Parks Findings (cont.)

RAY PARK
Plympton Road, Carlingford
Category: local park
Facilities: small playground, bush walking paths and a bike path

Value experienced by key stakeholders

Strengths
• Opportunities for physical activity
• A place for socialising and relaxing
• Sense of community connection to the park
• Unique characteristics (bush walking track and exercise equipment)

Weaknesses
• Minor complaints regarding litter
• Lack of toilets
• Lack of shade

SROI Valuation
of the total social and economic value produced:
74% was experienced by general park users
19% was experienced by children using the park
5% was experienced by local residents neighbouring or adjacent to Ray Park
2% was experienced by children using the park as part of formal school/childcare excursion or activity

“For many generations of family getting together. Friends from the local area coming together. Lots of kids parties on the weekend” – SROI survey response

How will these findings inform council’s decision-making?

• To help make decisions about Council’s investment in parks and sportsgrounds
• To advocate for adequate green open space in Planning Proposals and in precinct renewal and infrastructure renewal projects - with State Government and Developers
• To advocate for higher quality (higher cost) sportsgrounds and parks in certain locations to meet the needs and expectations of the community

• To add a health perspective to support Local Government and Health in advocating for increased open space during planning negotiations
• To provide evidence and local information to use when commenting on or contributing to District Plans, Land Use and Infrastructure Plans, State Environmental Planning Policies (SEPPs), Local Environment Plans, Community Strategic Plans, Planned Precincts and Development Control Plans
• To be used as a baseline for future evaluations and comparative data

Valuing Our Green Places

A Social Return on Investment (SROI) evaluation of parks and sportsgrounds in City of Parramatta.

City of Parramatta provides around 350 beautiful and diverse parks and sportsgrounds for residents, visitors and workers to enjoy. With the population expected to reach nearly 400,000 people by 2036, there will be increased pressure on existing parks, sportsgrounds and other open spaces in our Local Government Area.

What is an SROI evaluation?

A Social Return on Investment (SROI) evaluation identifies the investment that is required to deliver a service, asset or activity and compares it with the value of the outcomes experienced by stakeholders.

The seven core principles of SROI are:
• Understand what changes involve stakeholders
• Value things that matter
• Only include what is material
• Do not over-claim
• Be transparent
• Verify results

Why is green space valuable?

• Access to quality green open space is beneficial for physical and mental health and wellbeing
• Green open space improves social connections and supports the development of vibrant communities by providing a place for activity and opportunities to interact
• Accessible and safe green open spaces foster active play, which is associated with physical, cognitive and social benefits for children
• Green spaces function as a ‘back yard’ for residents in high rise dwellings

This SROI evaluation tells a unique story about the social impact and value of City of Parramatta’s parks and sportsgrounds and helps us understand why preserving these valuable local assets is so important for the community.

Our Aim
To understand & quantify the social & economic value created by the parks & sportsgrounds provided & maintained by Council

For the full report by Council’s Social Outcomes team and Western Sydney Local Health District, contact the Customer Contact Centre on 9806 5050.

For translation, please contact Translating and Interpreting Service (TIS) National on 131 450.
What did we find?

For every dollar invested in Council parks and sportsgrounds, **$10 of social and economic value** is created for and experienced by a range of stakeholders per year.

Input costs (Total Council costs on parks and sportsgrounds for 2018) = $36,715,326

Outcomes valuation = $366,827,093

### Parks Findings

**JUBILEE PARK**

7A Parkes Street, Parramatta

**Category:** local park

**Facilities:** open space, trees to climb, a path to walk/ride on, a maze and a creek bed with a small bridge

**Value experienced by key stakeholders**

- **Strengths**
  - Safe and accessible environment during the day
  - Space to connect with others
  - Facilities to exercise, relax and socialise
  - Proximity to CBD

- **Weaknesses**
  - Safety at night
  - Lack of lighting and security

**SROI Valuation**

of the total social and economic value produced:

- 65% was experienced by general park users
- 17% was experienced by local residents neighbouring or adjacent to Jubilee Park
- 16% was experienced by children using the park
- 2% was experienced by children using the park as part of formal school/childcare excursion or activity

“This park gives us an opportunity to get out of closed spaces and mix with other people which doesn’t happen often otherwise. It also makes us that much more active” – SROI survey response

**WEST EPPING PARK**

Dent Street, Epping

**Category:** district park

**Facilities:** multiple play spaces, opportunities for passive recreation such as walking, jogging, picnic activities, skateboarding, basketball, tennis

**Value experienced by key stakeholders**

- **Strengths**
  - Provides a variety of exercise needs
  - Proximity to YMCA and local primary school
  - Play equipment suited to children of all ages
  - Provides a place for socialising and relaxing

- **Weaknesses**
  - Minor complaints regarding cleanliness and overcrowding
  - Lack of toilets
  - Lack of shade

**SROI Valuation**

of the total social and economic value produced:

- 73% was experienced by general park users
- 21% was experienced by local residents neighbouring or adjacent to Jubilee Park
- 4% was experienced by children using the park
- 2% was experienced by children using the park as part of formal school/childcare excursion or activity

“The layout, different activities, having the tennis courts… pack in a lot of things for different people. Feels open and you feel comfortable here” – SROI survey response

**MAX RUDDOCK RESERVE**

200 Junction Road, Winston Hills

**Category:** local sports ground

**Facilities:** 2 playing fields with lighting, 2 synthetic cricket pitches, cricket nets, closed circuit television and an amenities building

**Value experienced by key stakeholders**

- **Strengths**
  - Offers experiences not available in smaller parks
  - Need for an upgrade of the fields and parks facilities

- **Weaknesses**
  - Lack of shade

**Value experienced by general park users**

- was experienced by children participating in sport

**SROI Valuation**

of the total social and economic value produced:

- 74% was experienced by general sports club participants and non-sporting observers
- 23% was experienced by children participating in sport
- 1% was experienced by local residents neighbouring or adjacent to Max Ruddock Reserve

“Coming for more than 35 years, children played soccer and cricket and now grandchildren do the same. Affiliated with sports field for so long and would hate to see it go” – SROI survey response

**ROBIN THOMAS RESERVE**

103 Harris Street, Parramatta

**Category:** local sports ground

**Facilities:** 2 playing fields, 1 cricket pitch and an amenities building. James Ruse Reserve (adjacent to RTR) includes play space, water play space and a skating park

**Value experienced by key stakeholders**

- **Strengths**
  - Strong sense of community engagement
  - Considered an essential community infrastructure
  - Viewed as welcoming environment

- **Weaknesses**
  - Minor concerns about parking challenges
  - Lack of lighting at night

**Value experienced by children participating in sport**

- was experienced by local residents participating in sport

**SROI Valuation**

of the total social and economic value produced:

- 77% was experienced by general sports club participants and non-sporting observers
- 23% was experienced by children participating in sport
- 1% was experienced by local residents participating in sport

“A place of relaxing, all high rise around, only place with trees, this place is used every day, over used, we need more of these spaces” – SROI survey response

**JUBILEE PARK**

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**Sportsgrounds Findings**

For every dollar invested in Council sportsgrounds, $38 of social and economic value is created for and experienced by a range of range of stakeholders per year.

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- **Weaknesses**
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