**Appendix A: Essential and desirable research insights, with proposed methodologies**

**Essential:**

The Royal Parks’ new research programme will need to provide the following pieces of information, which relate to top-line corporate KPTs/KPIs:

**1. Visitor satisfaction**: The Royal Parks is required to report visitor satisfaction levels to the Department for Digital, Culture, Media and Sport, and has the following KPT that is currently measured once every four years:

“To maintain above 90% the number of visitors to the Royal Parks who assess the quality of the parks overall as being ‘excellent’ or ‘good’.”

* *Research method: We would like to measure satisfaction for this KPT using the Parks Panel.*

**2. Brand awareness**:

* % of people who understand that x park [i.e. Hyde, Regent’s, St. James’s] is the responsibility of an organisation called The Royal Parks.
* % of people who are aware that The Royal Parks is a charity.
* *Research method: Brand tracker*

**3. Brand sentiment/trust**:

* % of people who believe The Royal Parks as an organisation conserves and enhances its green spaces.
* % of people who believe the Royal Parks are welcoming and inclusive to all.
* *Research method: Brand tracker*

**4. Advocacy**: % of people who would recommend a Royal Park to a friend or colleague.

* *Research method: Brand tracker*

**5. Likeliness to donate**: % of people who would consider donating to The Royal Parks.

* *Research method: Brand tracker*

**Desirable:**

There are more detailed and nuanced pieces of information we would like to obtain in order to deepen our understanding of visitors’ and non-visitors’ attitudes, behaviours and awareness. These insights should help us provide more targeted Comms, direct some of our Works activity, evaluate specific initiatives and ascertain the potential for commercial activities.

**a) Satisfaction**:

* Attitudes towards park landscapes and heritage assets
* Attitudes towards park facilities, including cafes, toilets, playgrounds, seating and signage
* Attitudes towards commercial events
* Other facilities, events or services visitors want
* Who does not engage with TRP and why
* *Research method: Parks Panel and ad hoc qualitative research*

**b) Segmentation**:

* Nuanced visitor personas that include psychographic insight into values, interests and behaviours, alongside demographic characteristics, commercial habits and uses of the parks.
* *Research method: Parks Panel*

**c) Demographics**:

* Visitors’ and non-visitors’ age, gender, ethnicity, disability, socio-economic background, and place of residence.
* *Research method: All surveys*

**d) Visiting habits**:

* Purpose of visit
* How often people visit
* How long visitors stay in the park
* Who people visit with
* How people get to the park
* How/where people move through the park
* What facilities visitors use in the park
* *Research method: Parks Panel; ad hoc research*

**e) Learning habits**:

* Visitors’ and non-visitors’ interest in the brand pillars
* People’s preferred ways of finding out information about and in the parks
* What research people undertake about the parks and when
* Visitors’ and non-visitors’ preferred learning styles
* *Research method: Parks Panel; ad hoc qualitative research*

**f) Brand awareness**:

* % of people who recognise the brand logo
* % of people who understand the mission of The Royal Parks
* *Research method: Brand tracker; other methods as appropriate*

**g) Brand loyalty/sentiment**:

* % of visitors who volunteer
* Ways people advocate for The Royal Parks as an organisation and individual Royal Parks
* Visitors’ and non-visitors’ support for The Royal Parks’ stance on climate change
* Visitors’ and non-visitors’ attitudes to The Royal Parks’ royal connections
* Wider attitudes to environmental issues, heritage issues and health/wellbeing
* Perceptions of/attitudes towards the ‘Royal’ connotations of The Royal Parks’ name
* *Research method: Parks Panel; ad hoc research; brand tracker for volunteer %*

**h) Project-specific**:

* Awareness of, support for and behavioural change resulting from projects and campaigns in and about the parks
* *Research method: Ad hoc research; Parks Panel for long-term impact*

**i) Peer comparison**:

* Measuring brand awareness, sentiment and support for The Royal Parks in relation to other charitable organisations.
* *Research method: Brand tracker; possibly Parks Panel or ad hoc research for more specific comparisons.*