



Attingham Park

Active Outdoor Hub Update

Last July, we launched a survey to gather feedback on our proposal to create a new Active Outdoor Hub on the wider Attingham Estate. Thank you to everyone who completed the form. We have taken some time to study the feedback and consider how your thoughts will be reflected in the potential new site. We wanted to share these key findings, alongside a brief update on the community work being undertaken for the project.

Key Survey Results:

- ◆ 584 survey responses were collected through an online survey and five in depth focus groups.
- ◆ The development plans for the new site appealed to 84% of survey respondents, with 49% describing them as 'very appealing' and 35% as 'appealing to some extent'. Only 4% of survey respondents were not supportive of the new plans.
- ◆ Families with younger children (under 16) were particularly supportive, with more than half (56%) describing the new plans as 'very appealing.'
- ◆ 65% of survey respondents believed that the new Hub would make them more likely to exercise at Attingham, with 23% reporting they would be 'much more likely' and 42% 'to some extent.'
- ◆ When asked how the new site would impact their willingness to visit Attingham Park, 72% of respondents reported that they would carry on visiting the current site as much as they do already.
- ◆ Existing visitors said they would be keen to visit the Hub as they want to see and experience something new, having visited Attingham a lot.

Activity Preferences:

- ◆ When asked to select the activity that appealed to them the most, 26% chose 'hiring a bike onsite and cycling through the trails.' Responses showed lots of interest in cycling, particularly families with young children. There was also support for hiring bikes.



- ◆ Other popular activities included 'taking part in outdoor activities' (58%), 'attending events with stallholders' (62%) and 'watching live performances or films' (63%).
- ◆ Walking and guided walks are popular, with 'going on a nature walk' and 'taking part in nature events' (e.g. guided walks, star gazing), the most popular nature-based activities among the pool of respondents (74% and 65% respectively).
- ◆ Most participants supported the idea of having a programme of activities and events to complement the new site and encourage repeat visiting.
- ◆ Respondents also fed back that the play element needs to be different and interactive, with suggestions of mazes, zip lines and barefoot walks. There was also a preference for it to have learning elements built in, such as the history of the site.



Accessibility:

- ◆ Respondents appreciated the focus on accessibility saying the site could make a real difference to those whose needs are currently not met by the local green space offer.
- ◆ Respondents felt the Hub would be very attractive to younger audiences.
- ◆ Concerns were raised around a lack of public transport making the site inaccessible to non-car owners or those unable to get to the site by bike.



Some concerns to consider:

- ◆ Safety, especially among women, is a concern, particularly in winter. Lighting, security measures and staffing need to be taken into consideration.
- ◆ Having the right infrastructure in place – enough seating, toilets in the right location, water refill stations, changing facilities and all-weather path surfacing for wheelchair users and pushchairs.



Next steps?

We are consulting with a number of local groups who represent our target audiences: children and young people, people with visible and invisible disabilities and people from lower socio economic backgrounds. We know these audiences are underrepresented in our Attingham visitor numbers. This work will help us find out what we can do to make the Outdoor Hub an inclusive, accessible green space for both physical health and mental wellbeing.

To date, we have run 28 sessions with 466 participants attending. We have been collecting feedback and in 2023 will begin to work on projects with groups to further explore the popular themes highlighted in the survey. This will shape what the site will look like and what visitors can do there.

We anticipate submitting a planning application to Shropshire Council in 2023. If approved, we hope to start work on the first phase of the development in 2023, to open in 2024.

For updates on the progress of the Outdoor Hub, please check our [website](#). Please feel free to contact us with any further questions or feedback via email: attingham.park@nationaltrust.org.uk

Thank you for your support. Alongside developing our proposal for a new site, we will also continue to invest and develop our visitor experience at the existing Attingham site.