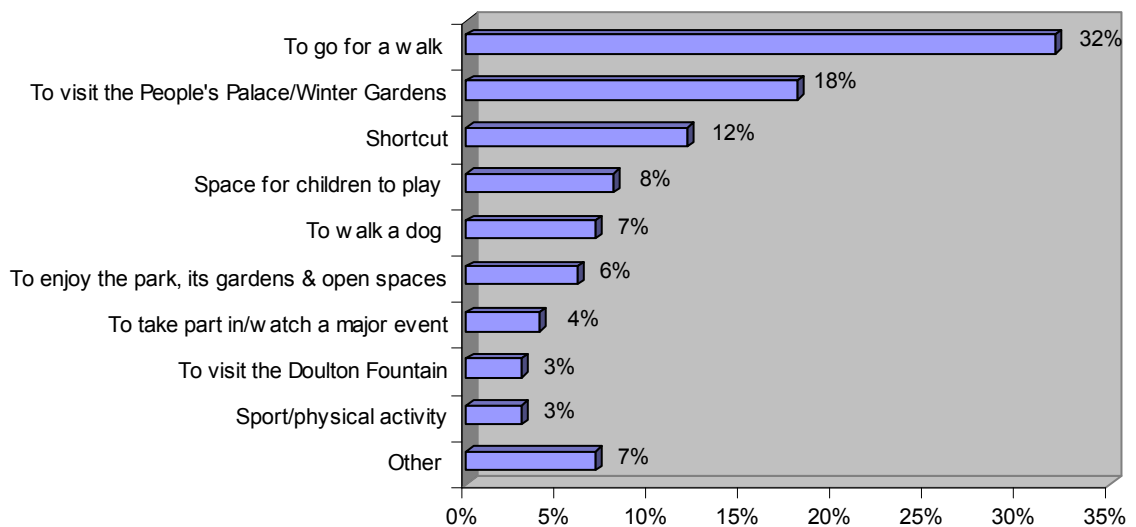
two years, and that the principal reason for visits to the park was “to go for a walk” (62%).

Beyond this principal reason, a range of others emerged as being of notable secondary significance, including:

- To visit the People’s Palace/Winter Gardens (48%)
- To enjoy the park, its gardens and open spaces (39%)
- To visit the Doulton Fountain (39%)
- To use the park as a shortcut (24%)
- To take part in/watch a major event (23%)

“What has been your main reason for visiting Glasgow Green over the past two years?”

Figure 3: Main Reason for Visits To Glasgow Green



Base: All Respondents

Figure 3 indicates that respondents were most likely to state that their main reason for visiting Glasgow Green over the past two years was “to go for a walk” (32%).

Thereafter, the next most prominent main reasons for respondents visiting the park over the past two years were:

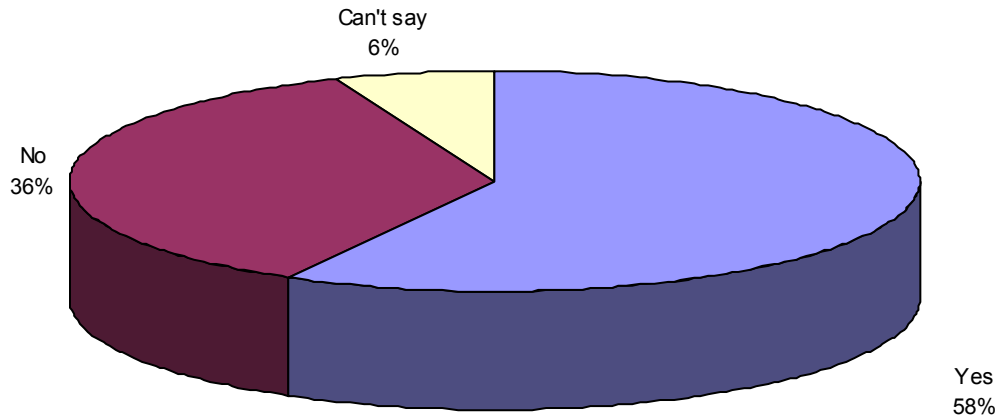
- To visit the People's Palace/Winter Gardens (18%)
- To use the park as a shortcut (12%)

Further examination of the data here indicates that the following 'main reasons' for visiting Glasgow Green were cited more often by the groups noted below:

- Walk a dog (7%): frequent visitors (10%) and local residents (14%)
- To use the park as a shortcut (12%): males (18%), frequent visitors (16%) and local residents (26%)
- To visit the People's Palace/Winter Gardens (18%): females (23%), respondents aged 35-44 and 55 or over (22% and 27% respectively), frequent visitors (28%) and local residents (23%)
- To visit the Doulton Fountain (3%): infrequent visitors (6%)
- To take part in/watch a major event (4%): those interviewed in the City Centre (12%)

“Does the history of Glasgow Green encourage you to use the park?”

Figure 4: History Of Glasgow Green Encourage Use Of Park?



Base: All Respondents

Figure 4 indicates that 3 out of 5 respondents (58%) stated that the history of Glasgow Green encourages them to use the park.

Further examination of the data here indicates that the likelihood of the history of Glasgow Green encouraging people to use the park increased with age i.e.:

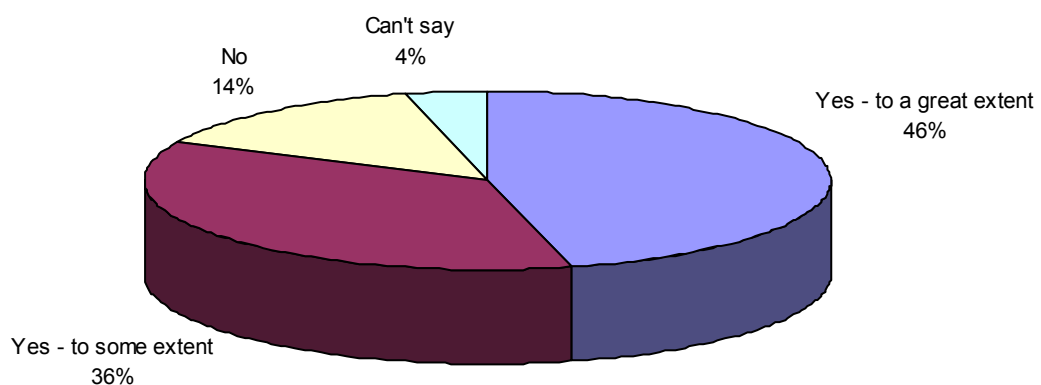
- Under 35 = 44%
- 35-54 = 64%
- 55 or over = 67%

In addition, those who were interviewed at Glasgow Green were more likely to state that the history of the park encouraged them to visit it (60% compared to 47% for those interviewed in the City Centre), as were non local residents (61% compared to 52% for local residents).

These outcomes are similar to those found in 2001 i.e. in that survey, again over half of respondents (56% compared to 58% in 2006) stated that the history of Glasgow Green encouraged them to use the park.

“Would you say that visiting Glasgow Green improves your personal wellbeing?”

Figure 5: Contribution Of Visits To Glasgow Green To Personal Wellbeing



Base: All Respondents

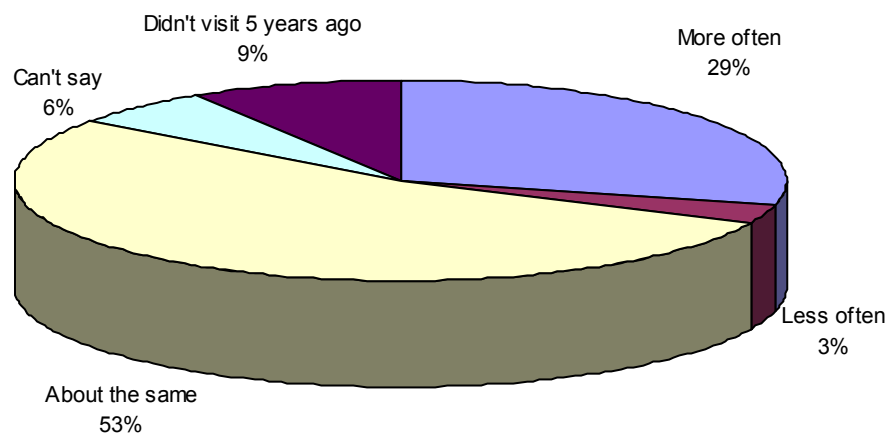
It is of interest to note from Figure 5 that 4 out of 5 respondents (82%) stated that, to at least some extent, visiting Glasgow Green improves their personal wellbeing and, indeed, for just under half of respondents (46%), their personal wellbeing is improved to a great extent by visiting the park.

Further examination of the data indicates that those respondents who stated that visiting Glasgow Green improves their personal wellbeing to some or a great extent, were more likely to be frequent visitors to the park (87% compared to 74% for infrequent visitors to the park), and local residents (86% compared to 80% for non local residents).

It should be stressed that between 2001 and 2006 there was a considerable increase in the extent to which respondents noted that their personal wellbeing is improved by visiting the park (rising from 49% in 2001 to 82% in 2006).

“Do you visit Glasgow Green more or less often than you did five years ago?”

Figure 6: Visit Glasgow Green More/Less Often Than Five Years Ago?



Base: All Respondents

Figure 6 indicates that over half of respondents (53%) stated that they visit Glasgow Green 'about the same amount' as they did five years ago. However, it is of interest to note that nearly a third of respondents (29%) stated that they visit the park 'more often' than they did five years ago, whilst very few (only 3%) stated that they visit the park 'less often'.

Further examination of the data indicates that those most likely to state that they visited Glasgow Green more often than they did five years ago were males (32%), aged 55 or over (34%), interviewed at Glasgow Green (41%) and frequent visitors to the park (35%).

It is also of interest to note that those who were interviewed in the City Centre were more likely to state that they visited Glasgow Green less often than they did five years ago (8% compared to 2% for those interviewed at Glasgow Green).

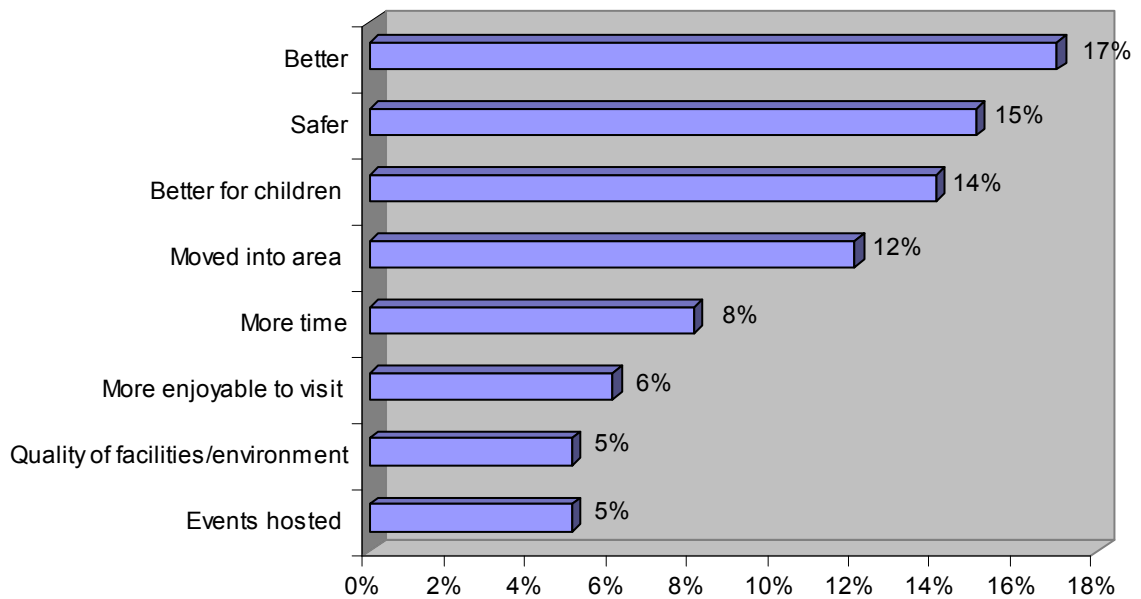
It should also be noted that those most likely to state that they visited Glasgow Green 'about the same amount' as they did five years ago were males (58%), frequent visitors to the park (58%) and local residents (61%).

Finally, it should be noted that those most likely to state that they 'didn't visit Glasgow Green five years ago' were as follows:

- Non frequent visitors to the park (21% compared to 1% for frequent visitors)
- Those interviewed at Glasgow Green (10% compared to 1% for those interviewed in the City Centre)
- Non local residents (11% compared to 3% for local residents)

“Why do you visit Glasgow Green more often than you did five years ago?”

Figure 7: Reasons For More Frequent Visits To Glasgow Green (Unprompted)



Base: 'More Often' in Figure 6

From Figure 7 it can be seen that, amongst those stating that they visit Glasgow Green more often than they did five years ago, this is principally a function of four factors:

- That the park is ‘better’ than it was five years ago (17%)
- That the park is ‘safer’ than it was five years ago (15%)
- That the park is now better for children e.g. play facilities (14%)
- That they had moved into the area in the past five years (12%)

However, a number of other factors were also cited here on an unprompted basis, including:

- Respondents having more time to visit the park than they did five years ago (8%)
- The park being more enjoyable to visit than it was five years ago (6%)
- Events that have been hosted at the park during the past five years (6%)
- The quality of the facilities/environment of the park (5%)

3.0 VISITS TO OTHER PARKS

“What other parks in Glasgow have you visited in the last two years?”

Figure 8: Other Glasgow Parks Visited (Unprompted)

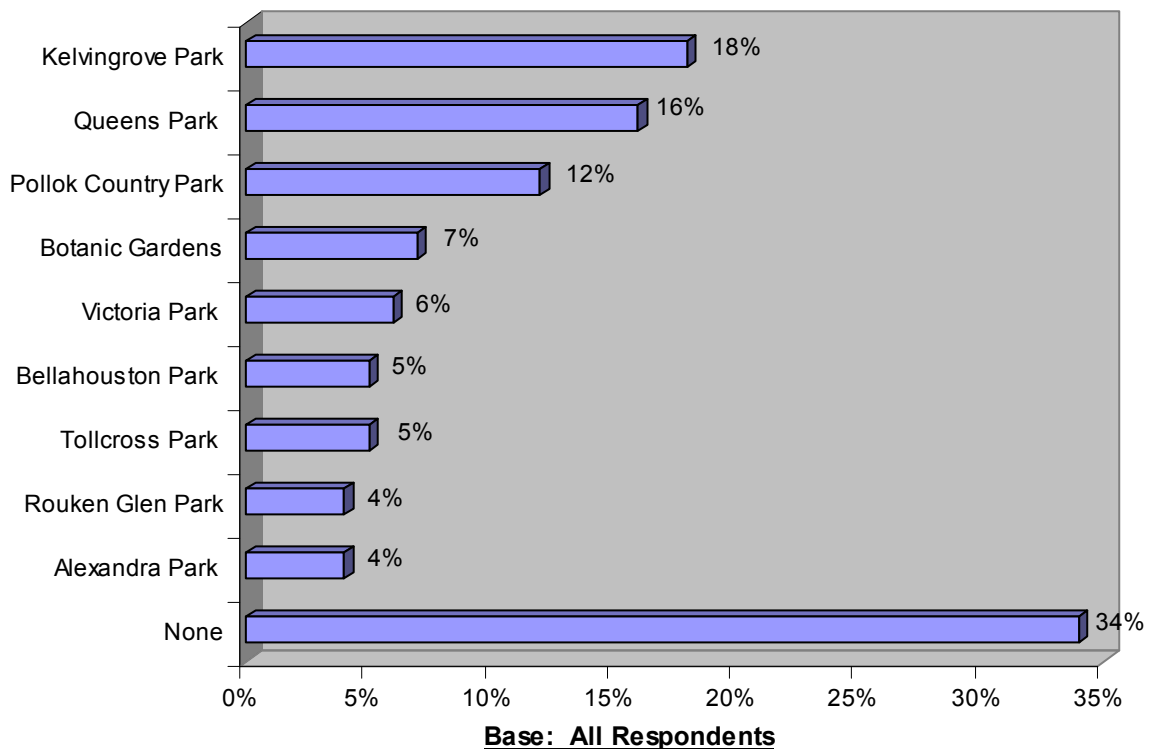


Figure 8 indicates that people who are using Glasgow Green also visit a range of other parks in Glasgow, including:

- Kelvingrove Park (18%)
- Queens Park (16%)
- Pollok Country Park (12%)

It is also of interest to note that many Glasgow Green users (5%) stated that they had visited parks such as the Botanic Gardens, Victoria Park, Bellahouston Park and Pollok Country Park, which are in

other parts of the City or in neighbouring Authorities (e.g. Rouken Glen Park).

It should be noted that a third of respondents (34%) stated that they had not visited any other parks in Glasgow in the last two years.

It should also be noted that further examination of the data here indicated only marginal variances here in terms of use of other parks on the basis of age, gender, location of interview or frequency of visit to Glasgow Green, but it is of interest to note that the following respondent types were most likely to state that they had visited no other parks in Glasgow in the past two years:

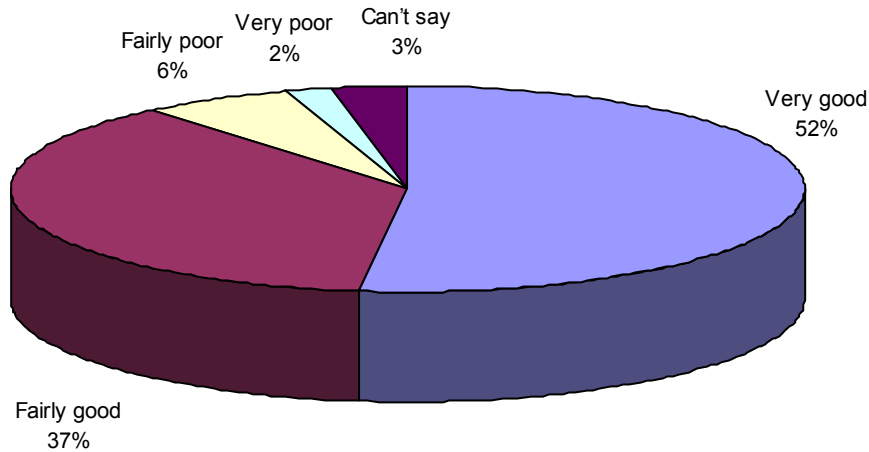
- Local residents (42% compared to 31% for non local residents)
- Those interviewed at Glasgow Green (37% compared to 24% for those who were interviewed in the City Centre)

Finally, it should be noted that the extent to which those interviewed in both 2001 and 2006 stated that they did not visit any other Glasgow parks was very similar (32% and 34% respectively).

4.0 IMAGE OF GLASGOW GREEN

“Overall, how would you rate the current image of Glasgow Green?”

Figure 9: Rating of Current Image of Glasgow Green



Base: All Respondents

It is encouraging to note from Figure 9 that 9 out of 10 respondents (89%) stated their belief that Glasgow Green currently has a ‘good’ image and, indeed, over half of respondents (52%) specifically rated the current image of Glasgow Green as being ‘very good’.

It should be noted that the likelihood of respondents believing that Glasgow Green had a good image increased with age, as noted below:

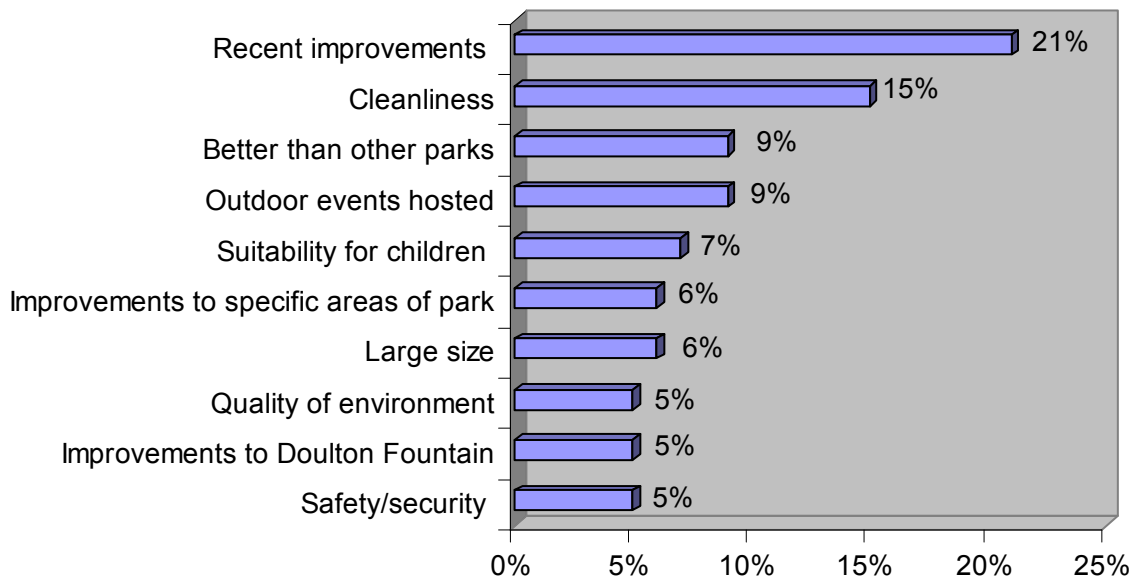
- Under 35 = 83%
- 35-54 = 91%
- 55 or over = 94%

It should be noted that between 2001 and 2006 there was a significant increase in the extent to which respondents believed Glasgow Green to have a good image (i.e. rising from 56% in 2001 to 89% in 2006). There was also a significant increase in the extent to which

respondents specifically believed Glasgow Green to have a ‘very good’ image (rising from 9% in 2001 to 52% in 2006). It should be noted that whilst the 2001 survey allowed respondents the opportunity to provide a ‘neither good nor poor’ response, improvements in the positive rating of Glasgow Green between the two surveys are undoubtedly significant.

“Why do you say that Glasgow Green has a good image?”

Figure 10: Reasons For Saying That Glasgow Green Has Good Image (Unprompted)



Base: 'Very Good/Fairly Good' in Figure 9

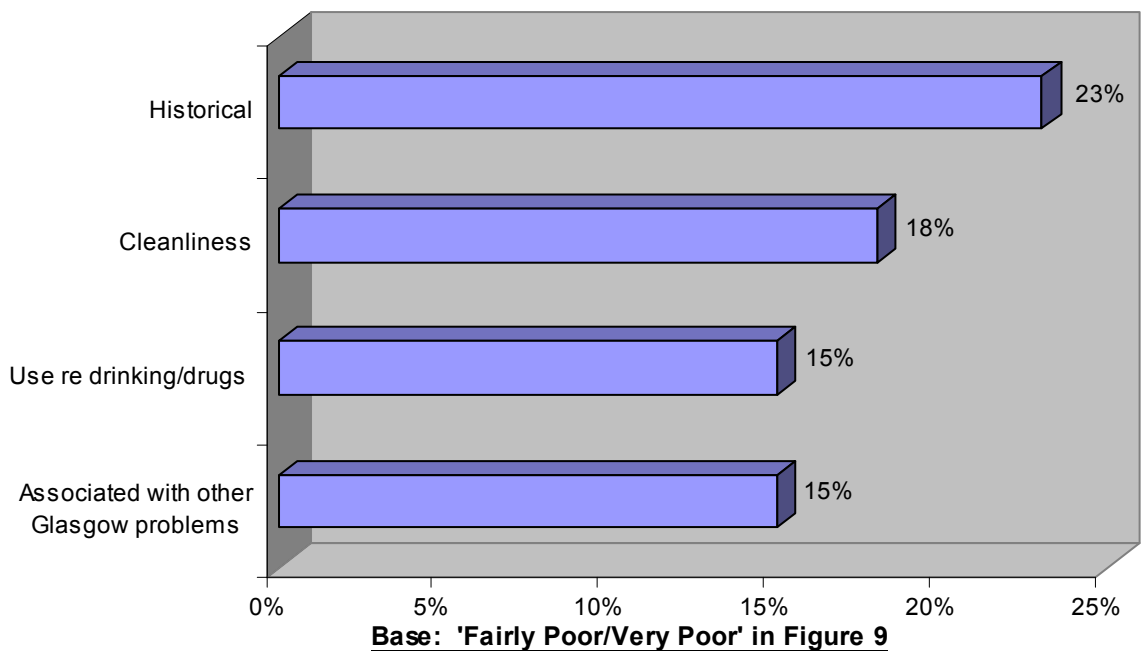
Figure 10 indicates that amongst those stating their belief that Glasgow Green has a good image, this was principally a function of *“recent improvements in the park”* (21%).

However, a number of other factors were also cited here on an unprompted basis, including:

- The cleanliness of the park (15%)
- Glasgow Green being better than other parks (9%)
- Improved safety and security in the park (9%)

“Why do you say that Glasgow Green has a poor image?”

Figure 11: Reasons For Saying That Glasgow Green Has Poor Image (Unprompted)



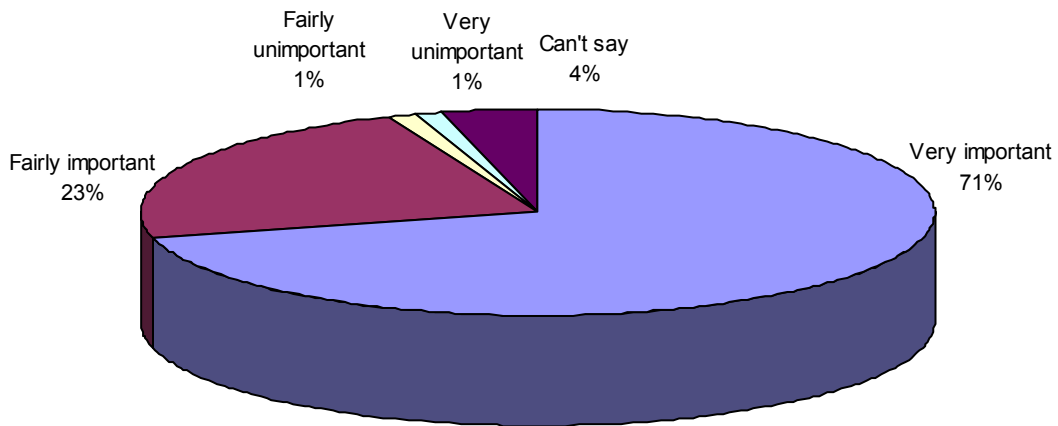
Amongst the relatively small number of respondents (8%) stating their belief that Glasgow Green has a poor image, Figure 11 indicates that this was principally a function of four factors:

- Historical factors i.e. Glasgow Green having had a poor image in the past (23%)
- Poor cleanliness (18%)
- The use of the park by people in relation to drinking alcohol and taking drugs (15%)

- Glasgow Green being associated with other social and cultural problems in Glasgow (15%)

“How important would you say the image of Glasgow Green is for the City of Glasgow?”

Figure 12: Importance of Image of Glasgow Green For City of Glasgow



Base: All Respondents

From Figure 12 it can be seen that over 9 out of 10 respondents (94%) stated their belief that the image of Glasgow Green is important for the City of Glasgow and, indeed, over two thirds of respondents (71%) specifically stated that the image of the park is ‘very important’ for the City of Glasgow.

It should be stressed that very few respondents (only 2%) specifically stated that the image of Glasgow Green is ‘unimportant’ for the City of Glasgow.

There were no notable variations here on the basis of gender, age, location of interview, frequency of visit to Glasgow Green or place of residence.

Between 2001 and 2006 there was a notable increase in the extent to which respondents believed that the image of Glasgow Green was important for the City of Glasgow (rising from 84% to 94%), but more significantly, a considerable increase in the extent to which respondents specifically believed that the image of Glasgow Green was 'very important' for the City of Glasgow (rising from 38% to 71%).

5.0 RATING OF GLASGOW GREEN & SURROUNDING AREAS

“How would you rate Glasgow Green and the surrounding area in terms of...?”

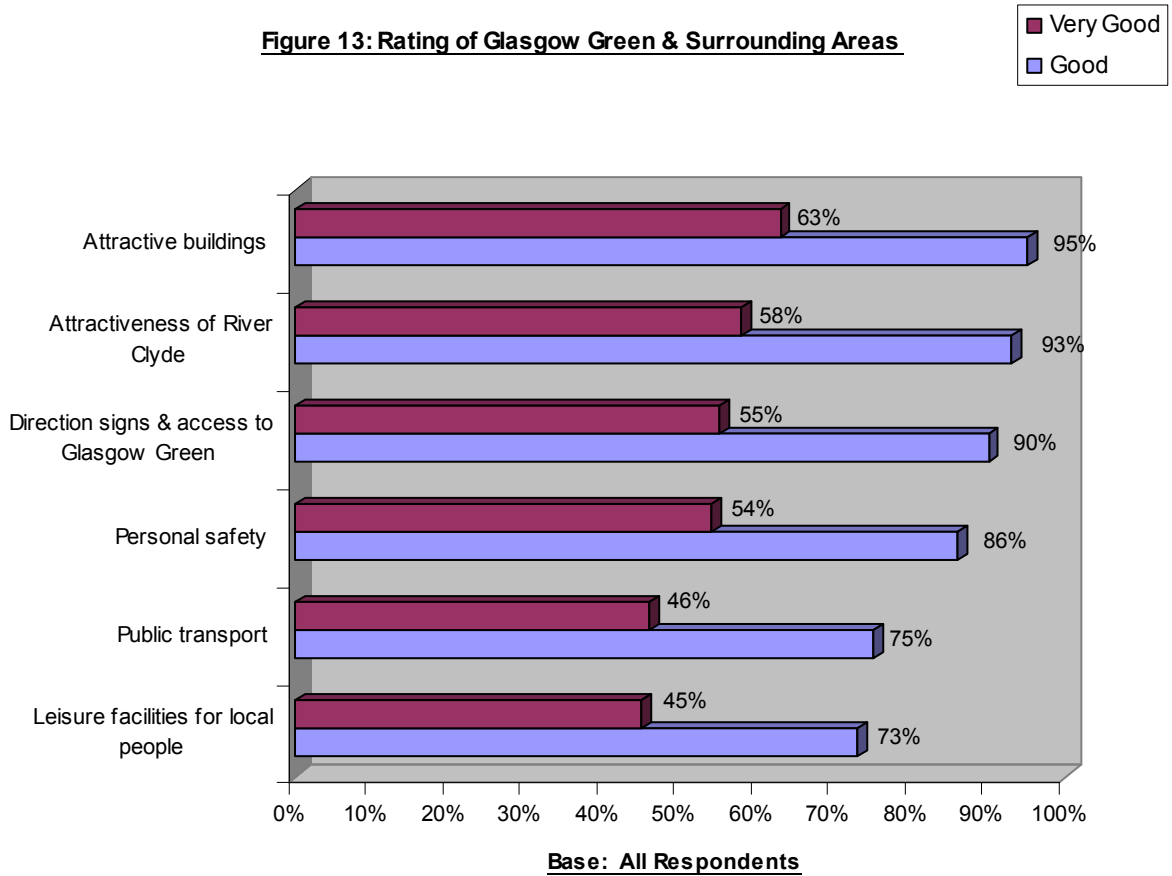


Figure 13 indicates that a significant majority of respondents rated Glasgow Green and the surrounding areas as being ‘good’ (i.e. ‘fairly good’ or ‘very good’) across six key indicators:

- Having attractive buildings (95%)
- Attractiveness of the River Clyde (93%)
- Direction signs and access to Glasgow Green (90%)
- Personal safety (86%)
- Public transport (75%)
- Leisure facilities for local people (73%)

Indeed, a majority of respondents specifically rated four elements of Glasgow Green and its surrounding areas as being 'very good', namely:

- Having attractive buildings (63%)
- Attractiveness of the River Clyde (58%)
- Direction signs and access to Glasgow Green (55%)
- Personal safety (54%)

It should be noted that, across all six indicators, the rating of Glasgow Green as being 'poor' but was most notable in respect of:

- Public transport (13%)
- Leisure facilities for local people (12%)
- Personal safety (10%)

Further examination of the data here indicates that frequent visitors to Glasgow Green were more likely than infrequent visitors (by a factor of 5% to 8%) to rate Glasgow Green more positively across three indicators i.e.:

- Leisure facilities for local people
- Public transport
- Attractiveness of the River Clyde

It should be stressed, however, that infrequent visitors were also more likely to provide a 'can't say' response in relation to each of these three indicators and, accordingly, there was no notable variance here in the extent to which frequent or infrequent visitors rated each of these indicators as being 'poor'.

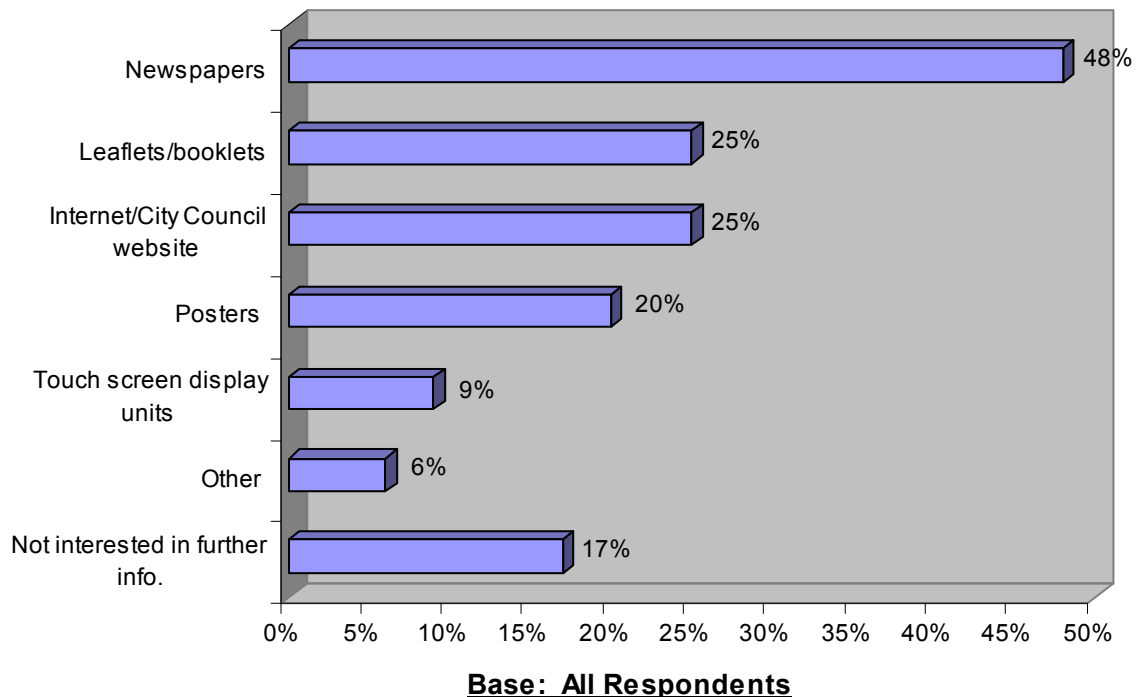
Finally, it should be noted here that males provided a more positive rating of 'public transport' than females (79% compared to 71%) as did local residents (80% compared to 72% for non local residents – although the latter group did exhibit a higher level of 'don't know' responses).

It should be stressed that the ratings of elements provided in 2006 were far more positive than those provided in 2001. For example, whilst in 2001, the range of 'good' ratings was from 40% to 53%, in 2006, this range was from 73% to 95%. Similarly, whilst in 2001, the range of 'very good' ratings was from 7% to 9%, in 2006 this range was from 45% to 63%.

6.0 PREFERRED INFORMATION SOURCES

“By which of the following methods would you prefer to get further information about Glasgow Green?”

**Figure 14: Preferred Method Of Receiving Information Re
Glasgow Green**



From Figure 14 it can be seen that respondents would primarily prefer to get further information about Glasgow Green through “*newspapers*” (48%).

However, a range of further preferred information methods were also noted by respondents, including:

- Leaflets or booklets (25%)
- The internet or City Council website (25%)
- Posters (20%)

It is also of interest to note from Figure 14 that less than 1 in 5 of those interviewed (17%) stated that they had 'no interest' in getting further information about Glasgow Green.

Further examination of the data indicates that greatest preference for each of the information methods under consideration were cited by the following groups:

- Leaflets or booklets (25%): respondents aged 35-54 (29%) and those interviewed at Glasgow Green (28%)
- Newspapers (48%): respondents aged 55 or over (53%), those interviewed at Glasgow Green (50%) and local residents (54%)
- Posters (20%): respondents interviewed in the City Centre (37%)
- The internet or City Council website (25%): females (29%), respondents aged under 35 or 35-54 (27% and 29% respectively) and infrequent visitors to Glasgow Green (31%)

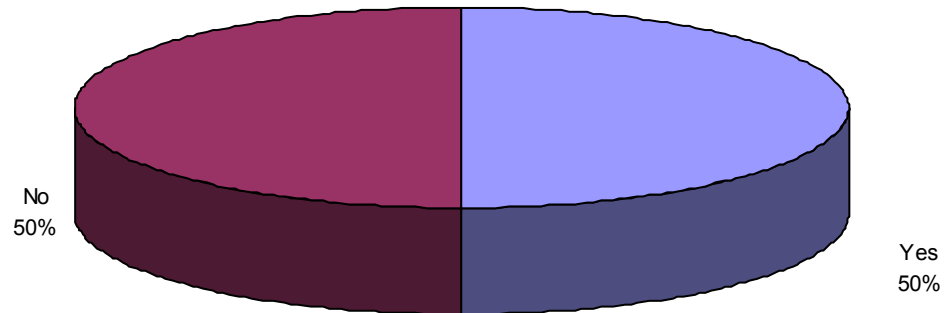
It should also be noted that those most likely to state that they had 'no interest' in getting further information about Glasgow Green were:

- Aged under 35 or 35-54 (20% and 19% respectively)
- Interviewed in the City Centre (22%)
- Infrequent visitors to Glasgow Green (21%)

7.0 GLASGOW GREEN RENEWAL PROJECT

“Have you heard of the Glasgow Green Renewal Project?”

Figure 15: Aware of Glasgow Green Renewal Project



Base: All Respondents

Figure 15 indicates that exactly half of those interviewed (50%) stated that they had heard of the Glasgow Green Renewal Project.

Further examination of the data indicates that awareness of the Glasgow Green Renewal Project increased with age i.e.:

- Under 34 = 42%
- 35-54 = 51%
- 55 or over = 57%

In addition, frequent visitors to Glasgow Green were more likely to state that they had heard of the Glasgow Green Renewal Project (55% compared to 42% for infrequent visitors to the park).

“Do you think that the recent developments in the park have improved safety?”

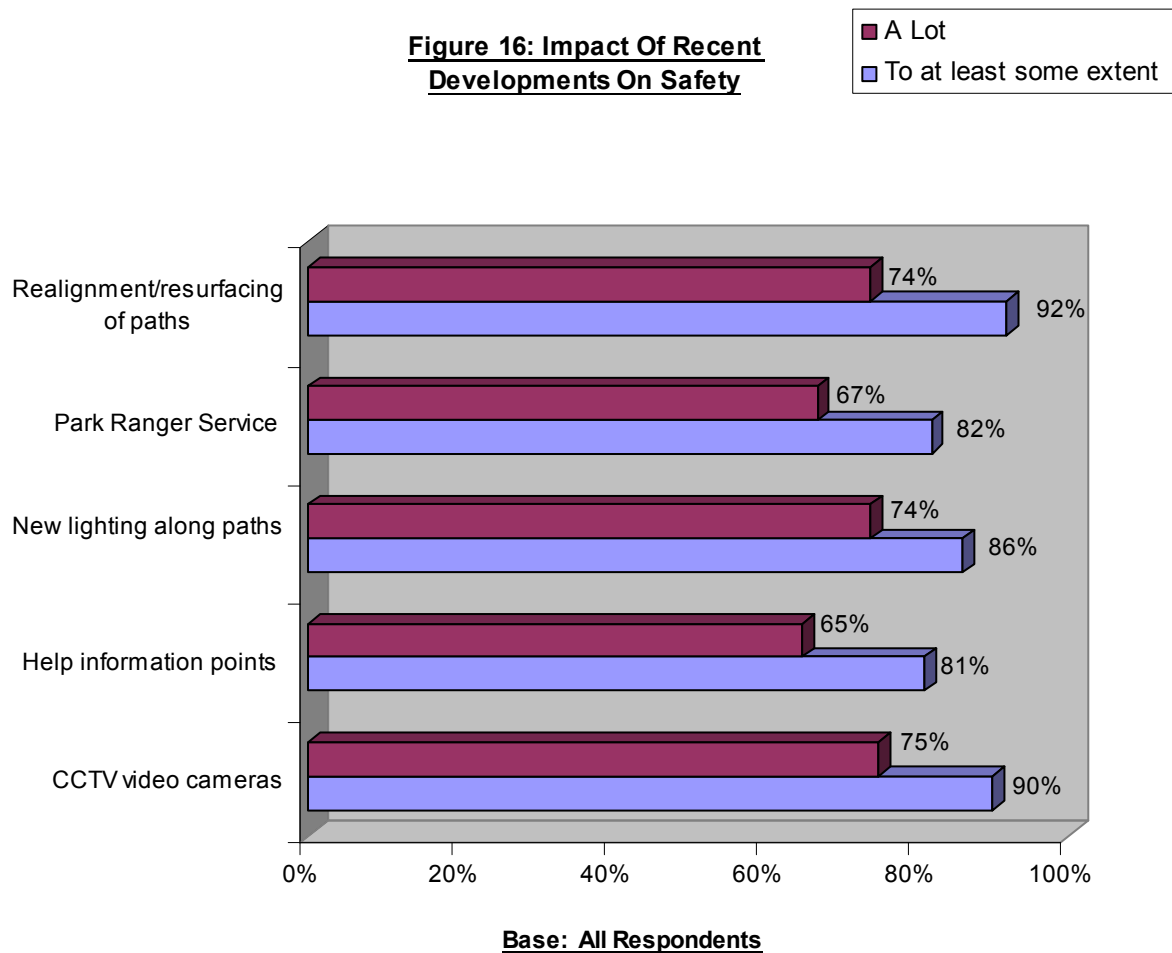


Figure 16 indicates that a significant majority of respondents believed that, to at least some extent, recent developments in Glasgow Green have improved safety i.e.:

- Realignment/resurfacing of paths (92%)
- CCTV video cameras (90%)
- New lighting along paths (86%)
- Park Ranger Service (82%)
- Help information points (81%)

Indeed, it should be stressed that a significant majority of respondents specifically stated their belief that safety in the park had improved a lot as a result of each of these five improvements.

Further examination of the data here indicates that those most likely to believe that, to at least some extent, each of the developments under consideration had improved safety in the park were as follows:

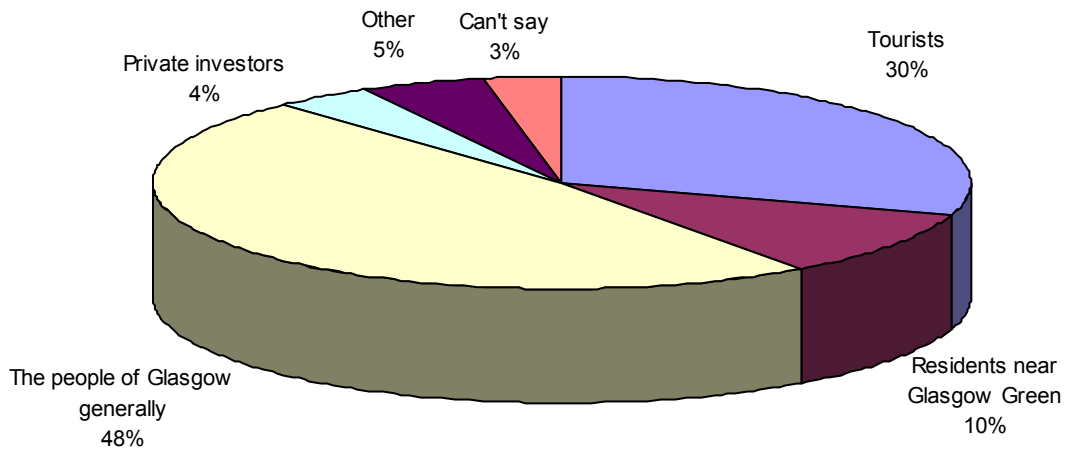
- CCTV video cameras: frequent visitors (94%)
- Park Ranger Service: respondents aged under 35 or 35-54 (both 83%), those interviewed in the City Centre (90%) and frequent visitors to Glasgow Green (85%)
- New lighting along paths: those interviewed in the City Centre (94%) and frequent visitors to Glasgow Green (88%)
- Help information points: respondents aged under 35 (85%), those interviewed in the City Centre (89%) and frequent visitors to Glasgow Green (87%)
- Realignment/resurfacing of paths: those interviewed in the City Centre (97%) and frequent visitors to Glasgow Green (94%)

All respondents were read out the following statement *“Glasgow Green has been refurbished at a cost of £15.5m. Works have included the restoration and relocation of the Doulton Fountain, created the city’s largest open air events arena, created areas of horticultural excellence, and other substantial regeneration works”*

Following this statement, respondents were then asked a number of questions.

“Who do you think will mainly benefit from the Glasgow Green Renewal Project?”

Figure 17: Main Beneficiary Of The Glasgow Green Renewal Project



Base: All Respondents

From Figure 17 it can be seen that respondents most commonly stated that “*the people of Glasgow generally*” will mainly benefit from the Glasgow Green Renewal Project (48%). Thereafter, around a third of respondents (30%) stated that “*tourists*” would mainly benefit from the Renewal Project.

It is of interest to note from Figure 17 that only 1 in 10 respondents (10%) stated that “*residents near Glasgow Green*” would mainly benefit from the Glasgow Green Renewal Project, whilst very few (only 4%) believed that “*private investors*” would mainly benefit from the Renewal Project.

Further examination of the data indicates that those most likely to believe that “*tourists*” would mainly benefit from the Glasgow Green Renewal Project were males (34%), aged 35-54 or 55 or over (31% and 36% respectively), interviewed at Glasgow Green (31%) and infrequent visitors to the park (33%).

Thereafter, the only other notable statistical variations to emerge were:

- A greater belief amongst interviewed at Glasgow Green that “*residents near Glasgow Green*” would mainly benefit from the Renewal Project (11% compared to 4% for those interviewed in the City Centre) – as was the case with local residents (14% compared to 4% for non local residents)
- A greater belief amongst those who were frequent visitors to the park to believe that “*private investors*” would mainly benefit from the Renewal Project (6% compared to 2% for infrequent visitors to the park)
- A greater belief amongst non local residents to believe that “*the people of Glasgow*” would mainly benefit from the Renewal Project (51% compared to 43% for non local residents)

Comparisons between the 2001 and 2006 surveys indicate that there is an increasing belief that two groups would mainly benefit from the Glasgow Green Renewal Project i.e.:

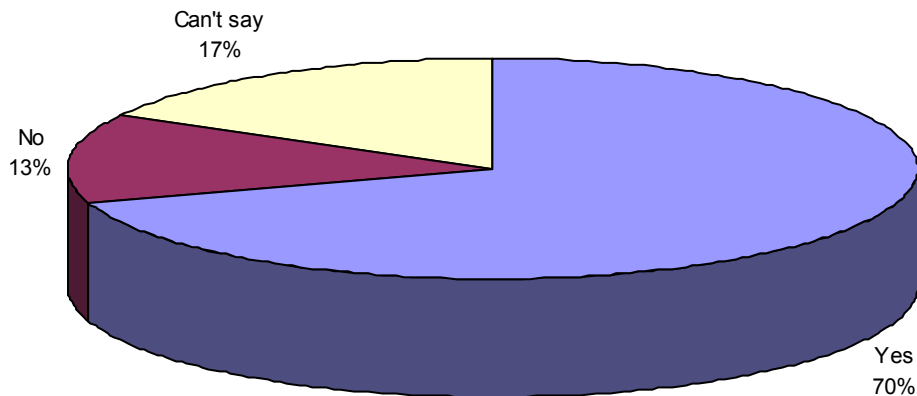
- The people of Glasgow generally (rising from 43% in 2001 to 48% in 2006)
- Tourists (rising from 22% to 30%)

As a corollary of this, between 2001 and 2006 there was a decreasing belief that two further groups would mainly benefit from the Glasgow Green Renewal Project, namely:

- Residents near Glasgow Green (falling from 15% in 2001 to 10% in 2006) – although it should be stressed that, as noted earlier, 14% of local residents believed that they would mainly benefit from the Renewal Project
- Private investors (falling from 10% to 4%)

“Do you think that the Council’s money is being well invested in renewing Glasgow Green?”

Figure 18: Council's Money Well Invested?



Base: All Respondents

Figure 18 indicates that over two thirds of respondents (70%) stated their belief that the Council’s money is being well invested in renewing Glasgow Green and, indeed, only 1 in 7 respondents (13%) specifically stated their belief that this is not the case.

Further examination of the data indicates that likelihood of respondents believing that the Council’s money is being well invested in renewing Glasgow Green increased with age i.e.:

- Under 35 = 58%
- 35-54 = 72%
- 55 or over = 82%

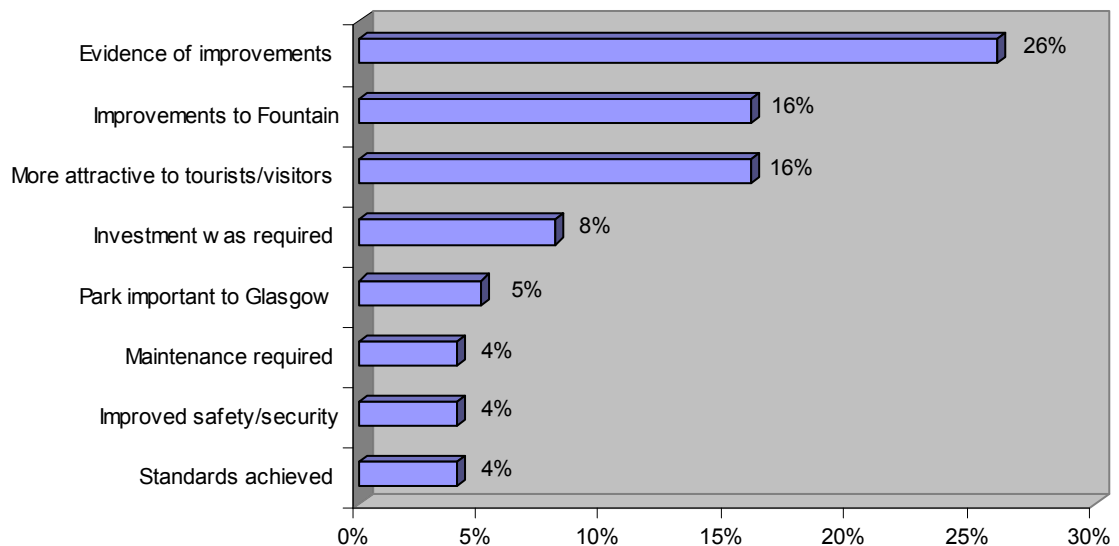
In addition, those interviewed at Glasgow Green were more likely to hold this belief (73% compared to 57% for those interviewed in the City

Centre) as were frequent visitors to Glasgow Green (72% compared to 67% for infrequent visitors to the park).

Finally, it should be noted that these outcomes are very similar to those found in 2001 i.e. at which time, two thirds of respondents (68%) stated their belief that the Council's money was being well invested (compared to 70% in 2006).

“Why do you think the Council’s money is being well invested in renewing Glasgow Green?”

Figure 19: Reasons For Believing Council's Money Is Being Well Invested (Unprompted)



Base: 'Yes' in Figure 18

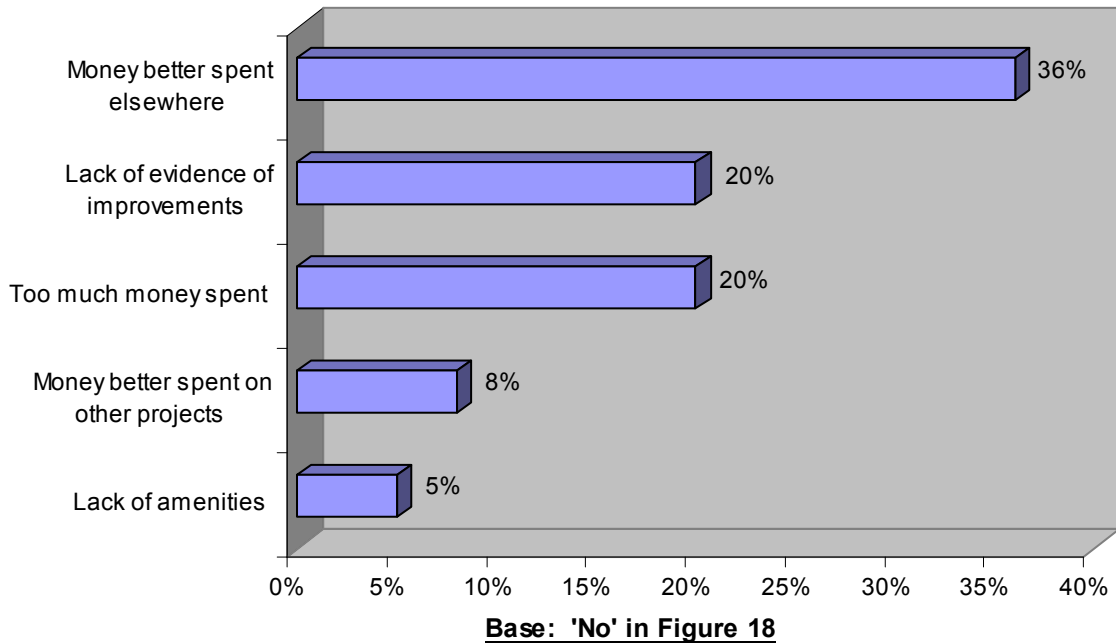
Respondents stating their belief that the Council’s money is being well invested in renewing Glasgow Green went on to state that this belief was primarily a function of “*evidence of improvements in the park*” (26%).

However, a number of other factors were also cited here on an unprompted basis, including:

- Improvements to the Doulton Fountain (16%)
- That the investments in the park have made it more attractive to tourists and visitors (16%)
- That investment was required in the park (8%)

“Why do you not think the Council’s money is being well invested in renewing Glasgow Green?”

Figure 20: Reasons For Not Believing Council's Money Is Being Well Invested (Unprompted)

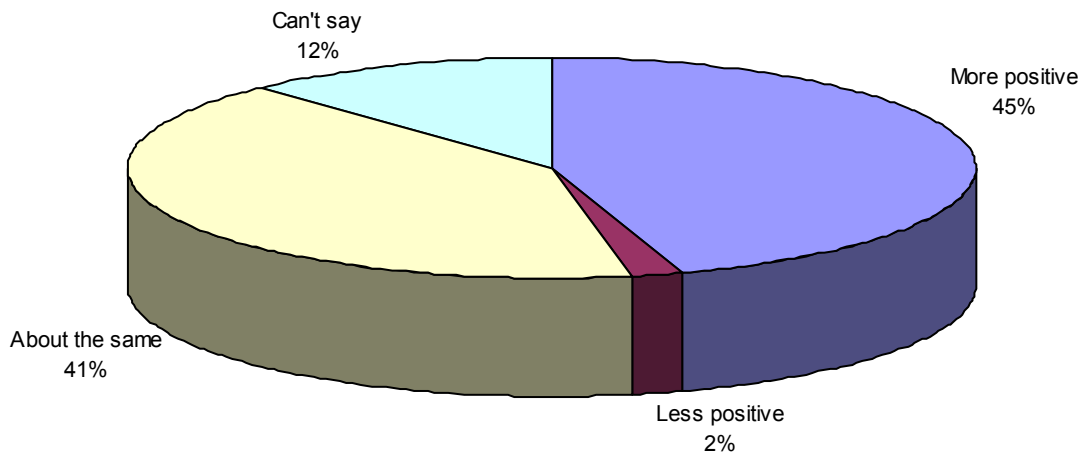


From Figure 20 it can be seen that amongst the relatively small number of respondents (13%) stating their belief that the Council’s money is not being well invested in renewing Glasgow Green, this was primarily a function of their belief that investment would have been ‘better spent in other areas of Glasgow’ (36%) or ‘on other projects in Glasgow’ (8%). In addition, 1 in 5 respondents here (20%) stated their belief that there was *“a lack of evidence for improvements”* and the same proportion (20%) stated that their belief that *“too much money had been spent”*.

8.0 PERCEPTIONS OF GLASGOW GREEN: COMPARATIVE PROFILE

“Would you say that your perceptions of Glasgow Green are more positive or less positive than they were five years ago?”

Figure 21: Comparative Perceptions Of Glasgow Green



Base: All Respondents

From Figure 21 it can be seen that 2 out of 5 respondents (41%) stated that their perceptions of Glasgow Green are “*about the same as*” than they were five years ago. However, it is encouraging to note that the same proportion (45%) stated that their perceptions of the park are more positive than they were five years ago, whilst very few respondents (only 2%) stated that their perceptions of Glasgow Green are less positive.

Further examination of the data indicates that likelihood of individuals stating that their perception of Glasgow Green was more positive than five years ago increased with age i.e.:

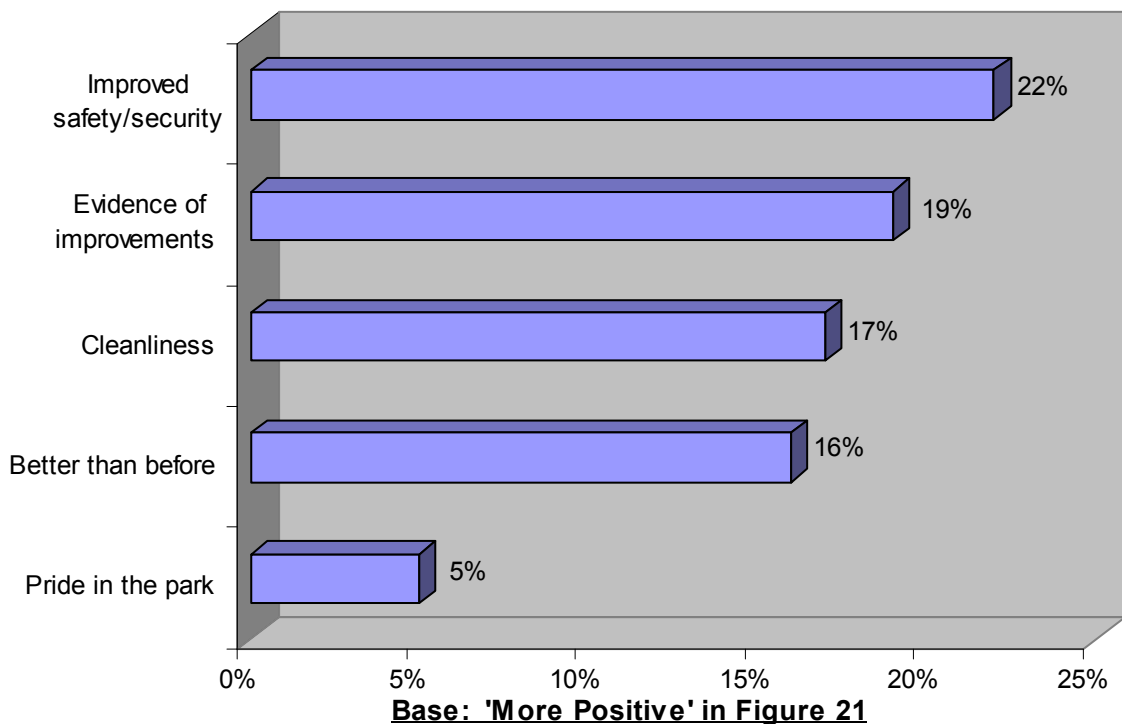
- Under 35 = 34%
- 35-54 = 45%

- 55 or over = 57%

In addition, those interviewed at Glasgow Green were more likely to state that their perceptions of the park were more positive than it was five years ago (49% compared to 38% for those interviewed in the City Centre), as were non local residents (47% compared to 40% for local residents).

“In what ways are your perceptions of Glasgow Green more positive than they were five years ago?”

Figure 22: Reasons For Perceptions Being More Positive Than Five Years Ago (Unprompted)



From Figure 22 it can be seen that amongst those stating that their perceptions of Glasgow Green were more positive than they were five years ago, this was a function of a number of factors – noted on an unprompted basis – including:

- Improvements to safety and security in Glasgow Green (22%)
- The evidence of improvements in Glasgow Green (19%)
- Improvements to the cleanliness of the park (17%)
- That Glasgow Green was 'better' than before (16%)

9.0 QUALITATIVE REVIEW

9.1 Resident Interviews

9.1.1 Use of Glasgow Green

Almost all of the residents interviewed were frequent visitors to Glasgow Green who used the park for a variety of activities – as illustrated in the *verbatim* quotes below:

- *“I use the kids play area a lot and also just go for walks in the park”*
- *“I go for a walk on the Green most days of the week”*
- *“Mostly I go for a walk in the park, but I also go to the People’s Palace and to some of the events that are on in the Green”*
- *“I use the park for loads of things – walking with the kids, going for coffee with friends and going to events like the fireworks, bands and so on”*
- *“I go jogging in the park. I also go to events and take the kids there”*
- *“When I am going to work I use the park as a shortcut to the City Centre”*

9.1.2 Frequency Of Visits To Glasgow Green

Most of the residents interviewed stated that they visited Glasgow Green more often now than they did in the past. When asked why this was the case, the following *verbatim* quotes are typical of the answers provided:

- *“The park is definitely safer and cleaner now. There are less druggies and vandals.”*
- *“The park is tidier and cleaner – there is less broken glass about.”*

- *“It’s safer, the neds have moved on. There are park patrols about now and also CCTV cameras.”*
- *“I have more time on my hands now.”*

9.1.3 Changing Use Of Glasgow Green

Less than half of the residents interviewed stated that they use Glasgow Green for different things now than they did in the past, with the following *verbatim* quotes being typical of those provided by respondents:

- *“I now have a child so use the play area and go for walks in the park with her.”*
- *“I go jogging because it is safer now. I certainly would have thought twice about going jogging in the past.”*

9.1.4 Is Glasgow Green Getting Better Or Worse?

All of the residents interviewed stated their belief that Glasgow Green is better than it was in the past, with the following *verbatim* quotes being typical of those provided in relation to improvements:

- *“There are more police and more wardens in vans.”*
- *“It’s cleaner with less litter and people use it more now.”*
- *“It feels safer now – I can go for a walk there.”*
- *“There are less neds and less pimps.”*
- *“It’s used far more for events now – that’s great.”*
- *“There are less thugs, less drug users. Also there are things like nicer trees and the Fountain is nicer.”*
- *“There is far more going on in the park now – the marathon, pipe bands and other events.”*
- *“The Fountain is a great tourist attraction but the park is also cleaner and safer – there are more police patrols.”*

It should also be stressed here that none of the residents interviewed were able to identify any aspects of Glasgow Green which they believed were worse than in the past.

9.1.5 Image Of Glasgow Green

All of the residents interviewed believed that Glasgow Green has a good image, with the following comments being typical of those provided by respondents in this regard:

- *“The park is safer and cleaner now and tourist buses use it more.”*
- *“There are plenty of tourists now. The Fountain is lovely and the People’s Palace is great now.”*
- *“There are less hookers working the Green now and less drug users as well.”*
- *“Its just safer and a nice place to be. There are also more things to do now. like the marathon.”*
- *“The People’s Palace and the Fountain attract a lot of tourists.”*
- *“I don’t feel ashamed of Glasgow Green when people visit it now.”*

9.1.6 Changing Views About Glasgow Green

All of the residents interviewed stated that their views about Glasgow Green are more positive than they were a few years ago, with the following comments being typical of those provided in this regard:

- *“You can see the cash that’s being spent on the Green now.”*
- *“The people of Glasgow and tourists can use the park safely – you don’t have to look over your shoulder when you go out for a walk.”*
- *“I feel that the Green has a future now. The Council seems to be taking an interest in it.”*
- *“There are less druggies and undesirables – it is a far safer place.”*

- *“The cash has been well spent by the Council.”*

9.1.7 Safety Of Glasgow Green

All of the residents interviewed stated their belief that Glasgow Green is safer now than it was in the past, as illustrated by the following *verbatim* quotes:

- *“There are more park patrols, better lighting and CCTV cameras.”*
- *“Lights are improved, park patrols go round in vans now, there are CCTV cameras and there are panic buttons you can push.”*
- *“I don’t think the neds like being watched by the CCTV cameras.”*
- *“There are more wardens about and there seems to be more police as well.”*
- *“You feel that help is at hand if you need it.”*

9.1.8 Response To Investment

All of the residents interviewed believed that the investment in Glasgow Green has been worthwhile, with the following comments being typical in this regard:

- *“It is bringing a lot of tourists that avoided the area in the past.”*
- *“It is clean and tidy there are no vandals and tourists can enjoy it.”*
- *“You feel safe now when you use the park – it’s just nicer and cleaner – a nice place to use.”*
- *“Events in the summer have been great, the pipe bands and so on.”*
- *“The Fountain is lovely, the People’s Palace is much improved – the whole thing is cleaner and smarter now.”*
- *“The investments that have been made have got rid of a lot of undesirables.”*

9.1.9 Beneficiaries From Investments In Glasgow Green

The residents interviewed most prominently believed that ‘the people of Glasgow generally’ would benefit most from investment in Glasgow Green for the following reasons:

- *“It is a place anyone from Glasgow can get to easily and you can see how much it has improved.”*
- *“Events on the Green benefit all of the people of Glasgow.”*
- *“Everyone in Glasgow can now use the park safely – it is used for things like the marathon.”*
- *“People from Glasgow can use it for events like the pipe bands, concerts and things.”*

A core of residents interviewed believed that ‘tourists’ would benefit most from investments in Glasgow Green for the following reasons:

- *“There are now lots of buses full of tourists using the People’s Palace and the Doulton Fountain.”*
- *“The museum, the Fountain and the Green in general are now far more attractive to tourists.”*
- *“There are lots of tourists about the Fountain, the People’s Palace – it’s great.”*

9.2 **Business Profile**

9.2.1 Glasgow Green Better Or Worse Than It Was In The Past?

All of the businesses interviewed stated their belief that Glasgow Green was better than it was in the past, with the following *verbatim* comments being provided in this regard:

- *“It is now a credit to the City. Moving the old Fountain and making it a feature was excellent.”*
- *“The Green looks a whole lot better and the events at the Green help it a lot.”*
- *“There are less drug pushers and users, and the prostitutes seem to have moved on to a great extent.”*
- *“You can tell by just looking that there has been a lot of cash spent on the Fountain and Palace – they are a real tourist attraction. That must bring business to local shops and the tourist industry in general in Glasgow must benefit a lot.”*
- *“It is cleaner and looks more inviting. It is also a far more safe environment to go into.”*
- *“There is the new Fountain, landscaping, better paths and new lighting, it is safer – gangs and drug users seem to have moved on.”*

Despite the positive comments made in respect of improvements in Glasgow Green, none of the businesses interviewed stated that these had had any positive impacts for them – although it should be stressed that all of those interviewed were involved in the delivery of business services, rather than services or products to members of the public. Indeed, one business provided a negative comment, namely *“The parking is worse. It is a bit of a problem for us as we tend to have people coming and going a lot”*.

Similarly, only one respondent identified anything that they believed was now worse about Glasgow Green than it was in the past – again, parking (*“Parking is getting difficult. I can’t see an answer to it”*).

9.2.2 Image of Glasgow Green

Almost all of the businesses interviewed believed that Glasgow Green has a good image for the following reasons:

- *“There is far more happening on Glasgow Green – the proms, the bands, the World Pipe Band Championships and other open air events. That’s great for the image of Glasgow.”*
- *“Glasgow Green highlights Glasgow as a clean city and it is now used for a whole range of different things, such as the World Pipe Band Championships.”*
- *“The changes to the Fountain have been great and the park is not run down now.”*
- *“The cash spent to improve the Green has been well invested – it looks the part now.”*

Despite these generally positive comments, however, two businesses made reference to historic issues which may still result in a negative image of Glasgow Green, namely:

- *“Although the vandals, prostitutes and gangs have been moved on by the police and park wardens, I still think this will affect the image of the park for a while.”*
- *“Drug users and people like that gave the Green a bad image. It will take a long time to live that down, if at all.”*

Almost all of the businesses interviewed believed that the image of Glasgow Green had no impact on their business – although, again, it should be stressed that all of those interviewed were involved in the

delivery of business services. However one respondent believed that its improving image may be beneficial for the image of their business on the basis that *“the area has a better reputation now, so that can’t do the image of my business any harm”*.

9.2.4 Changing Views About Glasgow Green

All of the businesses interviewed stated that their views about Glasgow Green were more positive than they were five years ago, with the following *verbatim* comments being provided in this regard:

- *“It looks a lot better now. There are no gangs hanging about and the café and Winter Gardens is nice.”*
- *“They have put a lot of cash into the Green, the Winter Gardens are nice and the Fountain attracts a lot of tourists.”*
- *“Tourists are definitely attracted to the area now, plus I think there is now a bright future for Glasgow Green.”*
- *“More positive because they have been spending cash, not only on the Green, but they have been regenerating housing, bringing the area up.”*

9.2.5 Response To Investment

Almost all of the businesses interviewed believed that the investment carried out in Glasgow Green had been worthwhile and provided the following typical comments:

- *“The investment in Glasgow Green shows a progressive side to the City.”*
- *“The Green is a nice place and it’s a great tourist attraction.”*
- *“I think that the investment will lead to new businesses – even hotels – coming to the area.”*

For the one respondent who did not believe that investment had been worthwhile, his concern related to a belief that investment would have been better in other areas, namely *“it would have been better spending the cash on housing in Council estates in deprived areas and dealing with social issues in the East End”*.

9.2.6 Beneficiaries From Investments In Glasgow Green

It is of interest to note that all of the businesses interviewed believed that ‘tourists’ would benefit most from the investments undertaken in Glasgow Green (although, again, it should be stressed that all of those interviewed were involved in the delivery of business services), with the following comments being typical of those provided:

- *“A lot of the big investments – like the Fountain and the People’s Palace – are definitely more suited to tourists rather than local people.”*
- *“You can tell that tourists will benefit most on the basis that the biggest change that I have seen are the number of tourists buses who turn up at the Green nowadays.”*
- *“It’s bound to be tourists, because local people will probably only go once to see the Fountain and the People’s Palace and won’t bother going back again so, therefore in the longer term, it’s bound to be tourist income that is most important to those parts of the Green.”*

9.2.7 Benefits Of Investment For Local Businesses

Despite the fact that all of the businesses interviewed believed that tourists would benefit most from the investments in Glasgow Green, it is of interest to note that, again, all businesses interviewed believed that the investments in Glasgow Green had benefited local businesses (albeit that, as noted earlier, none of those interviewed believed that improvements in Glasgow Green had any positive impact for their own business), with the following comments being made in this regard:

- *“New flats will bring better off people to the area and they will be attracted to things like the wine bar at the corner which caters for people with more cash.”*
- *“Tourist type shops must benefit and the events on the Green must generate a lot of cash for local businesses – with tourists and events and things like that, pubs must be a lot busier. Also, tourist buses are always full and tourists always spend cash so everyone in that kind of business has got to get a spin off.”*
- *“Sure there must be benefits for local businesses – pubs and shops – but the benefits must also be there for shops and hotels elsewhere in Glasgow.”*

10.0 CONCLUSIONS

This report has provided a wide range of positive outcomes relating to Glasgow Green. In particular, key findings to emerge from the survey process include the following:

- That there are a significant core of frequent visitors to Glasgow Green, and that it's visit profile is characterised by the use of the park for a wide range of purposes
- Many people are visiting Glasgow Green more regularly than they did in the past – attracted by improvements in its environment, cleanliness, safety and facilities
- Glasgow Green has a good image amongst people who use it, and perceptions of the park are improving significantly – again as a function of improvements to its environment, cleanliness, safety and facilities
- The positive profile of the park is supplemented by similarly positive reactions to a wide range of aspects of its surrounding area
- The Glasgow Green Renewal Project is seen as being worthwhile and a good investment by the Council, with this being evidenced by improvements to a wide range of aspects of the park
- The benefits of investments in the park are seen as extending beyond local residents, to the people of Glasgow generally, and to visitors to the City

The significance of the positive outcomes of the research process is emphasised by the fact that those who use Glasgow Green see it as being important for the image of the City of Glasgow.

In addition to the positive profile provided by members of the public using Glasgow Green, it is also apparent that businesses have generally positive attitudes towards the park – albeit that their increasingly positive perceptions of the park and its image appear to

have relatively minimal impacts on those who were interviewed. In particular, it was recognised that some businesses – such as shops, pubs and local restaurants – will be benefiting from investments in the park (and will continue to do so in the future) as a result of its increasing attractiveness to visitors.

APPENDIX I

INTERVIEW LOCATIONS

- In and around the People's Palace/Winter Gardens/Doulton Fountain
- Saltmarket entrance to Glasgow Green
- Play area close to Saltmarket entrance
- Vicinity of St Andrew's Bridge
- City Centre

APPENDIX II

FINAL DRAFT

ASHBROOK RESEARCH & CONSULTANCY LTD
1 WOODSIDE TERRACE
GLASGOW
G3 7UY
TEL: 0141 333 1213
FAX: 0141 332 1415

PROJECT: GLASGOW CITY COUNCIL
GLASGOW GREEN RENEWAL
FACE TO FACE QUESTIONNAIRE (J525)

COLLECT RESPONDENTS DETAILS:

Explain that there is a one in ten chance that a supervisor may contact them to confirm the accuracy of the interview.

Name: _____

Address: _____

Postcode: _____

Tel No: _____

CLOSE INTERVIEW BY READING OUT STATEMENT:

“Thank you very much for your help. Can I remind you that this was a bona fide market research interview conducted within the Market Research Society code of practice by Ashbrook Research and Consultancy Limited. If you would like to check that we are a bona fide market research agency then you can call Freefone Market Research.”

INTERVIEWER DECLARATION:

I declare that this interview was carried out accordingly to instructions, within the Market Research Society’s Code of Conduct and that the respondent was not previously known to me.

Job No: 5 2 5 Int. Name: _____

Int. No: _____ Signature: _____

Que No: _____ Date: _____

Edited by: _____ Coded by: _____

INTERVIEWER - READ OUT:

"Good Morning/afternoon. I'm _____ from Ashbrook Research and Consultancy Ltd. We have been commissioned by Glasgow City Council to conduct research about Glasgow Green. Firstly, can I just check have you visited Glasgow Green in the past 2 years? **(Researcher, if ‘YES’ proceed to interview. If ‘NO’, do not proceed to interview.** I wonder if you could spare a few minutes to answer some questions - your answers will, of course, be treated with the strictest confidentiality.”

1. Have you heard of the Glasgow Green Renewal Project?

		<u>Route</u>
Yes	1	Q2
No	2	Q2

[SHOWCARD 1]

2. What would best describe your visits to Glasgow Green during the past two years?

		<u>Route</u>
I have visited Glasgow Green several times a week	1	Q3
I have visited Glasgow Green several times a month	2	Q3
I have visited Glasgow Green a few times in the past two years	3	Q3
I have visited Glasgow Green once in the past two years	4	Q3
First visit	5	Q3

[SHOWCARD 2]

3. Are any of the following reasons for you visiting Glasgow Green in the past two years?

	<u>Yes</u>	<u>No</u>	<u>Route</u>
To go for a walk	1	2	
To walk a dog	1	2	
Sport or Physical Activity (e.g. football, cycling, jogging, rowing etc.)	1	2	
Space for children to play	1	2	
To use the park as a short cut	1	2	
To visit the People's Palace/Winter Gardens	1	2	
To visit the Doulton Fountain	1	2	
To enjoy the park, it's gardens and open spaces	1	2	
To take part in or watch a major event	1	2	
Other (please specify)	1	2	Q4

[SHOWCARD 2]

4. What has been your main reason for visiting Glasgow Green over the past two years? **(Code one only)**

	<u>Yes</u>	<u>Route</u>
To go for a walk	1	Q5
To walk a dog	2	Q5
Sport or Physical Activity (e.g. football, cycling, jogging, rowing etc.)	3	Q5
Space for children to play	4	Q5
To use the park as a short cut	5	Q5
To visit the People's Palace/Winter Gardens	6	Q5
To visit the Doulton Fountain	7	Q5
To enjoy the park, it's gardens and open spaces	8	Q5
To take part in or watch a major event	9	Q5
Other (please specify)	10	Q5

5. What other parks in Glasgow have you visited in the last two years? **(List up to 4)**

	<u>Route</u>

_____	Q6

6. Overall, how would you rate the current image of Glasgow Green?

		<u>Route</u>
Very good	1	Q7
Fairly good	2	Q7
Fairly poor	3	Q8
Very poor	4	Q8
Can't say	5	Q9

7. Why do you say that Glasgow Green has a good image? **(Probe Fully. Do Not Prompt)**

	<u>Route</u>

_____	Q9

8. Why do you say that Glasgow Green has a poor image? (**Probe Fully. Do Not Prompt**)

Route

Q9

9. How important would you say the image of Glasgow Green is for the City of Glasgow?

		<u>Route</u>
Very important	1	Q10
Fairly important	2	Q10
Fairly unimportant	3	Q10
Very unimportant	4	Q10
Can't say	5	Q10

[SHOWCARD 3]

10. How would you rate Glasgow Green and the surrounding area in terms of...

	<u>Very Good</u>	<u>Fairly Good</u>	<u>Fairly Poor</u>	<u>Very Poor</u>	<u>Can't Say</u>	<u>Route</u>
Attractive buildings	1	2	3	4	5	
Leisure facilities for local people	1	2	3	4	5	
Public transport	1	2	3	4	5	
Personal safety	1	2	3	4	5	
Direction signs & access to Glasgow Green	1	2	3	4	5	
The attractiveness of the River Clyde	1	2	3	4	5	Q11

[SHOWCARD 4]

11. Do you think that the recent developments in the park have improved safety?

	<u>Yes – A Lot</u>	<u>Yes – A Little</u>	<u>No</u>	<u>Don't Know/Not Aware Of</u>	<u>Route</u>
CCTV video cameras	1	2	3	4	
Park Ranger Service	1	2	3	4	
New lighting along paths	1	2	3	4	
Help information points	1	2	3	4	
Realignment/resurfacing of paths	1	2	3	4	Q12

12. Does the history of Glasgow Green encourage you to use the park?

		<u>Route</u>
Yes	1	Q13
No	2	Q13
Can't say	3	Q13

13. Would you say that visiting Glasgow Green improves your personal wellbeing?

		<u>Route</u>
Yes – to a great extent	1	Q14
Yes – to some extent	2	Q14
No	3	Q14
Can't say	4	Q14

[SHOWCARD 5]

14. By which of the following methods would you prefer to get further information about Glasgow Green? (**Code all that apply**)

		<u>Route</u>
Leaflets/booklets	1	
Newspapers	1	
Posters	1	
Touch screen display units	1	
Internet/City Council website	1	
Other (please specify)	1	
Not interested in further information	1	Q15

[SHOWCARD 6]

15. **Researcher, read out** – “Glasgow Green has been refurbished at a cost of £15.5m. Works have included the restoration and relocation of the Doulton Fountain, created the cities largest open air events arena, created areas of horticultural excellence, and other substantial regeneration works” Who do you think will mainly benefit from the Glasgow Green Renewal Project? (**Code one only**)

		<u>Route</u>
Tourists	1	Q16
Residents near Glasgow Green	2	Q16
The people of Glasgow generally	3	Q16
Private investors	4	Q16
Other (specify)	5	Q16
Can't say	6	Q16

16. Do you think that the Council's money is being well invested in renewing Glasgow Green?

		<u>Route</u>
Yes	1	Q17
No	2	Q18
Can't say	3	Q19

17. Why do you think the Council's money is being well invested in renewing Glasgow Green? **(Probe Fully. Do Not Prompt)**

Q19

18. Why do you not think the Council's money is being well invested in renewing Glasgow Green? **(Probe Fully. Do Not Prompt)**

Route

Q19

19. Do you visit Glasgow Green more or less often than you did five years ago?

		<u>Route</u>
More often	1	Q20
Less often	2	Q21
About the same amount	3	Q22
Can't say	4	Q22
Didn't visit five years ago	5	Q22

20. Why do you visit Glasgow Green more often than you did five years ago? **(Probe Fully. Do Not Prompt)**

Route

Q22

21. Why do you visit Glasgow Green less often than you did five years ago? **(Probe Fully. Do Not Prompt)**

Route

Q22

22. Would you say that your perceptions of Glasgow Green are more positive or less positive than they were five years ago?

		<u>Route</u>
More positive	1	Q23
Less positive	2	Q24
About the same	3	Q25
Can't say	4	Q25

23. In what ways are your perceptions of Glasgow Green more positive than they were five years ago? **(Probe Fully. Do Not Prompt)**

Route

Q25

24. In what ways are your perceptions of Glasgow Green less positive than they were five years ago? **(Probe Fully. Do Not Prompt)**

Route

Q25

25. Finally, can I check a few details about yourself? What age are you? **(Researcher, if refused code best estimate)**

		<u>Route</u>
16-24	1	Q26
25-34	2	Q26
35-44	3	Q26
45-54	4	Q26
55-64	5	Q26
65+	6	Q26

[SHOWCARD 7]

26. What is your occupation?

		<u>Route</u>
Full time employment (more than 30 hours per week)	1	Q27
Part time employment (between 8 & 29 hours per week)	2	Q27
Self-employed	3	Q27
Unemployed	4	Q27
Pupil or Student	5	Q27
Retired	6	Q27
Housewife	7	Q27
Other	8	Q27

27. Which of the following best describes where you live?

		<u>Route</u>
Near Glasgow Green (within 1 kilometre)	1	Close
In the East End	2	Close
In the Gorbals/Oatlands	3	Close
In another part of Glasgow	4	Close
In another part of Scotland	5	Close
Outwith Scotland	6	Close

Researcher: Code Gender and location/time of interview & close

Gender

Male	1
Female	2

Location

In & around the People's Palace/Winter Gardens/Doulton Fountain	1
Saltmarket entrance to Glasgow Green	2
Play area close to Saltmarket entrance	3
Vicinity of St Andrew's Bridge	4
City Centre	5

Time of Interview

Before 9am	1
9am-12noon	2
12noon-3pm	3
3pm-6pm	4
After 6pm	5

FINAL DRAFT

ASHBROOK RESEARCH & CONSULTANCY LTD
1 WOODSIDE TERRACE
GLASGOW
G3 7UY
TEL: 0141 333 1213
FAX: 0141 332 1415

PROJECT: GLASGOW CITY COUNCIL
GLASGOW GREEN RENEWAL
FOLLOW UP LOCAL RESIDENTS INTERVIEWS (J525/2)

COLLECT RESPONDENTS DETAILS:

Explain that there is a one in ten chance that a supervisor may contact them to confirm the accuracy of the interview.

Name: _____

Address: _____

Postcode: _____

Tel No: _____

CLOSE INTERVIEW BY READING OUT STATEMENT:

“Thank you very much for your help. Can I remind you that this was a bona fide market research interview conducted within the Market Research Society code of practice by Ashbrook Research and Consultancy Limited. If you would like to check that we are a bona fide market research agency then you can call Freefone Market Research.”

INTERVIEWER DECLARATION:

I declare that this interview was carried out accordingly to instructions, within the Market Research Society’s Code of Conduct and that the respondent was not previously known to me.

Job No: 5 2 5/2 Int. Name: _____

Int. No: _____ Signature: _____

Que No: _____ Date: _____

Edited by: _____ Coded by: _____

INTERVIEWER - READ OUT:

"Good Morning/afternoon. I'm Neil from Ashbrook Research & Consultancy Ltd. We have been commissioned by Glasgow City Council to conduct research about Glasgow Green amongst local residents. I would like to ask you what you think about Glasgow Green and, in particular, how it has changed recently. This interview will last approximately 10-15 minutes and your answers will, of course, be treated with the strictest confidentiality.”

1. How often do you visit Glasgow Green?

		<u>Route</u>
At least once a week	1	Q2
2-3 times a month	2	Q2
Less often	3	Q2
Never	4	Q8

2. What do you use Glasgow Green for? (**Probe Fully. Do Not Prompt**)

Route

Q3

3. Do you visit Glasgow Green more or less often than you did in the past?

		<u>Route</u>
More often	1	Q4
Less often	2	Q5
About the same	3	Q6

4. Why do you visit Glasgow Green more often than you did in the past? (**Probe Fully. Do Not Prompt**)

Route

Q6

5. Why do you visit Glasgow Green less often than you did in the past? (**Probe Fully. Do Not Prompt**)

Route

Q6

6. Do you use Glasgow Green for different things now than you did in the past?

		<u>Route</u>
Yes	1	Q7
No	2	Q8

7. What different things do you use Glasgow Green for now than you did in the past? **(Probe Fully. Do Not Prompt)**

Route

Q8

8. Do you think that overall Glasgow Green is better or worse than it was in the past?

		<u>Route</u>
Better	1	Q9
Worse	2	Q9
About the same	3	Q9

9. What, if anything, is better about Glasgow Green now than in the past? **(Probe Fully. Do Not Prompt)**

Route

Q10

10. What, if anything, is worse about Glasgow Green now than in the past? **(Probe fully. Do Not Prompt)**

Route

Q11

11. Do you think that Glasgow Green has a good image or a bad image?

		<u>Route</u>
Good image	1	Q12
Bad image	2	Q13

12. Why do you think Glasgow Green has a good image? **(Probe Fully. Do Not Prompt)**

Route

Q14

13. Why do you think Glasgow Green has a bad image? **(Probe Fully. Do Not Prompt)**

Route

Q14

14. Overall, would you say that your views about Glasgow Green are more positive or less positive than they were a few years ago?

		<u>Route</u>
More positive	1	Q15
Less positive	2	Q16
No change in views	3	Q17

15. In what ways have your views become more positive about Glasgow Green in the last few years? **(Probe Fully. Do Not Prompt)**

Route

Q17

16. In what ways have your views become less positive about Glasgow Green in the last few years? **(Probe Fully. Do Not Prompt)**

Route

Q18

17. Do you think that Glasgow Green is safer than in the past?

		<u>Route</u>
Yes	1	Q18
No	2	Q19
No change in safety of the park	3	Q20

18. Why do you think that Glasgow Green is safer than it was in the past? **(Probe Fully. Do Not Prompt)**

Route

Q20

19. Why do you think that Glasgow Green is not safer than it was in the past? **(Probe Fully. Do Not Prompt)**

Route

Q20

Researcher: read out – “Glasgow Green has been refurbished at a cost of £15.5m. Works have included the restoration and relocation of the Doulton Fountain, created the City’s largest open air events arena, created areas of horticultural excellence and other substantial regeneration works.

20. Do you think that this investment has been worthwhile?

		<u>Route</u>
Yes	1	Q21
No	2	Q22

21. Why do you think this investment has been worthwhile? (**Probe Fully. Do Not Prompt**)

Route

Q23

22. Why do you think this investment has not been worthwhile? (**Probe Fully. Do Not Prompt**)

Route

Q23

23. Who do you think will benefit most from investment in Glasgow Green? (**Code one only**)

		<u>Route</u>
Tourists	1	Q24
Residents near Glasgow Green	2	Q25
The people of Glasgow generally	3	Q26
Private investors	4	Q27

24. Why do you think that tourists will benefit most from the investment in Glasgow Green? **(Probe Fully. Do Not Prompt)**

Route

Q28

25. Why do you think that residents near Glasgow Green will benefit most from the investment in Glasgow Green? **(Probe Fully. Do Not Prompt)**

Route

Q28

26. Why do you think that the people of Glasgow generally will benefit most from the investment in Glasgow Green? **(Probe Fully. Do Not Prompt)**

Route

Q28

27. Why do you think that private investors will benefit most from the investment in Glasgow Green? **(Probe Fully. Do Not Prompt)**

Route

Q28

28. What would you sum up as being the best things about Glasgow Green now?
(Probe Fully. Do Not Prompt)

Route

Close

1. Do you think that overall Glasgow Green is better or worse than it was in the past?

		<u>Route</u>
Better	1	Q2
Worse	2	Q2
About the same	3	Q2

2. What, if anything, is better about Glasgow Green now than in the past? **(Probe Fully. Do Not Prompt)**

Route

Q3

3. What impacts, if any, has this had on your business? **(Probe Fully. Do Not Prompt)**

Route

Q4

4. What, if anything, is worse about Glasgow Green now than in the past? **(Probe Fully. Do Not Prompt)**

Route

Q5

5. What impacts, if any, has this had on your business? **(Probe Fully. Do Not Prompt)**

Route

Q6

6. Do you think that Glasgow Green has a good image or a bad image?

		<u>Route</u>
Good image	1	Q7
Bad image	2	Q8

7. Why do you think Glasgow Green has a good image? **(Probe Fully. Do Not Prompt)**

Route

Q9

8. Why do you think Glasgow Green has a bad image? **(Probe Fully. Do Not Prompt)**

Route

Q9

9. In what ways, if any does the image of Glasgow Green impact on your business?
(Probe Fully. Do Not Prompt)

Route

Q10

10. Overall, would you say that your views about Glasgow Green are more positive or less positive than they were a few years ago?

		<u>Route</u>
More positive	1	Q11
Less positive	2	Q12
No change in views	3	Q13

11. In what ways have your views become more positive about Glasgow Green in the last few years? **(Probe Fully. Do Not Prompt)**

Route

Q13

12. In what ways have your views become less positive about Glasgow Green in the last few years? **(Probe Fully. Do Not Prompt)**

Route

Q13

Researcher: read out – *“Glasgow Green has been refurbished at a cost of £15.5m. Works have included the restoration and relocation of the Doulton Fountain, created the City’s largest open air events arena, created areas of horticultural excellence and other substantial regeneration works.*

13. Do you think that this investment has been worthwhile?

		<u>Route</u>
Yes	1	Q14
No	2	Q15

14. Why do you think this investment has been worthwhile? (**Probe Fully. Do Not Prompt**)

Route

Q16

15. Why do you think this investment has not been worthwhile? (**Probe Fully. Do Not Prompt**)

Route

Q16

16. Who do you think will benefit most from the investment in Glasgow Green? (**Code one only**)

		<u>Route</u>
Tourists	1	Q17
Residents near Glasgow Green	2	Q18
The people of Glasgow generally	3	Q19
Private investors	4	Q20
Local businesses	5	Q21

17. Why do you think that tourists will benefit most from the investment in Glasgow Green? (**Probe Fully. Do Not Prompt**)

Route

Q22

18. Why do you think that residents near Glasgow Green will benefit most from the investment in Glasgow Green? **(Probe Fully. Do Not Prompt)**

Route

Q22

19. Why do you think that the people of Glasgow generally will benefit most from the investment in Glasgow Green? **(Probe Fully. Do Not Prompt)**

Route

Q22

20. Why do you think that private investors will benefit most from the investment in Glasgow Green? **(Probe Fully. Do Not Prompt)**

Route

Q22

21. Why do you think that local businesses will benefit most from the investment in Glasgow Green? **(Probe Fully. Do Not Prompt)**

Route

Q22

22. Can I just check, do you believe that the investment in Glasgow Green has benefited local businesses?

		<u>Route</u>
Yes	1	Q23
No	2	Close

23. In what ways do you believe that the investments in Glasgow Green have benefited local businesses? **(Probe Fully. Do Not Prompt)**

Route

Close