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# **CRANE PARK USAGE SURVEY COMMENTARY:**

## **Initial analysis of survey undertaken 13 July 2025**

### **VERSION CONTROL**

<b>Version</b>	<b>Date</b>	<b>Author</b>
1.0	20 Jul 2025	Natalie Low

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### Highlights of this report

This is an analysis of the Crane Park usage survey for 13 July 2025, undertaken by FORCE volunteers, which has been running since 2012. It also covers findings from the third summer survey of the new path connecting Moor Mead Recreation Ground with Twickenham railway station, which opened in February 2023.

The survey day was extremely hot and dry, reaching a maximum temperature of 29°C during the late afternoon.

### Meadway

- For the July 2025 survey, a total of 1602 visits were made using the Meadway entrance of Crane Park (in or out) between 6am and 8pm, lower than the July 2024 figure (1819). The 2025 number is now only a little higher than levels seen in the pre-COVID years, although the further dip in numbers this year may not persist.
- Visits by women made up 44% of all visits by adults, in line with previous years, although at the lowest level since 2019.
- The proportion of visits involving children and toddlers was 19%, a steep fall in the proportion since last year (26%), and a return to the low proportions seen during 2022 and 2023. It is too early to say if this is a resumption of the longer-term downward trend since 2012.
- There were 426 cycle visits (27% of visits), similar to last year (457 visits, or 25%), but still noticeably lower than those observed in earlier pre-COVID years.
- The 2025 survey counted 249 dog visits, around 19% compared with adult visitors, and a little lower than last year (290 dogs, about 22%). It might be that any possible COVID-related impact on dog ownership has now diminished.
- Most visits (75%) continued into or out of Kneller Gardens using the pedestrian crossing. This is up on last year (68%) and at the higher end of rates for previous years (bar the 2020 peak of 86). The increase from last year was seen for all groups, with cycle visits most likely to use Kneller Gardens (81%). This was the third summer survey conducted since the pedestrian crossing was put in. The crossing continues to support visitors in linking up the green spaces, although there is no evidence that it has encouraged more people to cross from Crane Park into Kneller Gardens.

### Moor Mead

- The Moor Mead path survey was for the slightly shorter time period of 8am-8pm. In total there were 1006 visits on the Moor Mead path, split fairly evenly between people going east towards Moor Mead Park (49%) and west towards Twickenham

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station (51%). The level is slightly higher (3%) than last year when a total of 976 visits were recorded, and a third higher (33%) than the first 2023 survey.

- Although the first count took place after the new path was installed, the figures suggest that the path is becoming more well used.
- Around 29% of visits on the Moor Mead path involved children, while the ratio of men to women was 48:52. Around 11% of visits on the Moor Mead path were on bike, while the number of dogs was 10% compared to adult visits. With the exception of dogs, which has steadily decreased as a proportion since 2023, the profile of visits was very similar to previous years.
- Compared to Meadway, visits on the Moor Mead path are more likely to involve women and families. They are less likely to involve cyclists (unsurprising given the narrow design of the path), and dog walkers.

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### 1. Introduction

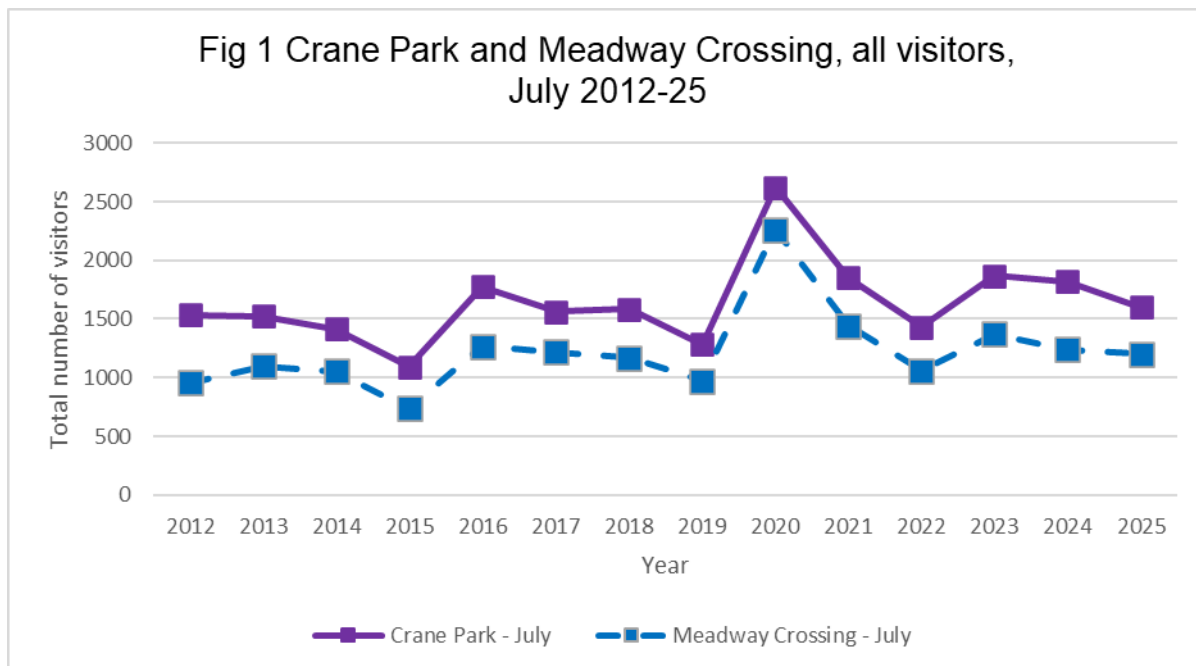
This document provides a summary analysis of the Crane Park usage survey, undertaken by FORCE volunteers, on 13 July 2025. It also looks at some headline trends using previous survey results.

The survey took place during a heatwave. Despite the early morning being fresh, it was an extremely hot and dry day, reaching a maximum temperature of 29°C during the late afternoon.

### 2. Meadway

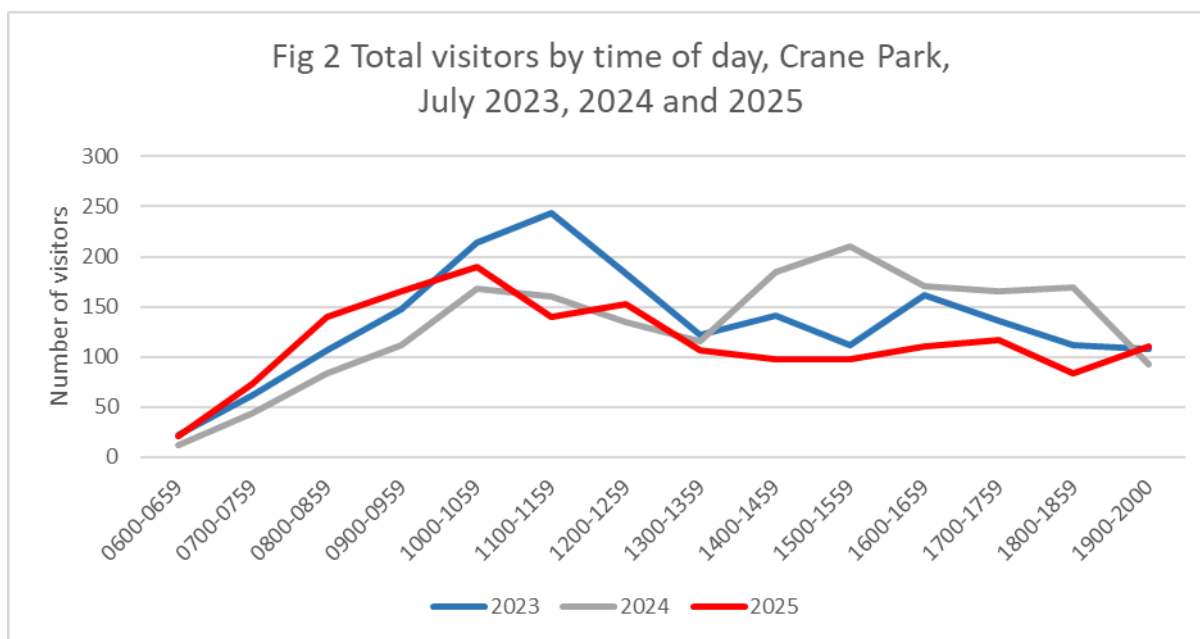
The findings for Meadway are as follows:

- a) (Figure 1) A total of 1602 visits were made using the Meadway entrance of Crane Park (in or out) between 6am and 8pm. This is lower than the July 2024 figure (1819). The 2025 number is now only a little higher than levels seen in the pre-COVID years (before 2020), although we do not know if the further dip in numbers this year will persist.



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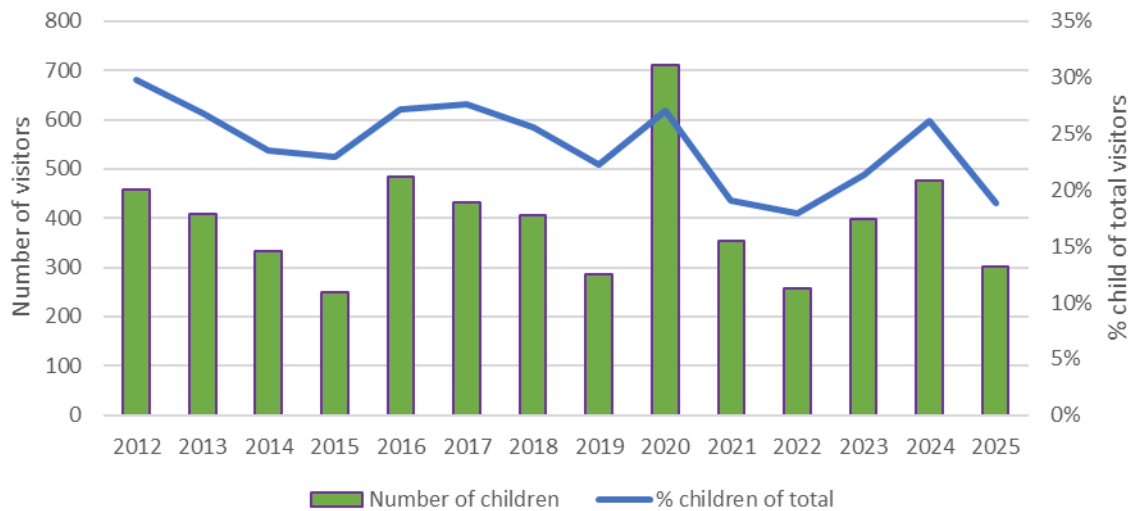
- b) (Figure 2) Numbers were lowest in the first hour (21), rising to a peak of 190 between 10-11am, before generally declining throughout the rest of the day. Compared to the previous two years, levels of visits in the afternoon were relatively low, possibly because of the extreme heat. Early morning counts (8-10am) were boosted a little by large groups of runners from the Bear Cat club.



- c) As in previous years, the number of visits by women was lower than by men (576 compared with 724, 44% vs 56% of adult visits). While this year's level of female participation is in line with previous years (a range of 43-49% over the period 2012-2024), it is now a little lower than in recent years, and at its lowest since 2019.
- d) (Figure 3) There were 302 visits involving children and toddlers, making up 19% of all visits. This is a steep fall in the proportion since last year (26%), and a return to the low proportions seen during 2022 and 2023. This could indicate a resumption of the longer-term downward trend since 2012, but could also be a one-off (for example, fewer people taking children out because of the heat of the day).

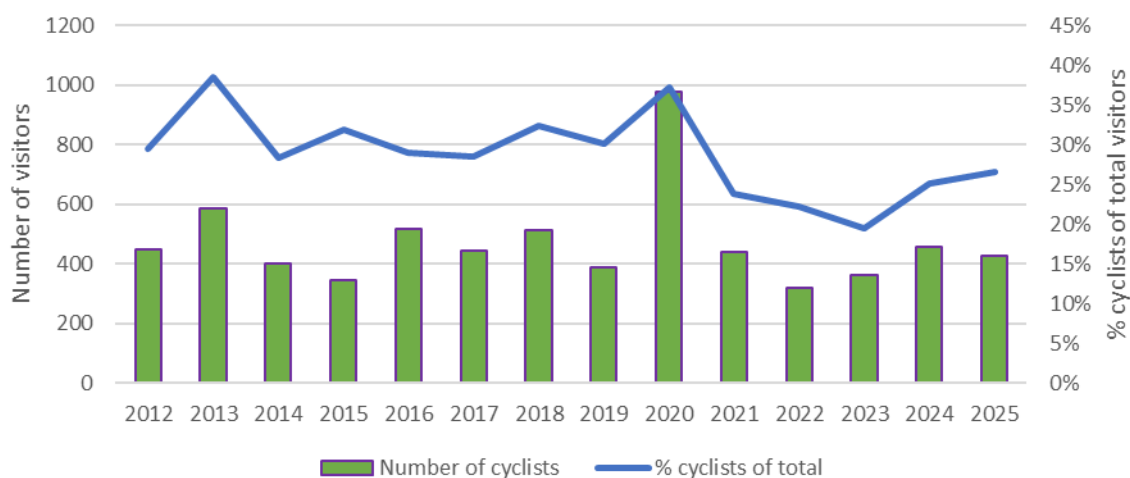
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Fig 3 Number and % of child visitors, Crane Park, July, 2012-2025



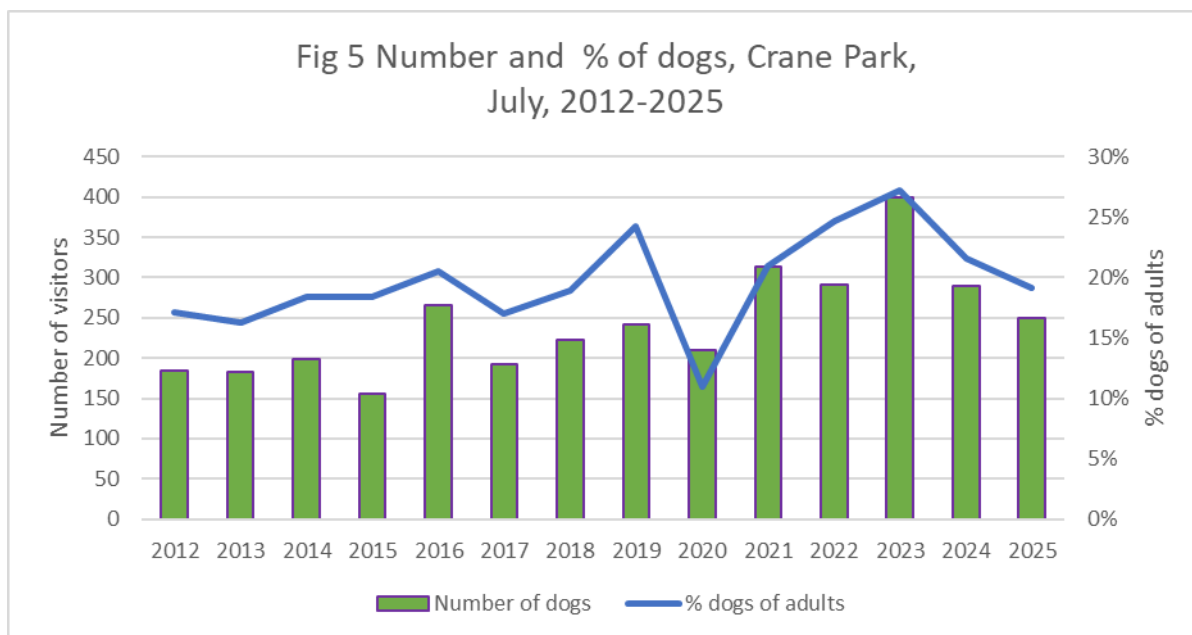
- e) (Figure 4) There were 426 cycle visits (27% of visits), compared with 457 (25%) in 2024. While the proportion is similar to the previous year, it is still noticeably lower than those observed in earlier pre-COVID years. This could reflect changes in bike ownership or usage, or in cyclists' propensity to use Crane Park.

Fig 4 Number and % of cyclists, Crane Park, July, 2012-2025



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- f) (Figure 5) There were 249 dogs, around 19% compared with adult visitors. This is a little lower than the last year (290 dogs, about 22%). The trend is very variable, although it might be that any possible COVID-related impact on dog ownership has now diminished.

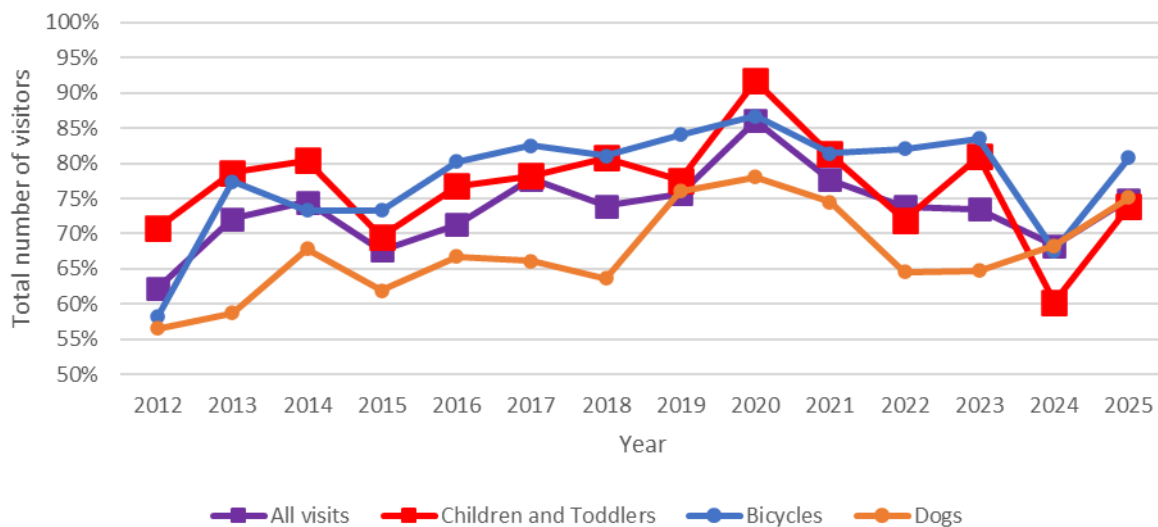


- g) There were two visits involving mobility scooters or wheelchairs using the Meadway entrance of Crane Park over the day, both of which included Kneller Gardens.
- h) (Figure 6) The majority of visits - a total of 1200, or 75% this year – continued into or out of Kneller Gardens (see also Figure 1), using the pedestrian crossing installed at this location (2024: 1242 or 68%). The 75% is lower than the 2020 peak of 86%, but otherwise at the higher end of the range of rates for previous years (62%-78%). This confirms the continuing usage of the corridor in connecting the wider network of green space journeys.

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- i) This was the third summer survey conducted since the new pedestrian crossing was put in. This year saw 75% of cycle visits crossing to/from the gardens, up sharply from last year's level of 68%. The overall rise between 2024 and 2025 in the proportion of visits involving Kneller Gardens was observed for all visitor types. The proportion of children/toddler visits crossing to/from Kneller Gardens was 74% (up from 60%) and for dogs 75% (up from 68%). This year, the proportion of cyclist visits crossing to/from Kneller Gardens was highest at 81% (up from 68%).
- j) The generally variable trend in the proportion of visits crossing to/from Kneller Gardens makes it hard to conclude that the new pedestrian crossing has encouraged more people to cross from Crane Park into Kneller Gardens. However, most visits continue to involve both, illustrating how the crossing supports visitors in linking up the green spaces.

Fig 6 Percent of Crane Park visits crossing to/from Kneller Gardens, for selected groups, July 2012-25



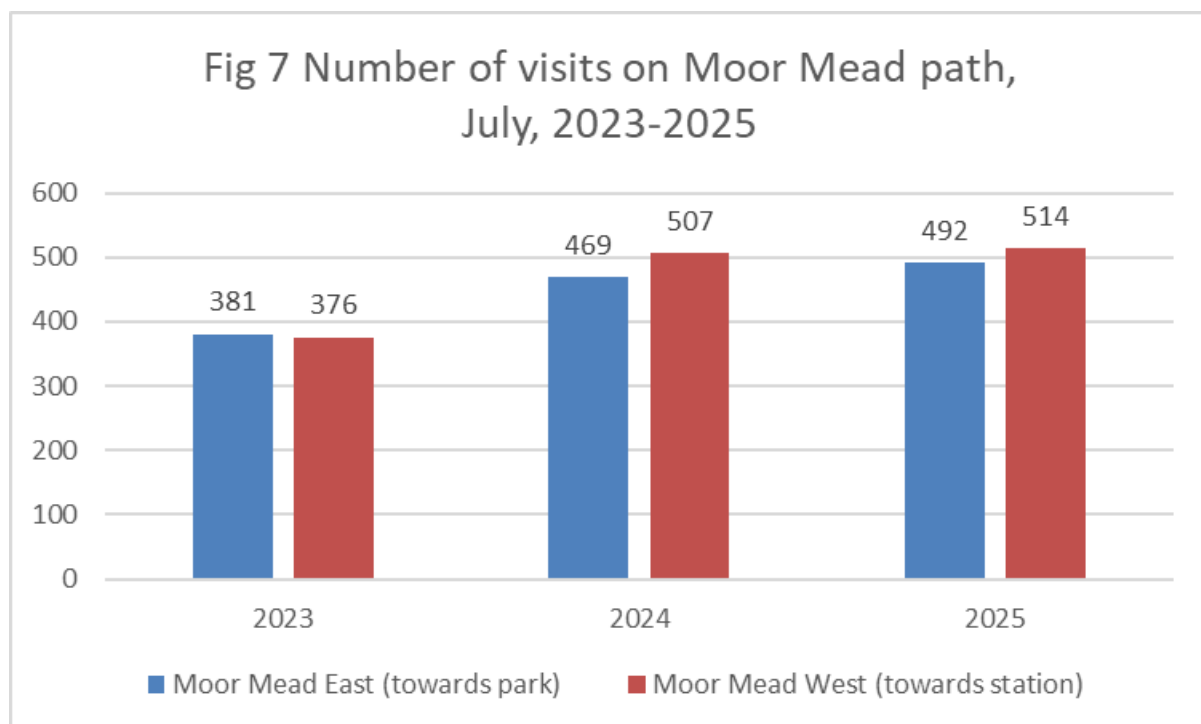


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### 2. Moor Mead Path

In February 2023, a new path was opened linking Moor Mead Recreation Ground with Twickenham station, as part of the station redevelopment. The July 2025 survey was the third summer survey including Moor Mead. This year we counted between 8am-8pm: all numbers in this analysis refer to this 12-hour period. The findings are as follows:

- (Fig 7) In total there were 1006 visits on the Moor Mead path, split fairly evenly between people going east towards Moor Mead Park (492, 49%) and west towards Twickenham station (514, 51%).
- The level is slightly higher (3%) than last year when a total of 976 visits were recorded through Moor Mead between 8am-8pm, and a third higher (33%) than the first 2023 survey. The even split between east and west is similar over the three years of the survey.
- Although the first count took place after the new path was installed, the figures suggest that the path is becoming more well used, particularly as a route towards the station.



- Around 29% of visits on the Moor Mead path involved children, while the ratio of men to women was 48:52. These proportions are very similar to those observed in 2023 and 2024. They also suggest that the path is more likely to be used by women and

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families compared to Meadway (19% visits involving children, and ratio men to women of 56:44).

- e) Around 11% of visits on the Moor Mead path were on bike, very similar to the proportion seen in 2023 and 2024. The proportion of bikes is noticeably lower than that observed at Meadway (27%). This might be expected, given that Moor Mead Path is fairly narrow, and not designed to accommodate cyclists and pedestrians together.
- f) The number of dogs was 10% compared to adult visits (19% through Meadway). Interestingly, in contrast to the stable trends of other profile characteristics, the proportion of dogs has steadily declined since 2023 (17% in 2023, 14% in 2024).
- g) More people headed west towards the station earlier in the day before 2pm (342, compared to 311 heading east). Conversely, after lunch, from 2pm onwards, more people headed east towards the park (181, compared to 172 heading west). Similar patterns were observed in previous years. As for Meadway, early morning counts were boosted by large running groups, presumably from the Bear Cat running club.