

# COMMONWEALTH GAMES EXPERIENCE AND LEGACY SURVEY 2022

## IN SUMMARY:

**6000** surveys

mailed out across the  
district during December 2022



**451** responses

= 7.5% response rate



**6** Royal Mail postal strikes

during the consultation period  
impacted distribution of the survey



### Lawn Bowls and Para Lawn Bowls

in Royal  
Leamington Spa  
29 July – 6 Aug



### Festival sites

in Warwick and  
Leamington  
28 July – 8 August



### Cycling road races

7 August



### Queens Baton Relay

22 July



### CultureFest

16 July – 21 August



## COMMONWEALTH GAMES SPORTS AND EVENTS

### Awareness

- The largest awareness for events for and around the Commonwealth Games was for the Lawn Bowls and Para Lawn Bowls with **91%** very/quite aware
- Cycling Road Races saw **90%** very/quite aware
- Queens Baton Relay that took place in Kenilworth and Whitnash saw **54%** very/ quite aware
- Awareness started to fall in respect of the Festival sites - Royal Leamington saw **47%** aware and Warwick **41%** aware
- The CultureFest saw **21%** very/quite aware

### Attendance

- **21%** of respondents attended the Lawn Bowls or Para Lawn Bowls
- **39%** saw the Cycling Road Races
- **9%** the Queens Baton Relay
- **23%** attended the Festival site in Royal Leamington Spa and **20%** in Warwick
- For those attending the Lawn Bowls, **99%** rated it very or fairly good
- For the Cycling Road Races, the figure was **97%**
- **94%** attending the Festival sites rated them very or fairly good

### Expectations

- The Lawn Bowls and Para Lawn Bowls was better than expected **80%**
- The Cycling Road Race was seen positively with **58%** indicating it was better
- The Festival site in Warwick had a better expectation result than that in Royal Leamington Spa – **56%** against **39%**
- **83%** of respondents rated the street dressing in terms of flags, banners and bunting as very/ fairly good. For the temporary signposting that was set up, **77%** rated it very/fairly good

### Benefit to the district

- **92%** felt that Warwick District benefitted overall from being a part of the Commonwealth Games and having the Lawn Bowls and the Para Lawn Bowls and Cycling Road Races located in its boundaries



## IMPROVEMENTS TO VENUES AND SURROUNDING AREAS

Since mid-July 2022,

**45%**

of those surveyed had visited Victoria Park in Leamington Spa

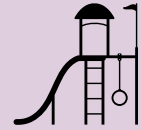
**98%**

rated the footpaths in general as very/fairly good



**96%**

rated the family play and exercise areas very/fairly good



**84%**

felt the café external seating area was very of fairly good

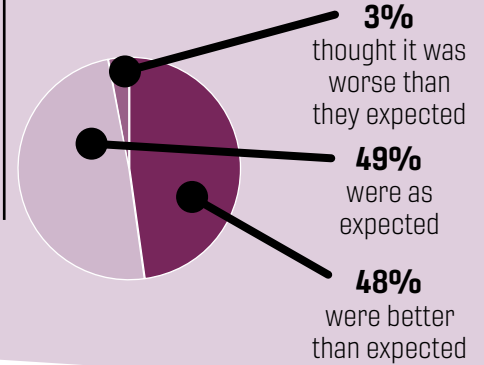


The toilets received the lowest "good" rating at

**75%**



Of those visiting Victoria Park felt the improved facilities:



## SURROUNDING AREA OF VICTORIA PARK, LEAMINGTON SPA

**53%**

of respondents had visited the surrounding area of Victoria Park since mid-July 2022

The highest rated aspect were the paths, planting and fencing in York Walk

**94%**

of visitors rated it very good or fairly good

**89%**

of visitors felt the enhanced North Riverside walk opposite Victoria Park was very/fairly good and **82%** felt the same way about the enhanced underpass and its artwork at Leamington Spa Railway Station

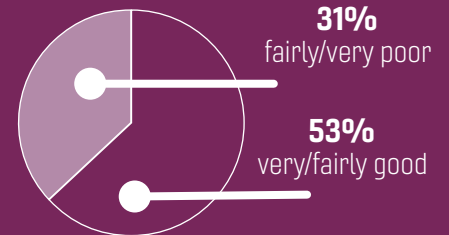
**80%**

of residents gave a very/fairly good rating to the permanent improved signposting that has remained after the Games and the enhanced Leamington Spa Railway Station Forecourt

**63%**

of visitors gave a very/fairly good rating to the refurbished bridges at Adelaide Bridge/Princes Drive

The artwork on the rail bridge in Princes Drive



## ST NICHOLAS PARK AND SURROUNDING AREA



Exactly half of those surveyed had visited St. Nicholas Park and the surrounding area of Warwick since mid-July 2022

**84%** felt the permanent improved signposting in the Park was very/fairly good, with **2%** rating it as fairly or very poor. Almost two-thirds (**64%**) rated the artwork at Warwick Station very/fairly good, with one in ten (**9%**) rating it fairly or very poor



## INSPIRATION

**56%**

of those replying indicated that they were already active



**19%**

were inspired to be more active in general



**5%**

were inspired to take up lawn bowls and

**6%**

cycling.



**3%**

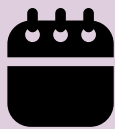
were inspired to take up another sport or physical activity.

**Exactly three in ten** of those surveyed were not inspired by the Games.

## LEGACY OF THE GAMES

**49%**

of respondents were very confident that Warwick District could deliver quality/major events in the future

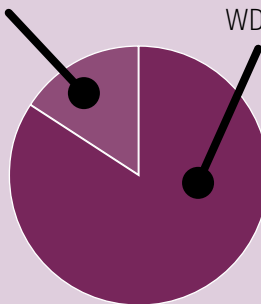


**8%**

of residents were not very confident

**43%**

were quite confident in WDC



**82%**

of those responding strongly agreed/agreed that events like the Commonwealth Games give people the opportunity to celebrate



**90%**

of respondents strongly agreed/agreed that events like these give people the opportunity to come together



## IN SUMMARY

**Awareness was good, less so for the CultureFest.**

**The residents who attended the sporting events and the festival events rated them very highly. Expectation levels were exceeded for most, apart from the festival site in Leamington Spa.**

**There was widespread agreement that the district benefitted from being a part of the Commonwealth Games, especially as it was good PR for the area and the number of visitors would have boosted the local economy.**

**Improvements to Victoria Park in Leamington Spa had been welcomed and acknowledged.**

**The improvements to the surrounding areas of Victoria Park and St. Nicholas Park were rated highly. Any criticism was aimed at the cost and disruption of the painting of the bridge.**

**Broadly there was confidence in Warwick District council delivering quality/major events in the future.**