

Wat Tyler Country Park

EXPERT OUTCOME

Background

Wat Tyler Country Park, owned by Basildon District Council, submitted a bid to the Heritage Lottery Fund (HLF) to develop itself as a destination for both leisure and heritage activities. England Marketing were commissioned to undertake research amongst non-visitors from surrounding towns in order to determine awareness of the park and establish current opinions on the development plans.

Methodology

In order for us to gain a significantly robust sample both face to face and online surveys were conducted. Basildon District Council Website provided the vehicle to allow the public to complete an online response.



Street interviews are an ideal method to reach non-visitor respondents. Not only can interviewers select people from a range of age/gender/ethnic profiles, representative of the local population, but they can also investigate the wider issues surrounding their non-usage of the Park. Street interviews were conducted in Basildon, Lakeside Shopping Centre, Thurrock, Southend and Chelmsford.

Outcomes

The research uncovered that just over one third of respondents were aware of the Country Park. Activities of most interest were the café, walking and picnicking.

The development plans proved to be popular and the research has been used to develop the plan submitted to Heritage Lottery Fund. The research helped to inform the development of an interpretation plan, educational improvements and full project business plan. Glevum Consulting masterminded the project development of a new visitor centre and interpretation improvements across the 127 acre site.

The Wat Tyler Centre is now a thriving business, holding weddings, conferences, teaching and learning opportunities and lots more. Most importantly visitors have an opportunity to experience nature in the heart of the Thames Gateway region.



Take a look at how the development work has progressed on their website and judge for yourself how successful this project has been.



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