

Parks User Surveys

How well do your parks meet the expectations and needs of users?

Are you putting your resources into the right areas?

How do you know?

Yardstick provides the Parks User Survey program that allows you to survey parks users and compare visitor expectations and experiences to quantify satisfaction, and identify gaps in service provision.

Yardstick Parks User Surveys offers you an industry developed, ready made, easy to use, cost-effective option to obtain high quality data about the expectations and experiences of your parks users. The reporting provides both high level metrics, and the necessary detail about specific sites and features that enables evidenced based decision making, prioritisation of projects, and effective use of resources.

How does it work?



There are two options for collection of data, and either or both can be used. For both methods, results are immediately available in live online reporting:

1. Intercept surveys - park users and visitors are interviewed using a short survey, with responses collected on a mobile device (iOS or Android) and synced to the online database using wifi or data connections.
2. Online self-completion surveys - park users are provided a link to an online survey that they can complete at their leisure. This method is useful for targeting specific user groups that may otherwise be hard to reach.

Why do you need it?



- Yardstick Parks User Surveys complement benchmarking by giving you feedback on the level of service you are providing. User surveys enable you to:
- understand your customers based on reliable and independent user research.
 - identify and report on customer satisfaction using comparative data to provide meaningful performance assessment.
 - identify and measure service level gaps.
 - prioritise service delivery improvements and development projects.
 - define and review levels of service based on factual evidence.
 - include specific questions to address specific issues.

Features

Open reporting allows direct comparison with other organisations.
A selectable peer group allows tailored reporting options.
Surveys can be carried out in any number and at any time of the year.
Electronic results are immediately available online.
Questions can be customised for different parks.
Specifically target park users for informed feedback.

What do you get?

You will receive access to the Yardstick online survey platform for up to a year for surveying. Online reports are available for as long as you require them.

Full support is provided by Yardstick Project Managers throughout the set-up and surveying process. We will help you to get the most out of the survey process.

During the survey period you will be able to access the online reports via the Yardstick website reporting tools. This gives almost instantaneous feedback of results.

In addition to online reporting, at the end of the survey period, Yardstick will also provide you with a written summary report in MS Word and pdf format for easy understanding and circulation of your survey results.

Data exports are also available in Excel format on request.



Optional extras

The subscription fee doesn't include the cost of surveying as many organisations are happy to undertake this using their own staff, students, or contractors. However, if you prefer a completely hands-off option, talk to us about whether we can provide an experienced team to carry out the intercept surveys for you.



Contact us

Get in touch with us for more information about the programme and pricing and subscriptions.

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