

DIGITAL LANDSCAPES:
**COMMUNITY CONSULTATION
WORKSHOPS & VIRTUAL CENTRE
PLATFORM CREATION**

FOR CAERPHILLY COUNTY BOROUGH COUNCIL.

Orchard.



THE BRIEF.

Caerphilly County Borough Council were seeking tender bids from agencies to design a new online Virtual Visitor Centre and offer recommendations for Interpretations for both the Country and Urban Parks within the County Borough. There were two Lots, both of which Orchard were successful in obtaining. Lot 1 required the planning and delivery of three Community Consultation Workshops, and other relevant data gathering methods that provided feedback from local residents within the county. The data collected was then analysed and presented to the Council and the web team at Orchard who have also been tasked with creating the Virtual Visitor Centre platform. The information gathered during the consultation phase, and provided within this report, will inform the web team of what content, structure and functionality is key to the success of the Virtual Visitor Centre Platform.

Three key objectives were identified within the brief; Learning, Emotional and Behavioural. It was important to the Council that local residents understood that the parks are an ever changing landscape, that they feel a positive attachment to the parks and feel encouraged to discover more about the parks. Findings within this report will provide the Council with a number of proposals, considerations and initial concepts that will assimilate both existing and new information in an accessible and easy to use format.

OUR PROCEDURE.

The purpose of the consultation workshops was to gather information that would inform elements of the website and the physical on-site interpretation. Participants of the workshops were required to inform us of what they want to see at/about the parks and on the Virtual Visitor Centre platform. Other objectives during this phase included; identifying proposals for improved content and functionality of interpretations and the current parks website, their skill level and awareness of current technology, and how they like to obtain and absorb information.

A list of potential contacts was provided to Orchard by Caerphilly County Borough Council; these contacts included (but not limited to) Formal Education (e.g. Schools and Colleges), Community Groups (e.g. Scouts, Wildlife, Exercise, Senior Citizens), Regular Users (e.g. dog walkers, runners, horse riders, fishermen) and Local Businesses and Counsellors. During this time of investigation, Orchard also conducted their own online research to source potential groups that would be willing to participate during the consultancy phase.

Most groups and/or individuals were contacted via phone, email or social media initially with a request for Orchard to either attend a meeting, run a workshop based activity or to present the project in order to gain interest and feedback.

Groups that were contacted included (but not limited to):

- A number of schools and youth clubs from all areas within the County
- Regeneration/Community/Volunteer Groups
- Wildlife Groups
- Lifestyle/Activity Groups i.e. Ramblers, Sports, Over 55s, Parents & Toddlers
- Historical Groups
- Local Councils
- Local Businesses

OUR PROCEDURE.



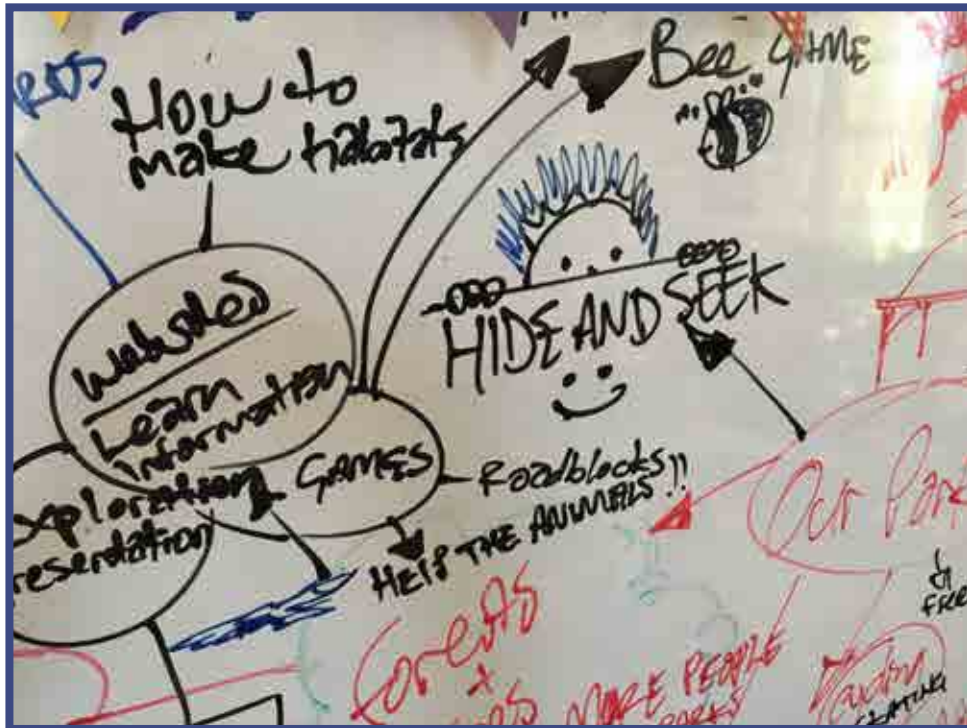
The aim was to ensure that a variety of target audiences, age groups and users of the parks were identified and contacted for their contribution and feedback in relation to the parks.

During this initial phase, it was raised that not all users of the parks were able to provide feedback via an online survey. In light of this, a printed questionnaire was distributed to those that requested it, collated at a later date and combined with the online survey results. In most cases, Orchard and the Council were invited to promote the consultation and the project in order to engage members of the public. Only schools and a youth club were interested in participating in the workshops.

The online survey allowed Orchard, Caerphilly County Borough Council and stakeholders to share the survey widely and strategically in terms of scheduling, reminders, sharing/posting and to target specific audiences/groups. For example, the individuals contacted were encouraged to share the online survey link to their contact lists both for their personal contacts and their associated volunteer/community groups. An online survey also provided a more accurate form of data gathering, with little room for error in comparison to a printed questionnaire. To publicise the online survey, bilingual posters were designed to attract attention and provided a written link and a QR code for direct online access to the survey. Posters were distributed throughout the county; locations included parks, libraries, sports clubs and during any initial contact with community groups.

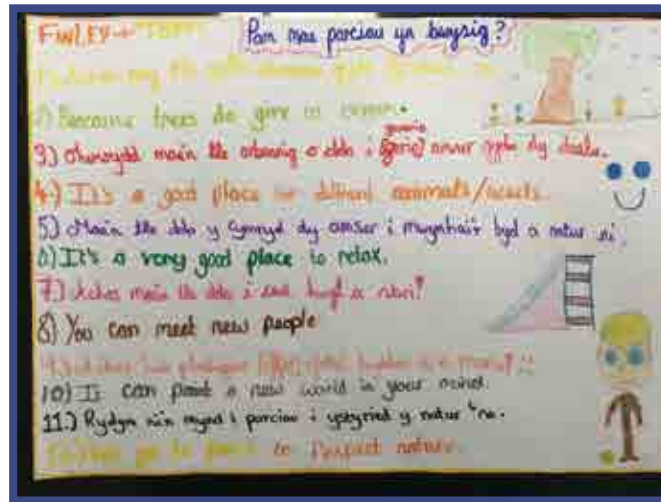
Both the online survey and the printed questionnaire were provided in English and Welsh.

OUR PROCEDURE.



Workshops were conducted within schools and a youth club in order to engage and encourage contribution from younger users of the parks. The workshops included a short, engaging presentation by Phil Williams a Wales Sustainability Champion. The presentation put the world and its inhabitants in context, and the impact each individual has on taking care of our planet. The workshops provided useful information and prompted the pupils to inform us about why they think parks are important, what they do/can do in the parks and what would the best ever park website contain.

During the engagement workshops, our user experience designer and creative facilitator helped Phil to steer the target group to identify the information hierarchy associated with that particular target group. The aim as a team was to understand why people visit or do not visit the parks, how they engage with the local area and why. Often, people are not aware what is in their local parks, what the parks can offer or the important natural resource local parks provide. Obtaining this information aided in the idea generation and potential outcomes for this particular project and encouraged a greater understanding of the importance of parks in creating a sustainable future. Throughout each session, participants were encouraged to write and/or draw, ensuring that they felt at ease and confident completing the tasks at hand by using their chosen method of documenting their responses. During one workshop, a creative from Orchard documented key responses and identifiable themes from the participants, that saw their words come to life in a live, visual format.



The workshops not only provided Orchard with an insight of the minds of the pupils in relation to the local parks and the environment, it also provided the participants with knowledge of their local parks, its wildlife and their responsibilities as inhabitants of our planet and the environment.

VIRTUAL VISITOR CENTRE **CONSULTATION RESULTS:**

SCHOOLS & ONLINE SURVEY

SCHOOLS & YOUTH CLUB WORKSHOPS

**GILFACH FARGOED PRIMARY (30 PUPILS), YSGOLY LAWNT
(50 PUPILS) & DERI YOUTH CLUB (10 YOUTHS)**

SHORT PRESENTATION

WALES in the WORLD.....
The WORLD in WALES.



We all live on a very special and
beautiful planet. **PLANET EARTH**



In Wales we have some
wonderful wildlife.....



.....Important wildlife.





Many insects are in trouble

Including:
BEEES



Why are bees dying out?



Our country is made up of some of the best coastlines



Spectacular rivers and lakes



Important woodlands



With important wild flowers



Just some of the many different type of ladybugs



What about PARKS?



Famous writer: Edward Everett wrote:

"I am only one person
But I am one person
I cannot do everything
But I can do something."



CHALLENGE TO YOU THE FUTURE

► IS IT IMPORTANT
TO ENCOURAGE
ALL PEOPLE TO
PROTECT AND
ENJOY THEIR
PARKS?



It is in all of us to work together as
RESPONSIBLE PEOPLE

to understand the importance of parks.



ARE **PARKS** IMPORTANT?

Make a list of why you think parks are important



Why do you visit a park?

Make a list or draw the type of things you do when you are at the park



CHALLENGE

If you could create your own website about your local park and its habitat,

WHAT WOULD YOU HAVE ON YOUR EXCITING WEBSITE?



RESPONSES



During these sessions Orchard gained an insight into what the younger demographics are interested in and how they spend their time (or like to spend their time). Generally, the responses were very authentic, family orientated, simple enjoyment and wanting to take care of and learn more about nature.

THE FOLLOWING INFORMATION CONSISTS OF THE **MAIN KEY THEMES** THAT AROSE FROM THE RESPONSES.

Why do you think parks are important?

- Bees can make flowers
- Flowers can be used for medicine
- All kinds of bugs and animals live there
- Air comes from all the trees
- Bees can get honey from the plants

- Kids can have fun
- Kids can ride their bikes

What do you do/can do at the park?

- Play games
- Have a picnic
- Ride your bike
- Take dog for a walk
- Sliding down the slide
- Plant flowers
- Pond dipping
- Explore / Discover
- Football
- Fishing
- Family Time

Additional Themes

Sport

Running, Basketball, Tennis, Rugby, Rounders.

Leisure

Sit in the sun, Play fetch with your dog, Climb trees, Ride a scooter, Paint a picture of the land, Pick blackberry's, Fly a kite, Pretend to go camping, Make dens, Play with friends, Roast marshmallows.

Nature

Nature hunts, Spend time with / watch wildlife, Feed the ducks, Look at rainbows, Watch the rivers/lakes, Explore the woods, Watch the sunset, Bird watching.

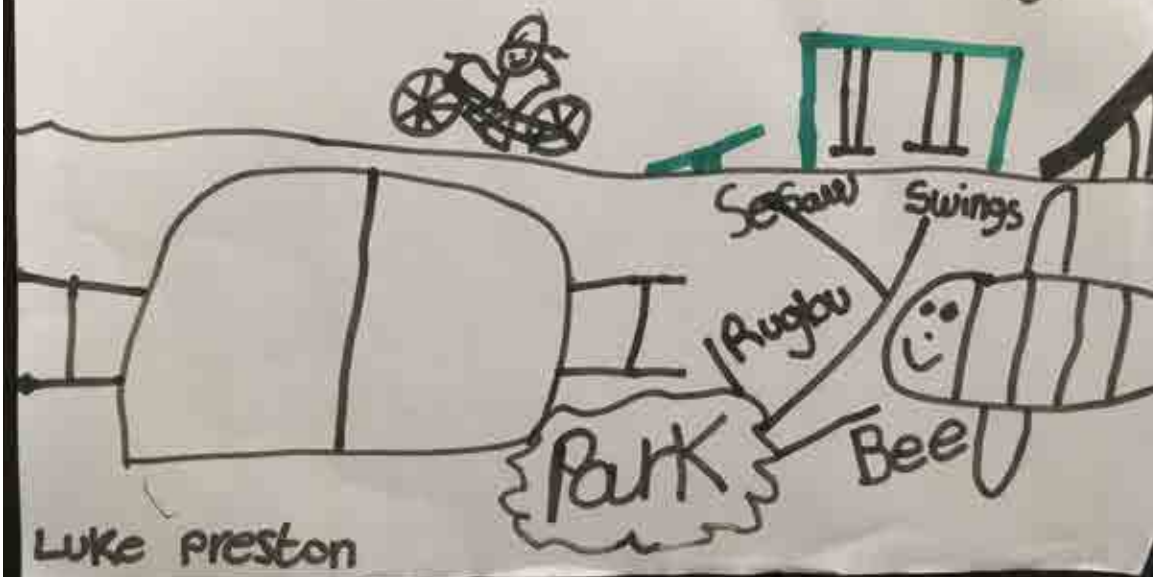
Playground

Swing on the swings, Get dizzy on a roundabout, Seesaw, Games –Tag, Hide & Seek, Bingo.

maycee - reigh

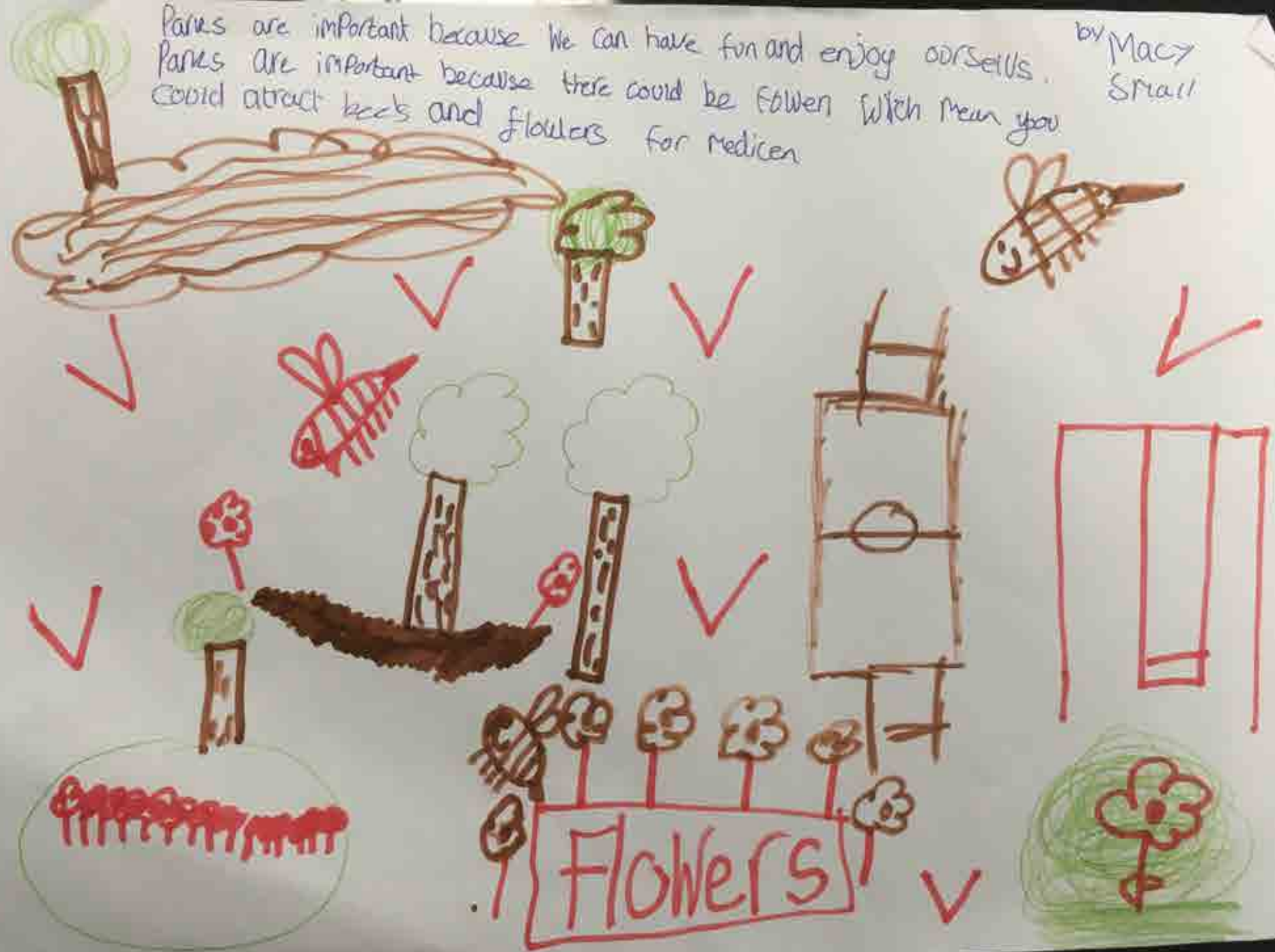
I think Parks are important because we can play
That we can exlor diffrent Plants, animals, trees and
you can meet new people
you can have more time with youre friends
you can make diffrent things.

I think parks are important because they ^{some} have wood
you have some parks with castles, pond and (runnij)
running paths



Parks are important because we can have fun and enjoy ourselves.
Parks are important because there could be flowers which mean you
could attract bees and flowers for medicine.

by Macy
Small



I think parks are important because we can have fun
and we can go beautiful flowers for bee's to pollinate
and we can use trees for oxygen and when we
go to the park to have fun we can take
you bikes, scooter and you can do running, rugby,
Football, tennis, When you go I can
play on the swings and on the slide and
you can play with your friends



We need trees
for hide and seek.

We need

trees for oxygen



trees

Alfie.P

I think Parks are important because:

- they are home to lots of animals
- you can play in the park
- you need trees for oxygen
- you can bring bikes and scooters/bikes to the park.
- and you can also play lots of different games
- there are lots of different flowers there.



Sophie - Leigh James

Why is Parks important!

Without Parks insects could not harvest on Grass.

We need Parks because if we didn't have Parks animals, insects could die and loose their habitats, homes.



What do you do in the Park?



Without Parks we wouldn't be able to sell our friends and meet new people.

If you keep the Parks childrens imagination goes wild and that's good! 😊

Without Parks we can't have fun. And also trees is in Parks and trees give us oxygen.

FINLEY + TOM

Pam mae parciau yn bwysig?

1) Oherwydd mai'n tyn gallu chwarae gyda ffrendiau 'na.

2) Because trees do give us oxygen.

3) Oherwydd mai'n lle arbennig o'r dda i ^{gwario} [gwis] amser gyda dy deulu.

4) It's a good place for different animals/insects.

5) Mae'n lle dda y cymryd dy amser i mwynhau'r byd a natur ni.

6) It's a very good place to relax.

7) Oherwydd mai'n lle dda i seel hwyf a sbori!

8) You can meet new people.

9) Oherwydd heb plastigion [ffio] afallai byddon ni'n marw! :-)

10) It can paint a new world in your mind.

11) Rydym ni'n mynd i parciau i ystyried y natur 'na.

12) We go to parks to respect nature.



What do I do in the Parks
Me and my family Play games

I Play with my friends

me and my dad, ^{Mam} Spent time together

I have quality time with

my Mam and my dad

Without my brother and

my sister.

I talk to my sisters baby
in my sisters belly and

the baby kikes.

We can have a picnic, Ride bikes,
Scooters, family tag, (or) hide and seek,
fly a kite, explore the woods, Pick
flowers, look for wild life, make dens,
Play football, wild life bingo, Pond dipping



LuKe

Kira Towns-
end

Age 14



Ruby
Halia
Emmie



Park

To go for a nice walk with your family

You can see creatures

Joy!

Because you can make new friends.

Amazing!

It's a good time to spend time with your family and have a picnic.

To have fun

Parks are important because trees gives us oxygen

You can see lovely flowers around you and they help birds to stay alive.

THE FOLLOWING INFORMATION CONSISTS OF THE **MAIN KEY THEMES** THAT AROSE FROM THE RESPONSES.

What would be included on the best website ever for your local park?

In addition to the key themes relating to helping and finding out more about wildlife and nature, under 18s enjoy watching and learning from video's, playing challenging games /quizzes with a reward system, and art based activities (How To's, drawing etc)

- You Tube
- Create a New Game / Games
 - A game where you start with nothing and work hard to get something
 - Fun challenges
 - Quizzes
- Bilingual
- How to make things
- Suggestion box for what can go on the website
- Roblox
- Minecraft

Additional Themes:

Facts about wildlife

- Where you can find animals, creatures, butterflies
- Learn what animals are thinking
- What animals eat
- Show video's about the forest
- People are cutting down animals homes

Arts & Crafts

- Animal costumes you can wear
- Draw animals

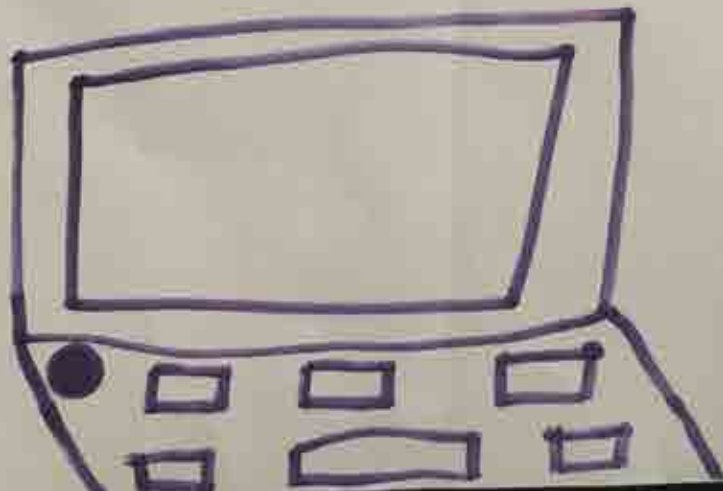
How To's

- How to make a home for an animal
- How to feed animals, Animal food suggestions
- How to look after animals
- How to plant and care for flowers, trees
- How to make a nature door

Other

- Put a map of all the parks in wales
- Pictures of gift shop
- Activities available
- Weather

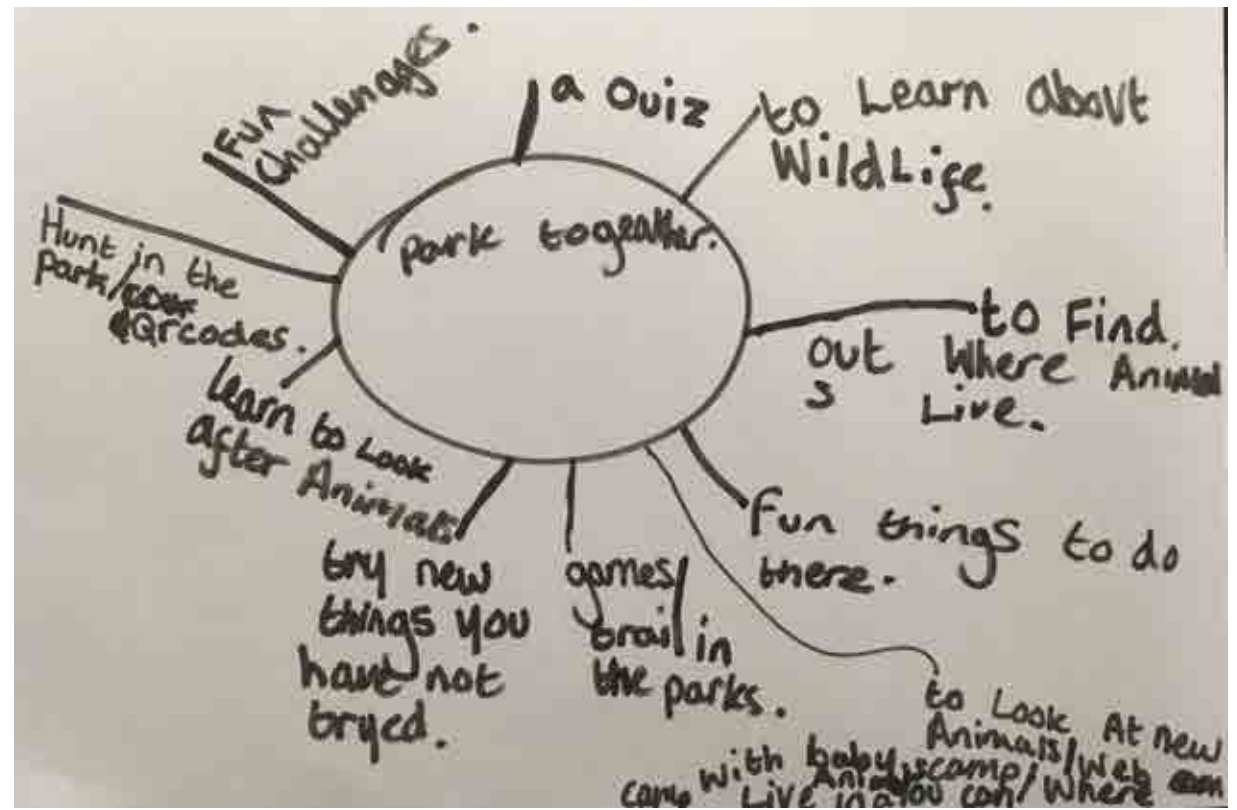
- ~~games~~ wild life games
- facts about ~~the~~ wild life
- How to make a home for an animal
- How to feed an animal
- How to plant and care for flowers
- How to make a nature door
- animal costumes that you can wear
- a station where you can draw an animal
- animal food suggestions



Megan

- put a map of all the park's in water's.
- Where you can find animals, creatures and butterfly's
- How you can make an ~~easy~~ new habitat for animals
- ~~a~~ all of the events.
- Show pictures of a gift shop in the park.
- How to make a wooden den.

- Facts about animal life
- Challenges
- How to build a park
- Giveaways to plant seeds
- Facts about parks
- Pictures of parks and trees
- How to draw a tree in 3d
- Videos to grow trees
- Games and activities
- EA could people tonight Park Party



My Perfect website would be if you had a animal and you wanted to
search it up you click on the animal and it would
move with all the information so you could see it in action to tell you about its
food about its home and what other different things animal it could look like

MACY
small

WWW.MacysWorld.com



There could be a toy corner a trail of bee steps to
the end and at the end on the floor there will be
information about bees. and also a bee will be taking
g- you to the end and you will win a prize.

MACY
small

by
Hollie

Logo →



Title →

Hollie's Park

The park
included!

x4 Swings
x2 Slides
lost of trees
lost of creatures/
insects.

Games



1. My game is a garden puzzle

2. This game is to learn
how to plant and save
the flowers.

3. Save the bees

4. Designing your own creature!

The best point of the game is to
design your own creature/house.
have fun.

My Website

- images
- slogans
- games
- information

Cwm Darren - website.

- images (lake, waterfall etc)
- different activities available
- information (open times etc)
- price lists (camping, cafe)
- BBQ night

- different festival for different celebrations.
- music events (different ages / different styles)

Abbie Rees, age 15.

Camping for a book

VIDEOS
IMAGES
FRIENDS

activities

Twitter

VIDEOS
DMs

EVENTS

MSN

Twitter

BEBO

INTERACTIVE APPS

Calendar

IMAGES
VIDEOS

Supercars

LAMBO

BBM



SNAPCHAT
Enjoy watching
videos and
socialising
with friends

myspace

mus

Images



-
- Cwm Darren
- images
 - facilities
 - Opening times
 - Different activities
 - Teenagers activities.

My Website

- Videos

- talk to friends

- images

- games

- quotes

- images of the park
- more facilities/activity
- information on the park
- outdoor cinema

Cwm

Darren

jamie
-leigh
+
Emily.

Playground Park



MAP

CONTAINS.....

Playground Park map
contains a map of
the park and shows
amazing hiding spaces
for children that want
to play hide and seek.

But it also has amazing
game suggestions for kids
like hide and seek tag
family day and da boots.

It has a
cafe menu
for adults
and kids and
a treasure
hunt is
£2.66



Castle

Swing
Park



SLIDE

Treasure Hunt



Castle



Water
Park

Slide



The castle
is full of amazing
activities for
kids in learning

and there's a
water park on
the opposite side
of the treasure

hunt
for
kids

made
by
Jamie Leigh

Emily



ONLINE SURVEY RESULTS

15 QUESTIONS. 361 RESPONSES

The information gathered from the online survey provided Orchard with very useful information including covering 6 key areas; Demographics, Purpose, Information Format/Learning, Technology, Needs and Suggestions.



The responses clearly identified the following:

Demographics, Purpose: The Top 3 age groups that use the parks, the most used parks, when and why people use them.

Information Format/Learning: How they obtain information, what format they prefer to like to see information.

Technology: What type of technology they are aware of and have explored.

Needs: What information they would like to see on the Virtual Visitor Centre website.

Suggestions: Websites that they use often and why, for both content and functionality.

The survey consisted of the following **15 questions:**

English Survey



Orchard.

Introduction

Caerphilly County Borough Council are in the process of creating a Virtual Visitor Centre for its green spaces (Country and Urban Parks). We are currently undertaking research that will inform us of the type of information local residents wish to see and access on this online platform. The Virtual Visitor Centre will provide residents and visitors with a variety of accessible information while giving local residents the opportunity to contribute to its development. In order to inform what this online resource looks and feels like, we'd like to gather some basic information from select groups of people to help us along this journey.

Q1. What is your age group?

- 17 or Under
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

Q2. Which of the following country parks do you visit?

- Parc Penallta
- Parc Cwm Darran
- Parc Coetir Bargoed
- Pen Y Fan Pond
- Sirhowy Country Park
- Riverside Park
- Aberbargoed National Nature Reserve

Q3. In general, how often do you visit these country parks?

- Daily
- Weekly
- Monthly
- Annually
- Seasonally
- Never visited

Q4. Which of the following Urban parks do you visit?

- Waun Fawr
- Morgan Jones
- Bargoed Town Park
- Ystrad Mynach
- Nelson
- Harold Finch
- None of the above

Q5. In general, how often do you visit these urban parks?

- Daily
- Weekly
- Monthly
- Annually
- Seasonally
- Never visited

Q6. Thinking about your local Country and Urban Parks, are you aware of what type of information is available to you online?

- Yes - I'm very familiar
- Yes - I'm somewhat familiar
- No - I had no idea that there was any information online for each park

Q7. If you answered Yes to the previous question, please provide a list of the type of information you have seen online to the best of your knowledge.

Q8. In relation to the Country and Urban Parks, is there any specific information you would like to see online or believe is currently missing?

English Survey

Q9. What is the purpose of these visits? Tick all that apply

- | | |
|---|--|
| <input type="checkbox"/> Dog Walking | <input type="checkbox"/> Woodlands & Marshes |
| <input type="checkbox"/> Horse Riding | <input type="checkbox"/> Plant Life |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Enjoying Local History |
| <input type="checkbox"/> Cycling | <input type="checkbox"/> Local Art / Sculptures |
| <input type="checkbox"/> Running/Jogging | <input type="checkbox"/> Collectors Trail |
| <input type="checkbox"/> Walking/Rambling | <input type="checkbox"/> Scenic Trails |
| <input type="checkbox"/> Family Outing | <input type="checkbox"/> Local Events |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Community Group Visits |
| <input type="checkbox"/> Picnics | <input type="checkbox"/> (e.g. Scouts, Volunteering) |
| <input type="checkbox"/> Being Outdoors / Around Nature | <input type="checkbox"/> Coffee Shop/Kiosk |
| <input type="checkbox"/> Well being | <input type="checkbox"/> Socialising |
| <input type="checkbox"/> Wildlife Observation | <input type="checkbox"/> Visitor Centre |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Other |
| <input type="checkbox"/> Art i.e. to paint or draw | |

Q10. In general, when you require information, what method do you use most often? Tick a maximum of 3

- Family/Friend
- Websites
- Apps
- Leaflets/Newspapers
- Telephone
- Social Media (i.e. Facebook, Twitter, Instagram)
- Search Engine (i.e. Google, Bing)
- Other:

Q11. Have you heard of any of the following technologies?

- QR Codes
- AR (Augmented Reality)
- VR (Virtual Reality)
- Apps
- Podcast
- Bluetooth
- RFID
- NFC
- Webcams
- None of the above

Q12. Have you ever explored or used any of the following technologies?

- QR Codes
- AR (Augmented Reality)
- VR (Virtual Reality)
- Apps
- Podcast
- Bluetooth
- RFID
- NFC
- Webcam
- None of the above

Q13. What's your preferred method of absorbing information?

- Text
- Photographs
- Drawings/Illustrations
- Video
- Audio

Q14. What websites do you enjoy visiting and what are the reasons for this?

Q15. Do you feel that your experience in dealing with the Council was different in any way (better or worse), because of who you are, or are perceived to be, as an individual (e.g. because of your age, your ethnic origin, your language requirements, your disabilities, your sexual orientation or gender, or anything else that makes you an individual)?

If you are interested in being involved in this project, for more information please contact countryside@caerphilly.gov.uk

This survey is also available online at: http://bit.ly/CCBC_Survey

Thank You - CCBC and Orchard



Orchard.

Cyflwyniad

Mae Cyngor Sir Bwrdeistref Caerffili yn y broses o greu Canolfan Ymwelwyr Rithwir ar gyfer eu mannau Gwyrdd (Parciau Gwledig a Threfol). Ar hyn o bryd rydym yn ymgymryd ag ymchwiliadau a fydd yn rhoi gwybodaeth i ni am y fath o wybodaeth mae trigolion lleol eisiau ei gweld a chael mynediad iddi ar y llwyfan ar-lein hwn. Bydd y Ganolfan Ymwelwyr Rithwir yn gallu darparu gwahanol wybodaeth a hofyd bydd yn siawns i bobl leol gael cyfrannu at ei datblygiad. Er mwyn cael gwybod sut y dylai'r adnodd ar-lein hwn edrych a theimlo, hoffem gasglu rhywfaint o wybodaeth sylfaenol gan bobl o grwpiau delthol i'n helpu ar y daith.

C1. Beth yw'ch grŵp oedran?

- 17 neu iau
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

C2. Â pha barc gwledig ydych yn ymweld?

- Parc Penallta
- Parc Cwm Darran
- Parc Coedir Bargoed
- Pwll Pen Y Fan
- Parc Gwledig Sirhowy
- Parc Afon Bedwas
- Gwarchodfa Natur Genedlaethol Aberbargod

C3. Yn gyffredinol, sawl gwaith ydych yn ymweld â'r parciau gwledig hyn?

- Dyddiol
- Wythnosol
- Misol
- Blynnyddol
- Tymhorol
- Erioed wedi ymweld

C4. Â pha barciau trefol ydych yn ymweld?

- Waun Fawr
- Parc Morgan Jones
- Parc Tref Bargoed
- Parc Ystrad Mynach
- Parc Nelson
- Parc Harold Finch
- Dim o'r rhestr uchod

C5. Yn gyffredinol, sawl gwaith ydych yn ymweld â'r parciau trefol?

- Dyddiol
- Wythnosol
- Misol
- Blynnyddol
- Tymhorol
- Erioed wedi ymweld

C6. Wrth feddwl am eich Parciau Gwledig a Threfol, ydych yn gyfarwydd â pha fath o wybodaeth sydd ar gael ar lein?

- Ydw – yn gyfarwydd iawn
- Ydw – ychydig yn gyfarwydd
- Na – nid oeddwn yn ymwybodol bod gwybodaeth ar lein ar gael am bob parc

C7. Os ydych chi wedi ateb "Ydw" i'r cwestiwn blaenorol, a fedrwch roi rhestr o'r math o wybodaeth rydych wedi ei gweld ar lein sydd wedi cwrrd â'ch anghenion.

C8. Mewn Perthynas â'r Parciau Gwledig a Threfol, pa wybodaeth benodol ydych eisiau ei gweld, neu ei chael ar lein, neu sydd ddim ar gael, ar hyn o bryd?

Welsh Survey

C9. Beth ydy prif bwrpas yr ymweliadau hyn? Ticiwch y rhai sydd yn berthnasol i chi.

- | | |
|--|--|
| <input type="checkbox"/> Mynd â'r Ci am Dro | <input type="checkbox"/> Coedwigoedd a Chorsydd |
| <input type="checkbox"/> Marchogaeth | <input type="checkbox"/> Edrych ar Blanhigion |
| <input type="checkbox"/> Pysgota | <input type="checkbox"/> Mwynhau Hanes Lleol |
| <input type="checkbox"/> Beicio | <input type="checkbox"/> Celf/Cerfluniaeth Lleol |
| <input type="checkbox"/> Rhedeg/Loncian | <input type="checkbox"/> Llwybr Casglwyr |
| <input type="checkbox"/> Cerdded/Crwydro | <input type="checkbox"/> Llwybrau a Golygfeydd |
| <input type="checkbox"/> Allan gyda'r Teulu | <input type="checkbox"/> Digwyddiadau Lleol |
| <input type="checkbox"/> Gwersylla | <input type="checkbox"/> Ymweliadau Grwpiau Lleol (Sgwtiaid, Gwirfoddol) |
| <input type="checkbox"/> Picnics | <input type="checkbox"/> Siop Goffi/Ciosg |
| <input type="checkbox"/> Bod Allan/o Gwmpas Natur | <input type="checkbox"/> Cymdeithasu |
| <input type="checkbox"/> Lles | <input type="checkbox"/> Canolfan Ymwelwyr |
| <input type="checkbox"/> Gweld Bywyd Gwylt | <input type="checkbox"/> Arall: |
| <input type="checkbox"/> Tynnu Lluniau | |
| <input type="checkbox"/> Celf e.e. i beintio neu ddarlunio | |

C10. Yn gyffredinol, pan fyddwch angen gwybodaeth, pa ddull ydych chi'n ei ddefnyddio fwyaf? Ticiwch uchafswm o 3.

- Teulu/Ffrind
- Safleoedd gwe
- Apiau
- Pamffleds/Papurau Newydd
- Ffôn
- Cyfryngau Cymdeithasol (Facebook, Twitter, Instagram)
- Chwiliadur (e.e. Google, Bing)
- Arall:

C11. Ydych wedi clywed am unrhyw un o'r technolegau isod?

- Codau QR
- Realiti Ychwanegol (AR)
- Realiti Rhithwir (VR)
- Apiau
- Podlediad
- Bluetooth
- RFID
- NFC
- Gws-gamerâu
- Dim o'r uchod

3

C12. Ydych erioed wedi chwilio neu ddefnyddio un o'r technolegau canlynol?

- Codau QR
- Realiti Ychwanegol (AR)
- Realiti Rhithwir (VR)
- Apiau
- Podlediad
- Bluetooth
- RFID
- NFC
- Gws-gamerâu
- Dim o'r uchod

C13. Beth yw eich hoff ffordd o amsugno gwybodaeth?

- Testun
- Lluniau
- Darluniau/darluniadau
- Fideo
- Clywedol

C14. Pa wefannau yr ydych chi'n mwynhau ymweid â nhw a beth yw'r rhesymau dros hyn?

C15. Ydych chi'n meddwl bod eich profiad yn deillio â'r Cyngor yn wahanol mewn unrhyw ffordd (yn well neu'n waeth), oherwydd pwy ydych chi, neu sut rydych chi'n cael eich gweld fel unigolyn, (e.e. eich oedran, tarddiad etfnig, gofynion iaith, anableddau, cyfeiriadedd rhywiol neu ryw, neu unrhyw beth arall sy'n eich gwneud yn unigolyn)?

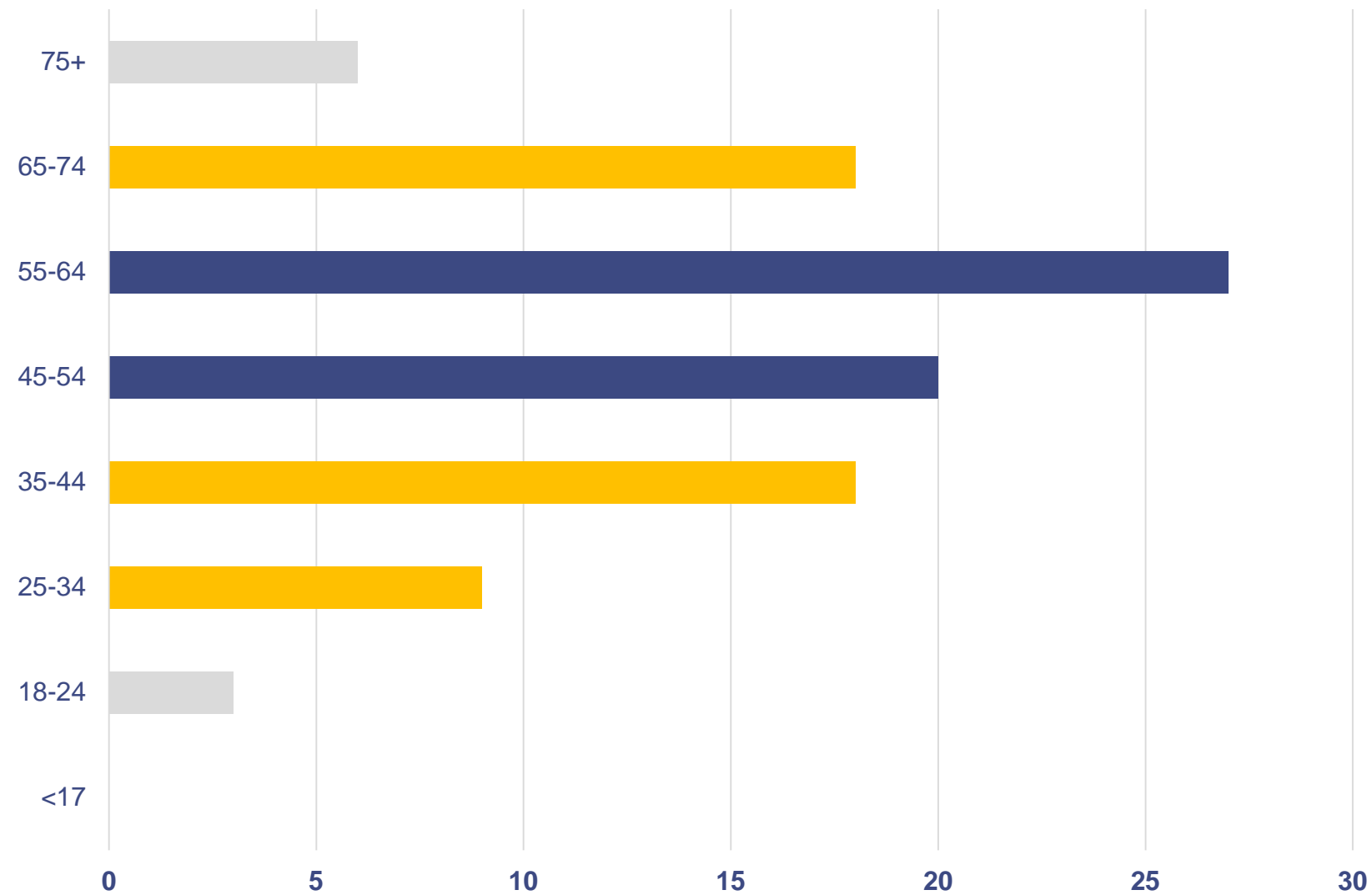
Os oes gennych ddi-ddordeb mewn cymryd rhan yn y prosiect hwn, cysylltwch â cefnwgwad@caerffili.gov.uk am fwy o wybodaeth.

Mae'r arolwg hwn hefyd ar gael ar-lein yn: http://bit.ly/CCBC_Arolwg

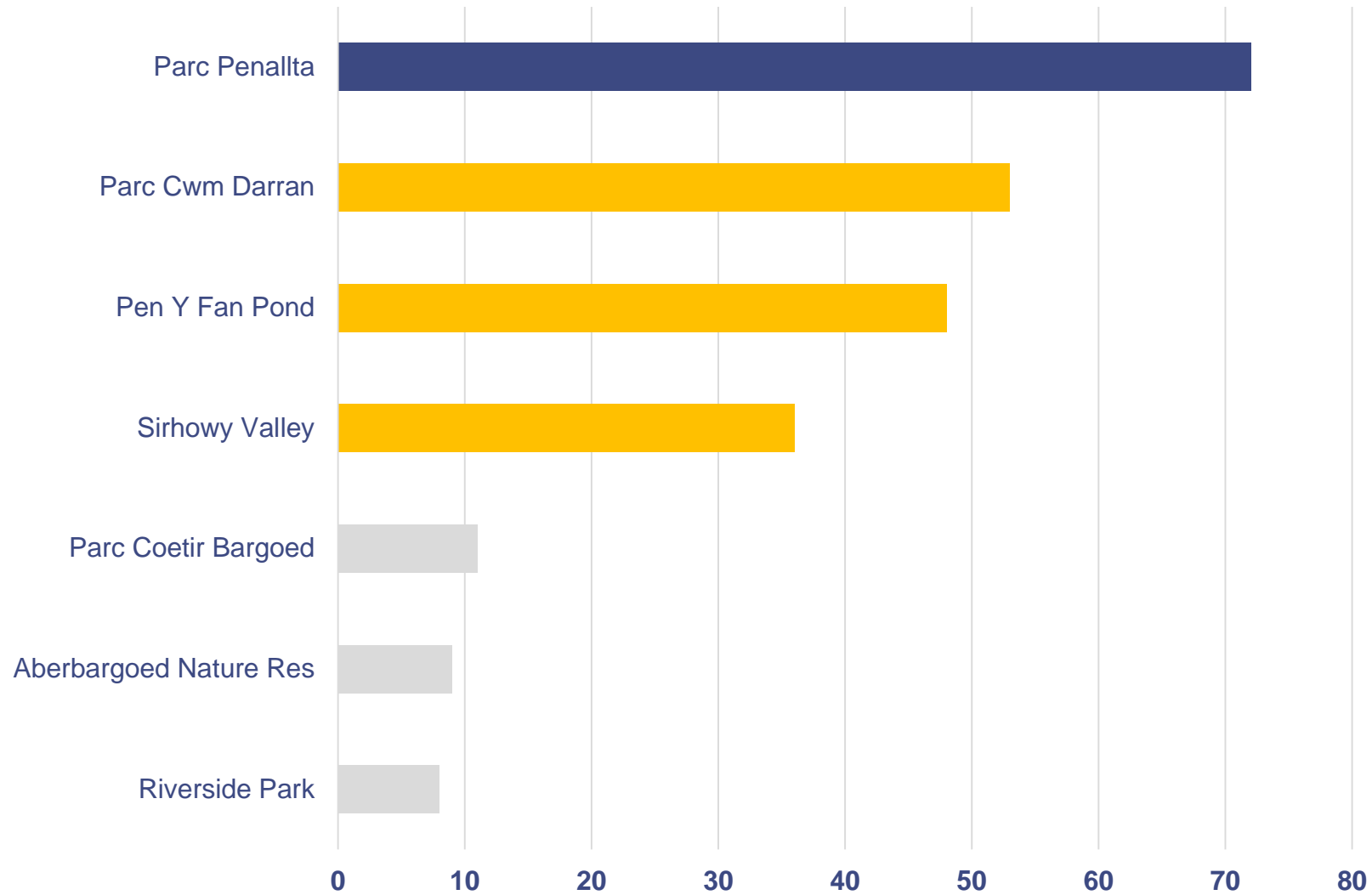
Dioich - CCBC and Orchard

4

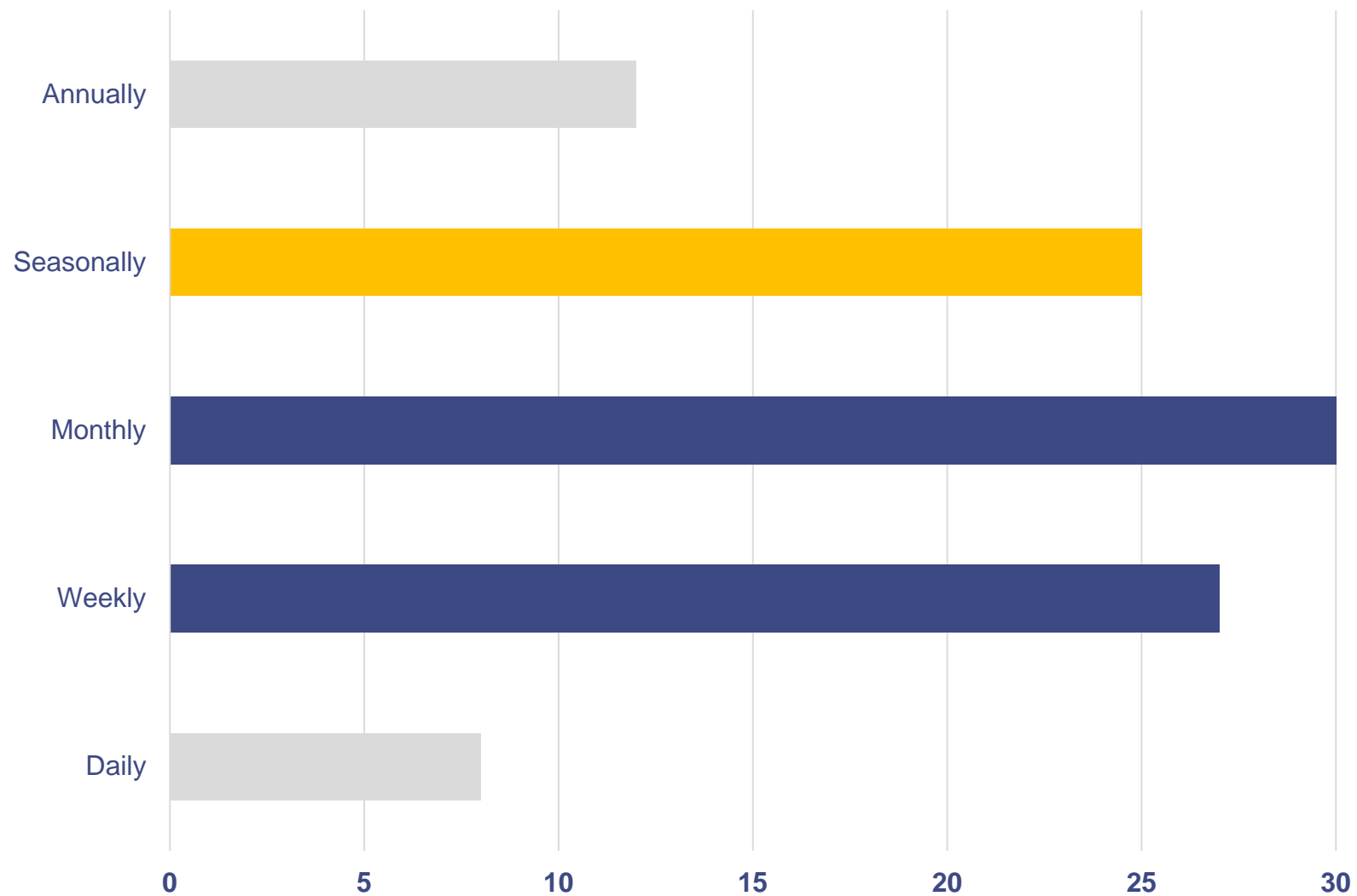
DEMOGRAPHICS.



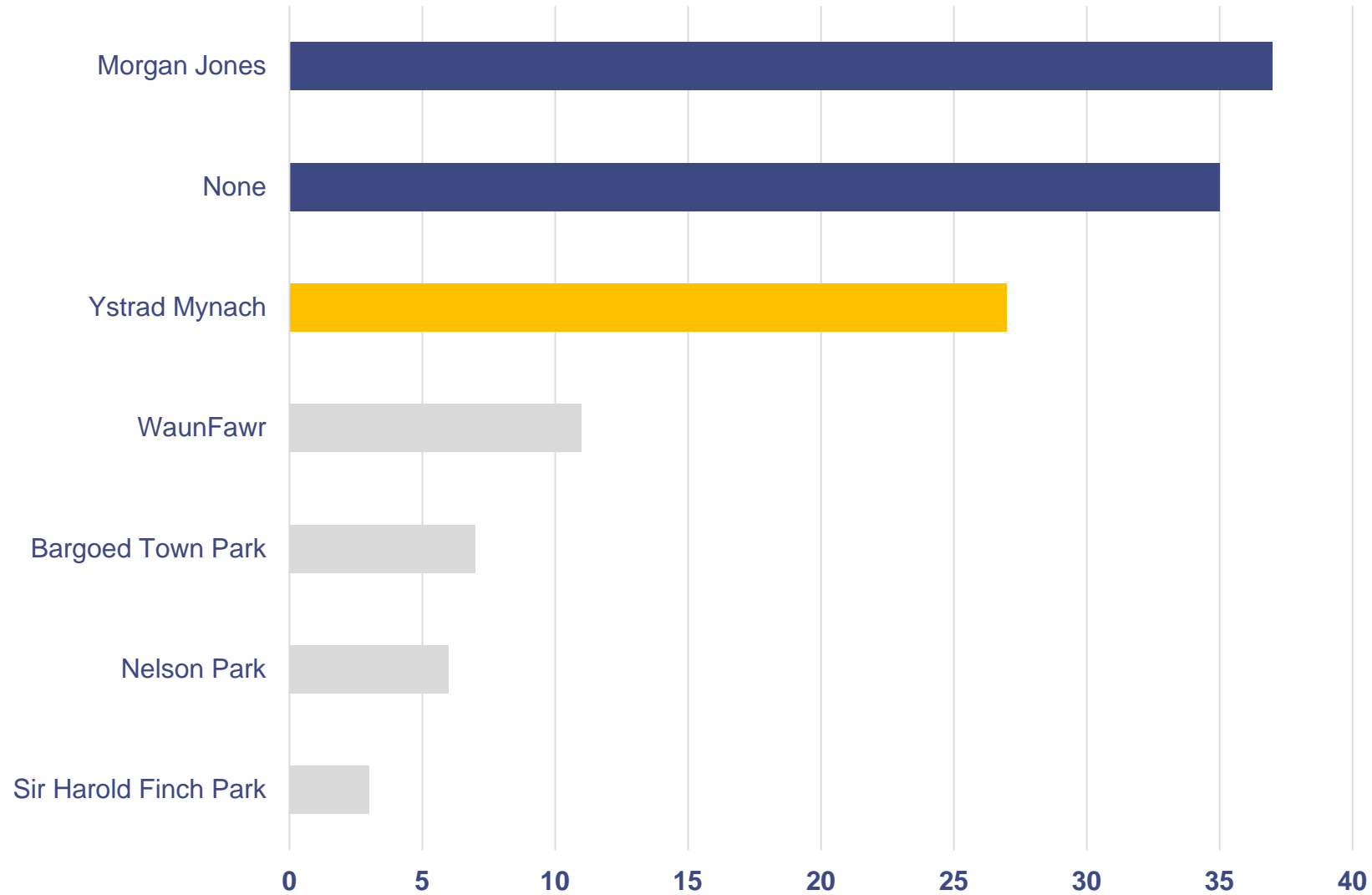
WHERE THEY VISIT: COUNTRY PARKS.



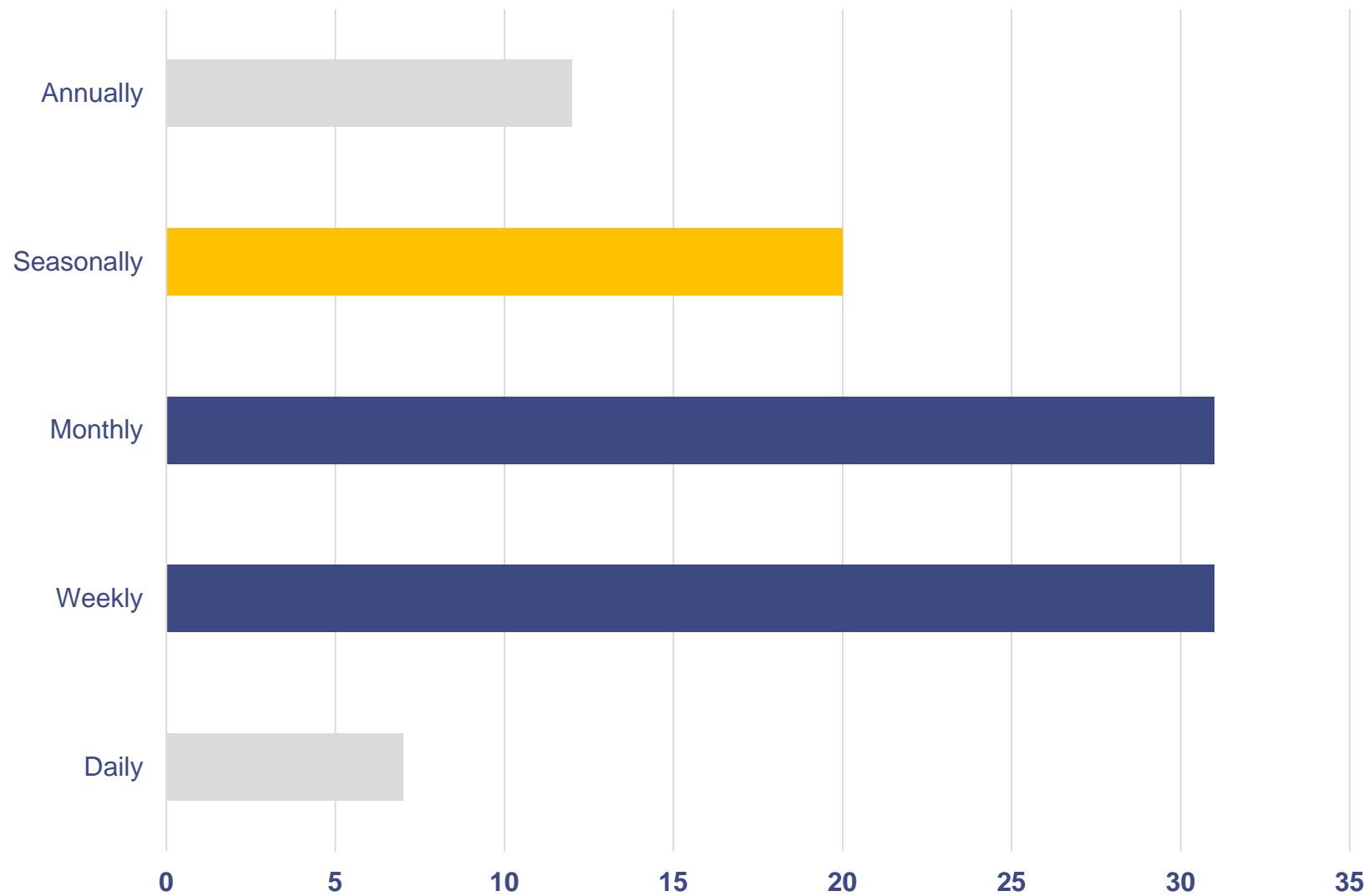
HOW OFTEN THEY VISIT: COUNTRY PARKS.



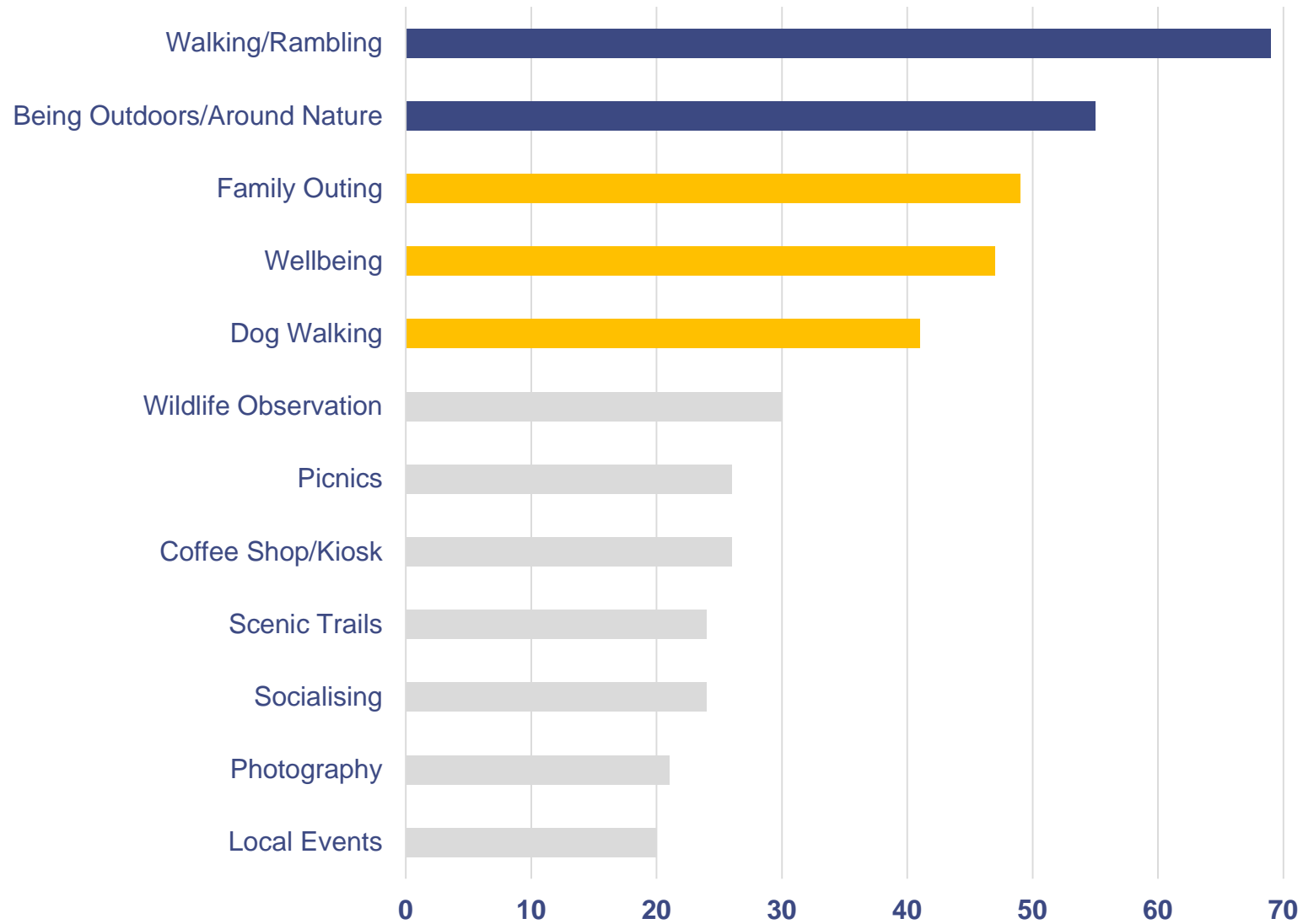
WHERE THEY VISIT: URBAN PARKS.



HOW OFTEN THEY VISIT: URBAN PARKS.



WHY DO THEY VISIT THESE PARKS?



WHY DO THEY VISIT THESE PARKS? (OTHER)

Peaceful Surroundings (3)

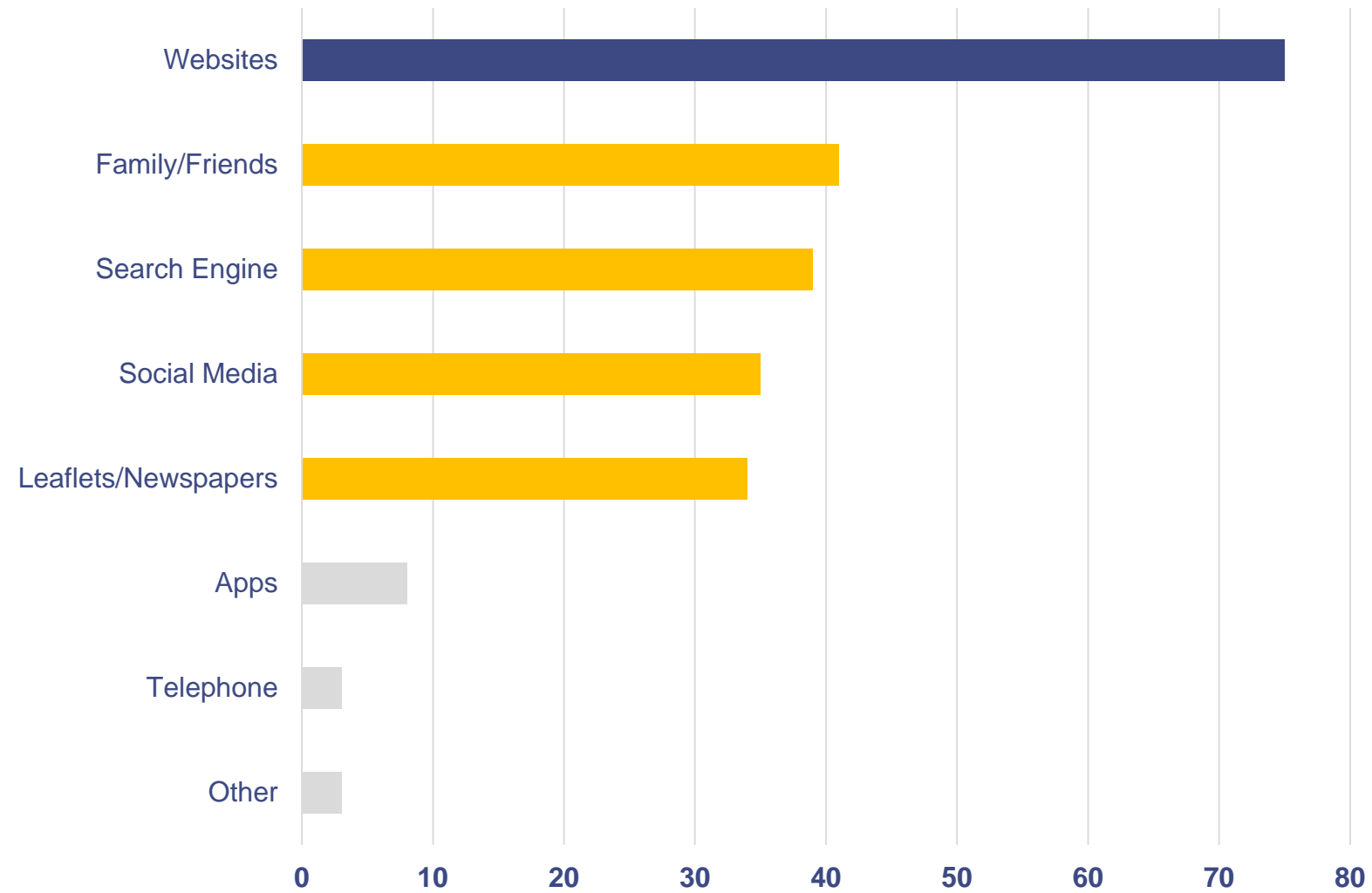
Activities & Adventures for Kids (2)

Volunteer at Allotments (2)

(1)

- Running
- School Visits
- Forest School Meetings
- Earth Hour
- Summer Brass Band Concerts
- Bowls
- Canoeing & Kayaking
- Local Sports Events
- Safe Environment (Disabled user)

HOW THEY OBTAIN INFORMATION.



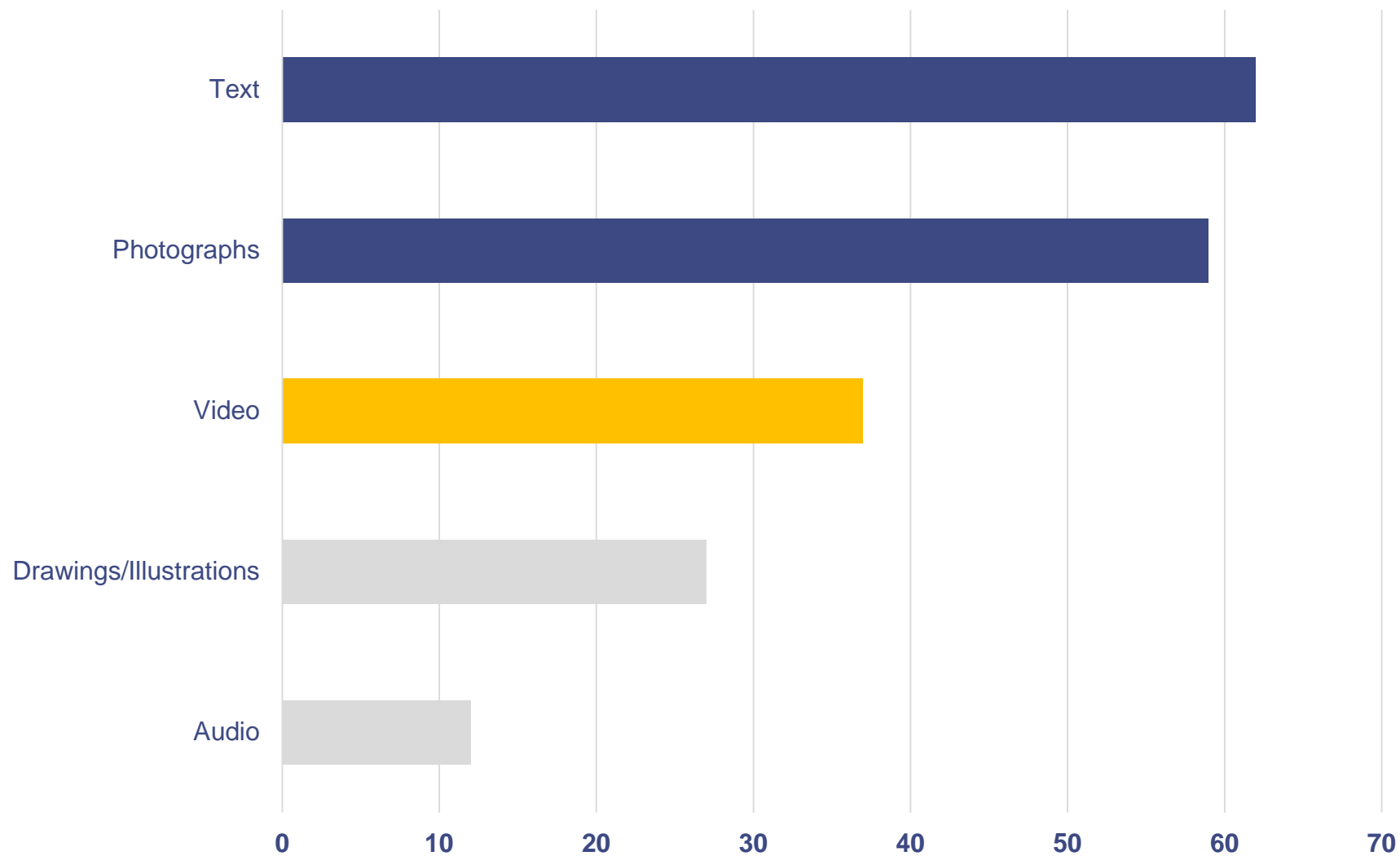
HOW THEY OBTAIN INFORMATION (OTHER)

Tourist Information/Visitor Centre (3)

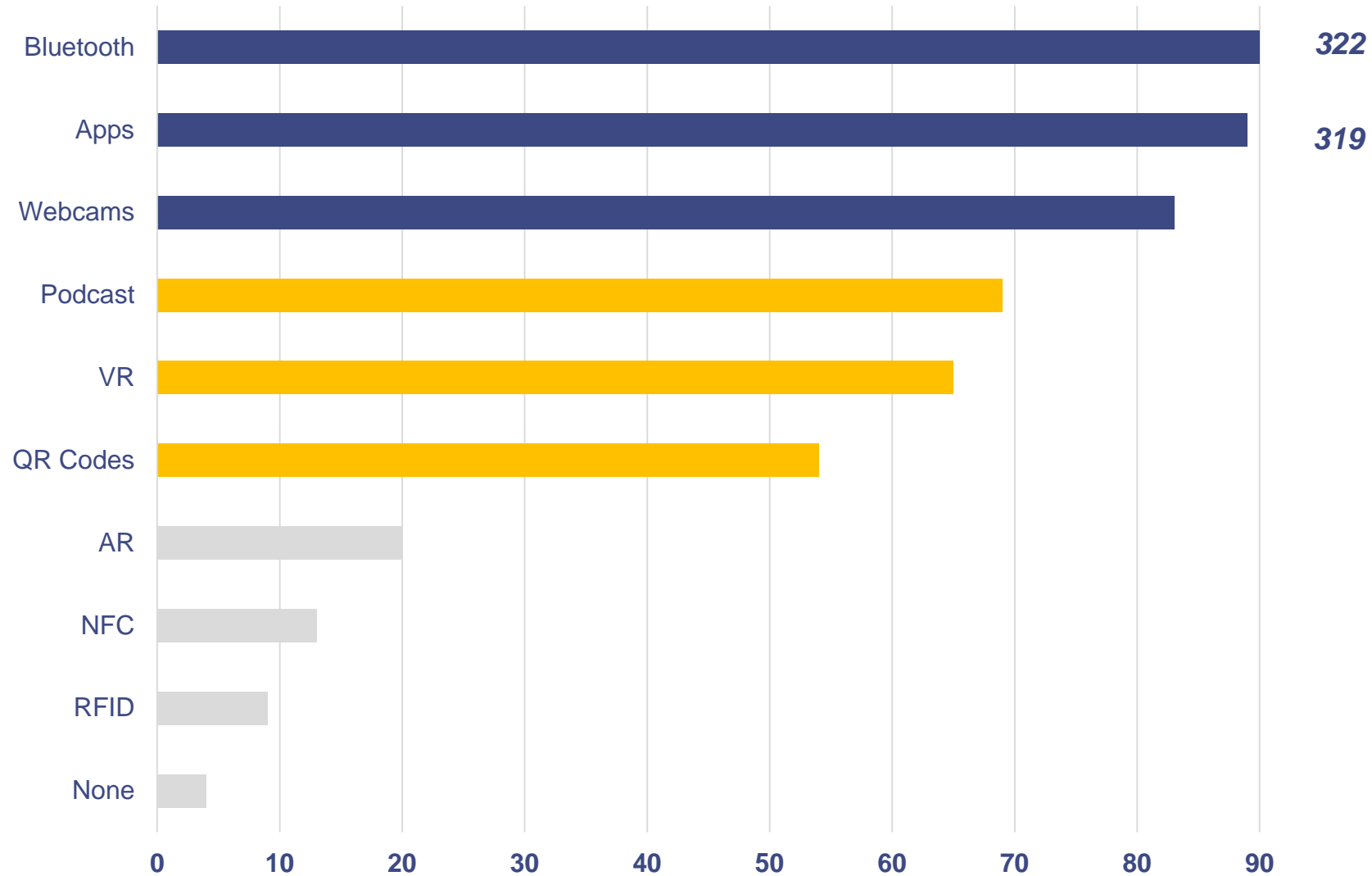
(1)

- Map
- Work
- Local Free Press
- Library
- Local Old Knowledge

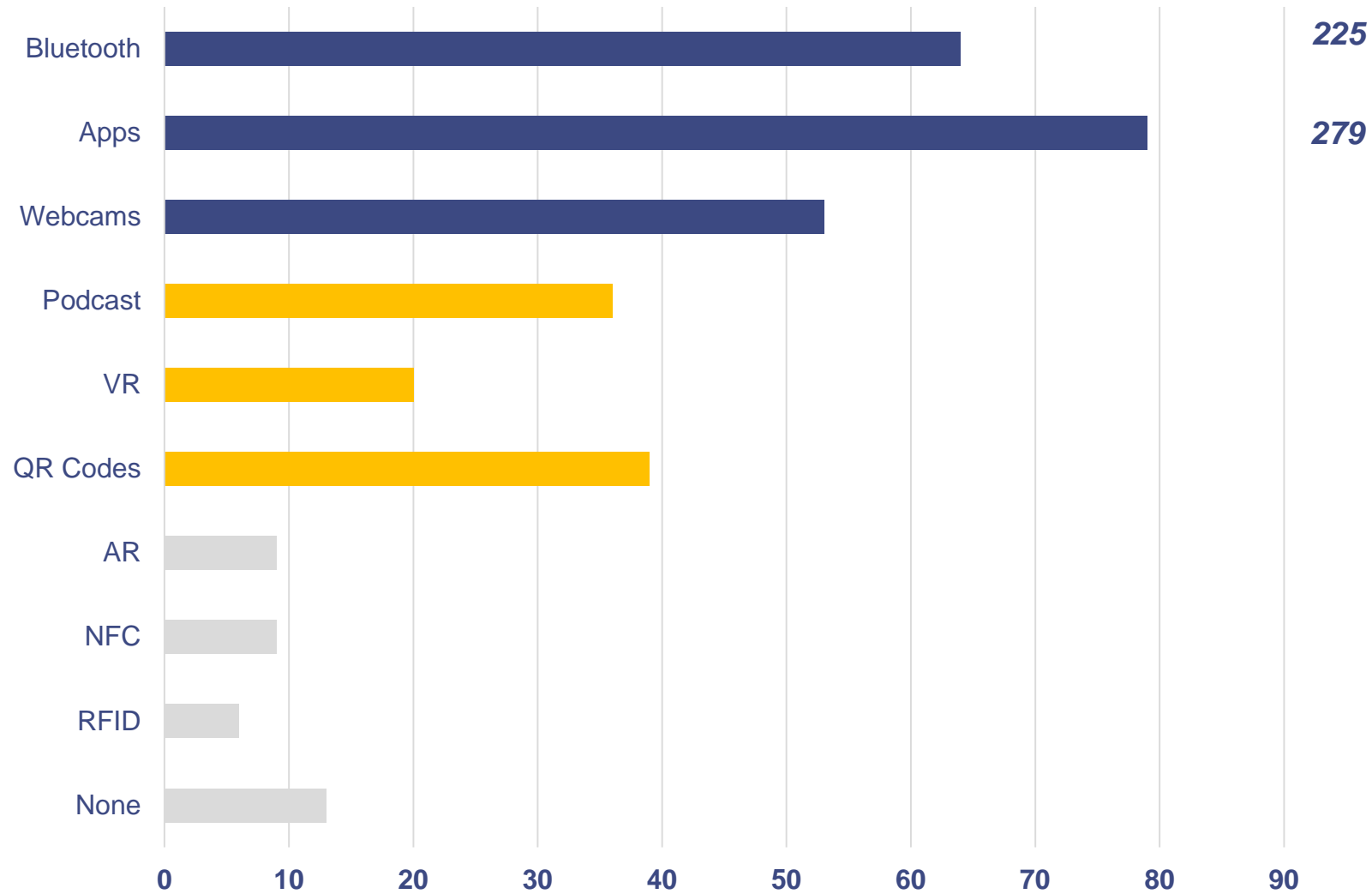
HOW THEY LIKE TO ABSORB INFORMATION.



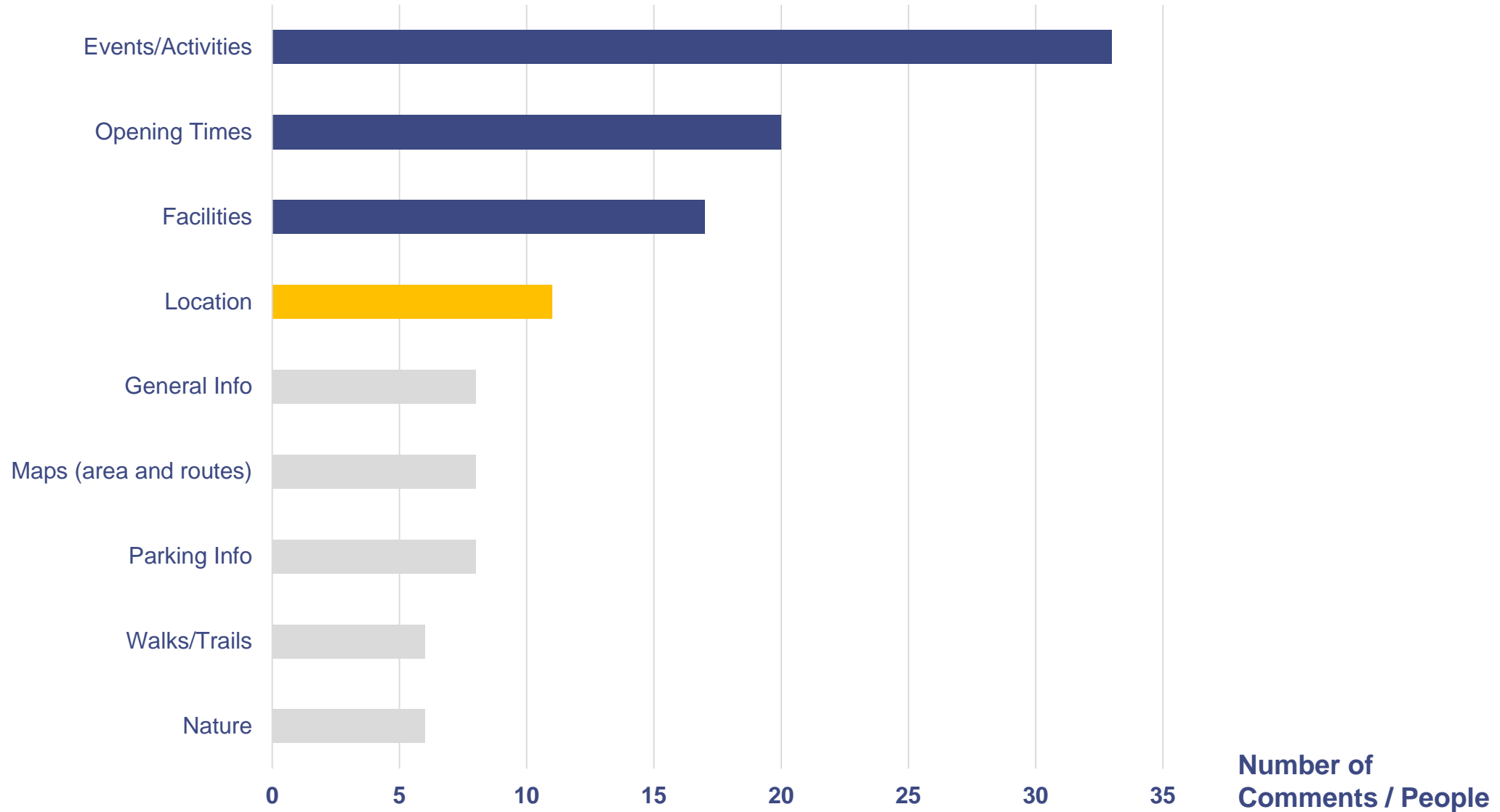
TECHNOLOGY: WHAT THEY ARE AWARE OF.



TECHNOLOGY: WHAT THEY HAVE EXPLORED/USED.



CCBC: WHAT THEY HAVE SEEN ONLINE.



CCBC: WHAT THEY HAVE SEEN ONLINE (1-3s)

Parking Costs (3)

History of the Parks (3)

Accessibility (3)

Things To Do (2)

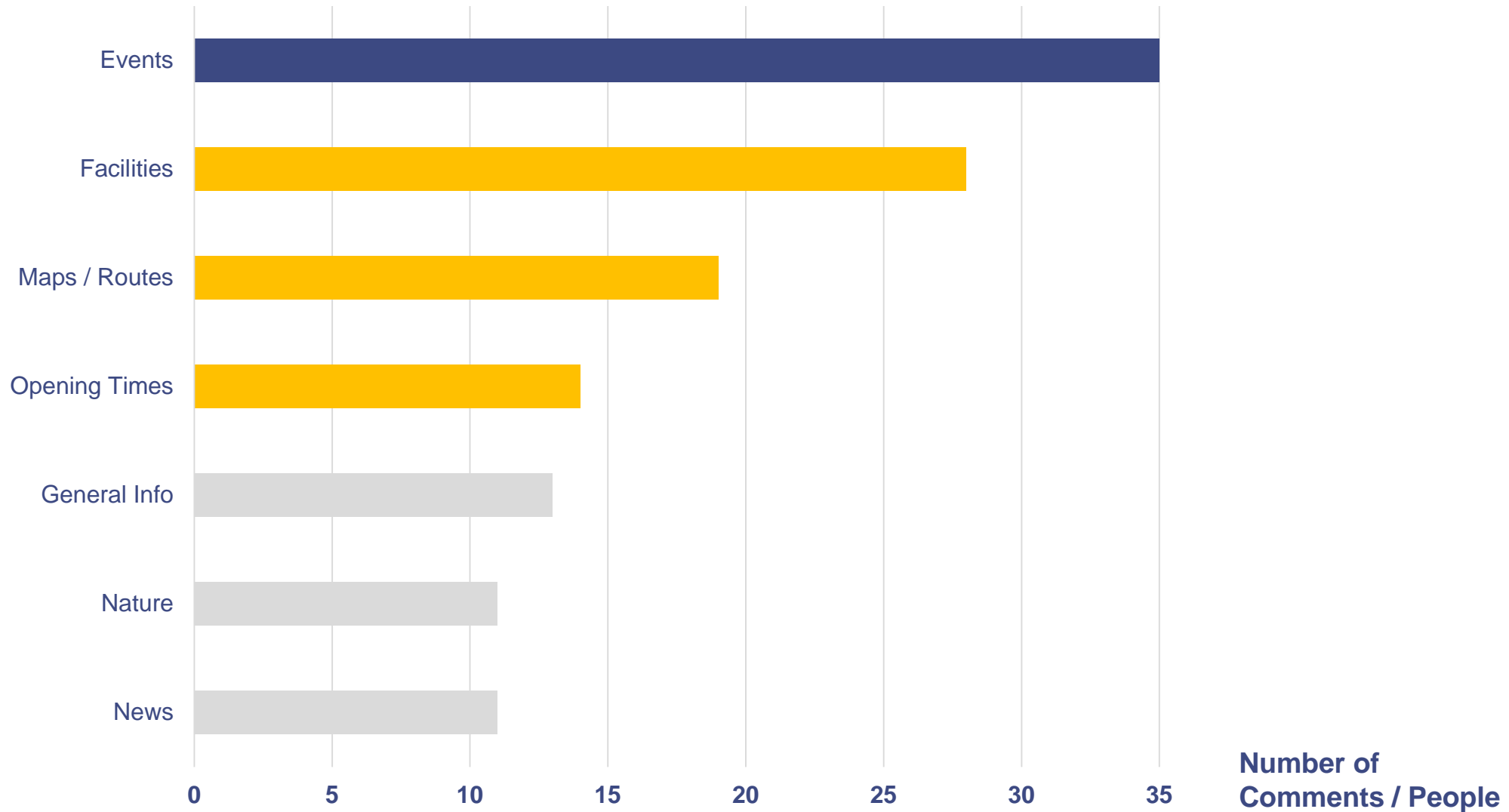
Things To See (2)

Newsletter(2)

(1)

- Park Layout
- Pictures of the park
- Restrictions (dogs)
- Noticeboard
- Postcode for Sat Nav
- Downloadable Maps
- Bands Playing (dates/times)

CCBC: WHAT THEY WANT TO SEE/IS MISSING.



CCBC: WHAT THEY WANT TO SEE/IS MISSING.

01. Events & Activities

Photo's, how to book, avoid busy times.

02. Facilities

BBQ, Picnic Area, What's New, Info on centres, Quality of food.

03. Maps of parks

Walking Routes, Type of Terrain (Bike friendly, family friendly), Gradients, Cleared brambles, Background info, Printable, Downloadable, Distances (walks), Distances between features, Better maps.

04. Opening Times

05. General Park Info

Up to date, what's there, play parks, viewpoints, structures, monuments, beauty spots, reasons to visit, points of interest, description of each park, info for frequents users, surrounding area.

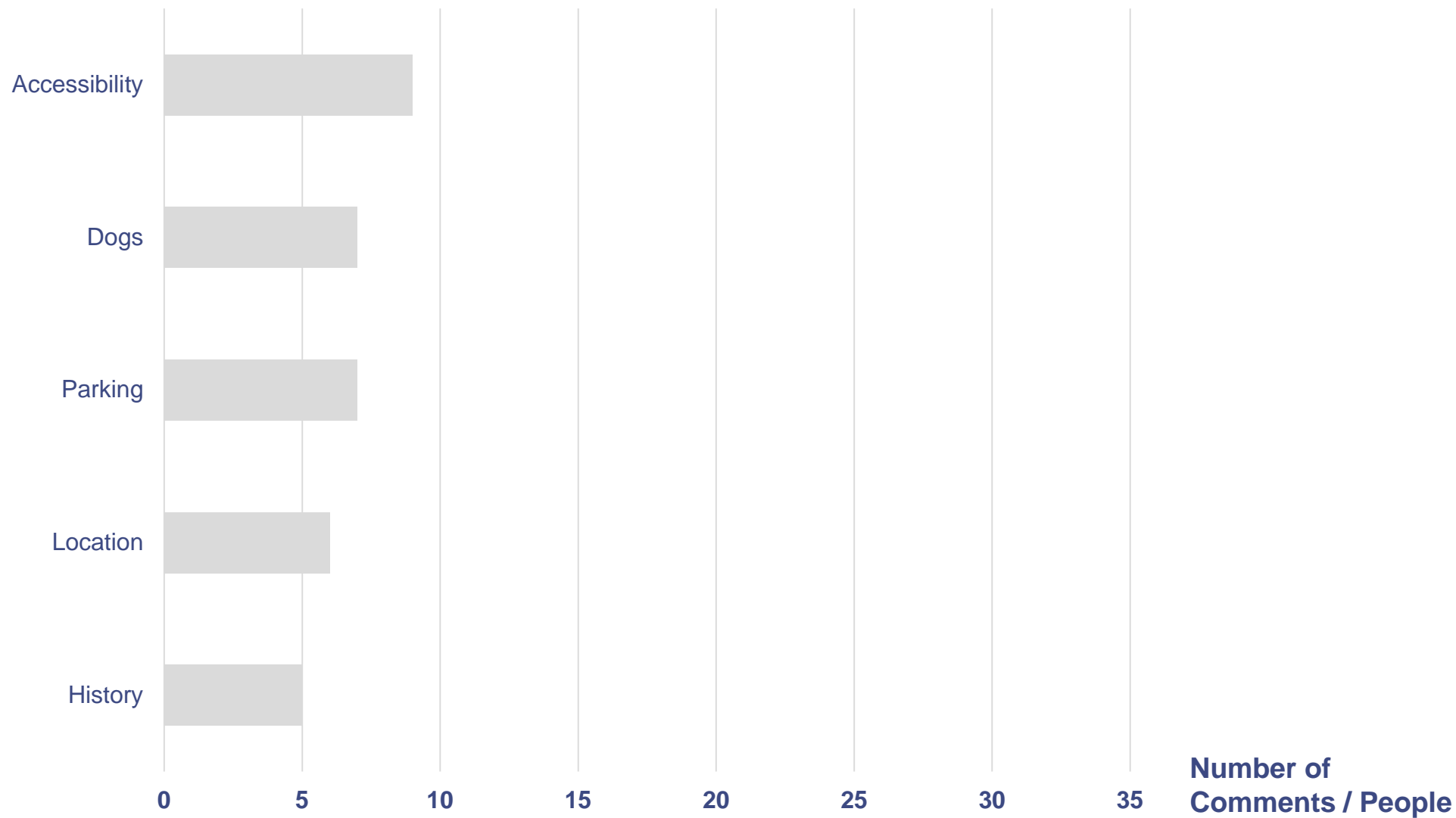
06. Nature

Flora/Fauna, Wildlife - What to look for, where, when. Seasonality of habits.

07. News

Opportunities for volunteers, groups, Community meetings, news related to the park(s), Development plans & issues, Cleared ponds and free flowing rivers, Conservation projects, Incidents of vandalism, how many people get fined for littering.

CCBC: WHAT THEY WANT TO SEE/IS MISSING.



CCBC: WHAT THEY WANT TO SEE/IS MISSING.

08. Accessibility

Restrictions, Facilities.

09. Dogs

Allowed, Suitable, On/Off Lead, Location of Bins, Better information aimed at dog walkers (collecting mess).

10. Parking

Availability, Charges (if applicable and costs), Season Ticket.

11. Location

Directions, Public Transport, Entrances.

12. History (of the parks)

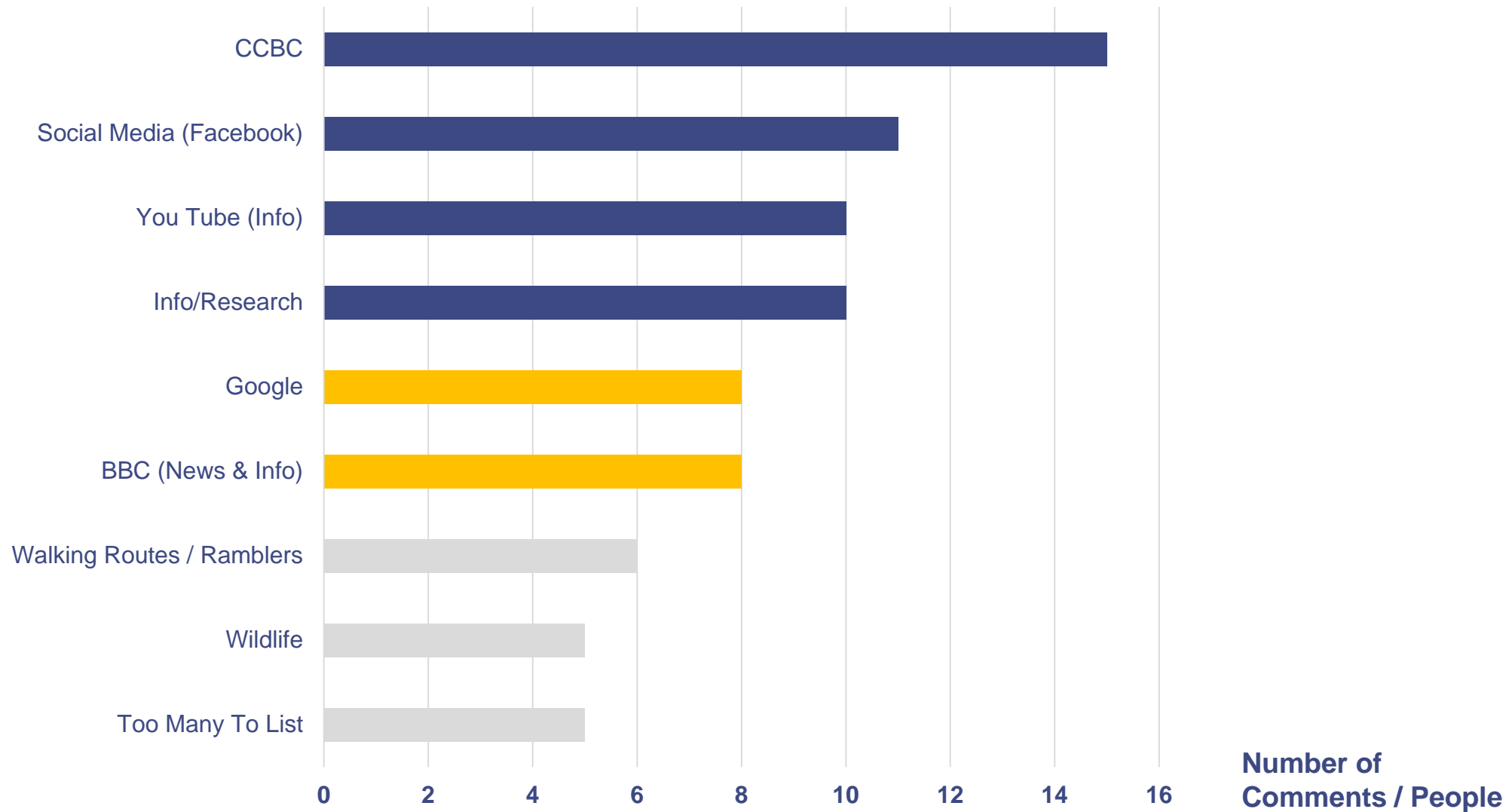
Other

Maintenance Works (4), Cycling Routes (2)
Bowls, Interactive Digital Stories, Virtual Maps, Water sports,
Links to other places and pages, Effect of littering.

Ideas

Fixed parking costs for use in all parks.
Info on Cwmcarn scenic drive.

WEBSITES THEY VISIT AND WHY.



WEBSITES THEY VISIT AND WHY.

Information is easy to access

Cadw

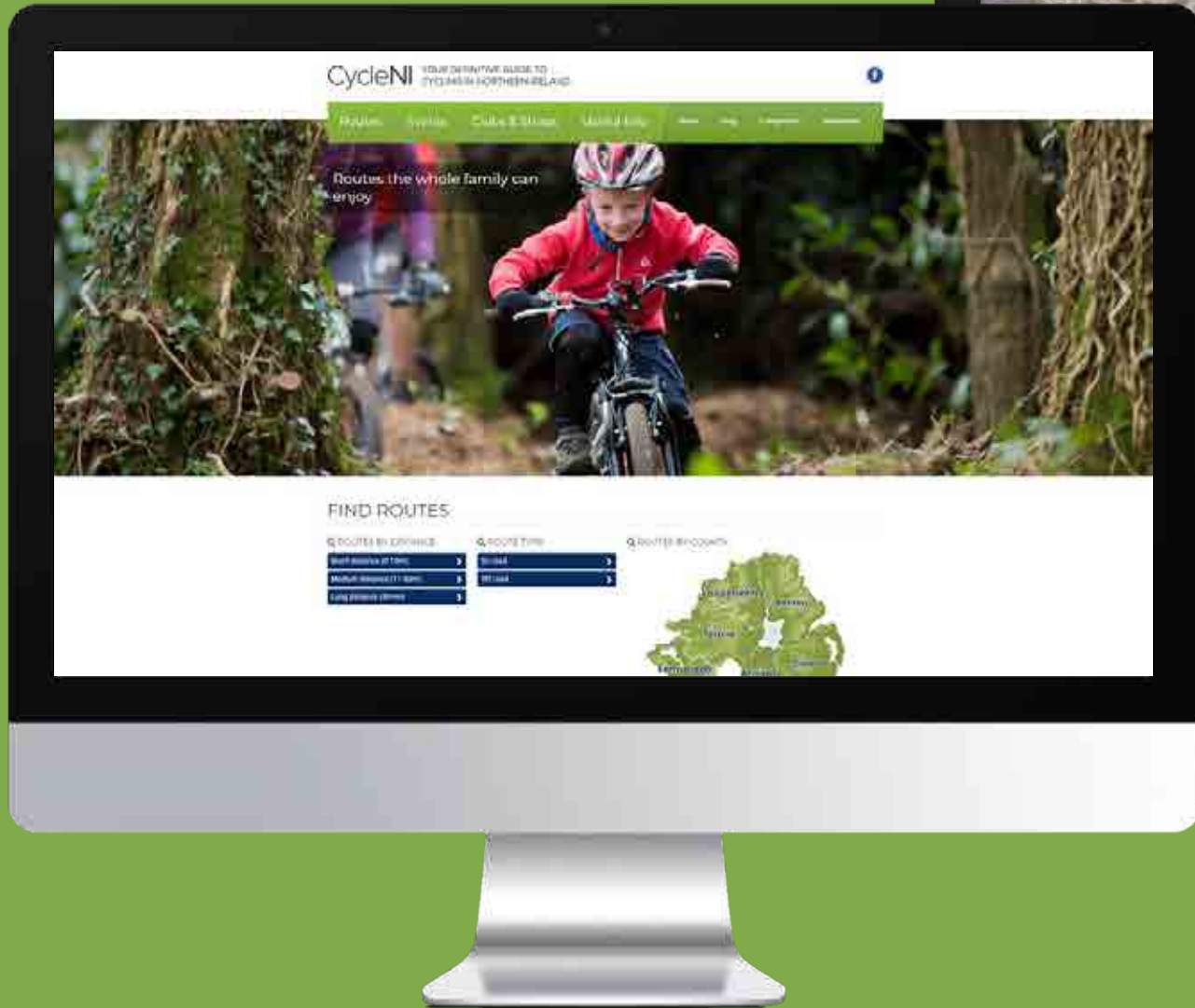
National Trust

You Tube

Easy to use and access

Facebook

Suggested sites are shown on the following pages.





WELCOME

It's great to be a member from Sport Ireland Trails. Welcome!



Sport Ireland Trails

Exciting Developments on the Road!
Cairn O'Meara @IrishTrails
#IrishTrails
Like (Share) on Facebook
500017-6662016



FIND A TRAIL

Number of trails: 822



County:

County:

County:

National Trails Office Promotional Video

Click Here To View

NATIONAL WAYMARKED TRAILS

10 WAYS TO FIND A TRAIL
Yellow Waymarked Trails

REVIEW & RATE A TRAIL

To make a trail - go to the information page for the trail using the Public User Search. Once there click the REVIEW THIS TRAIL button.

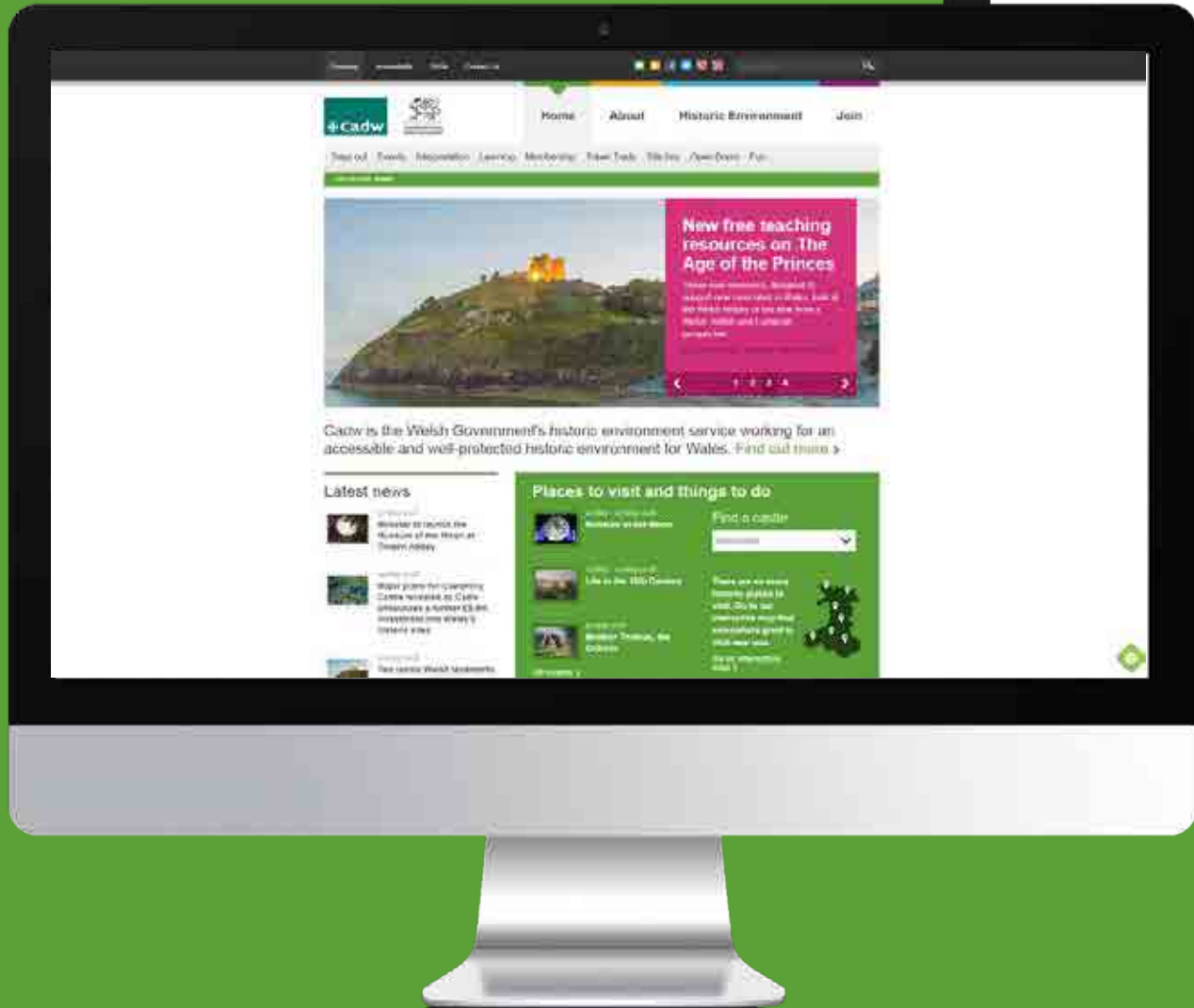
PUBLICATIONS FOR TRAIL USERS

Find out how you can get involved.

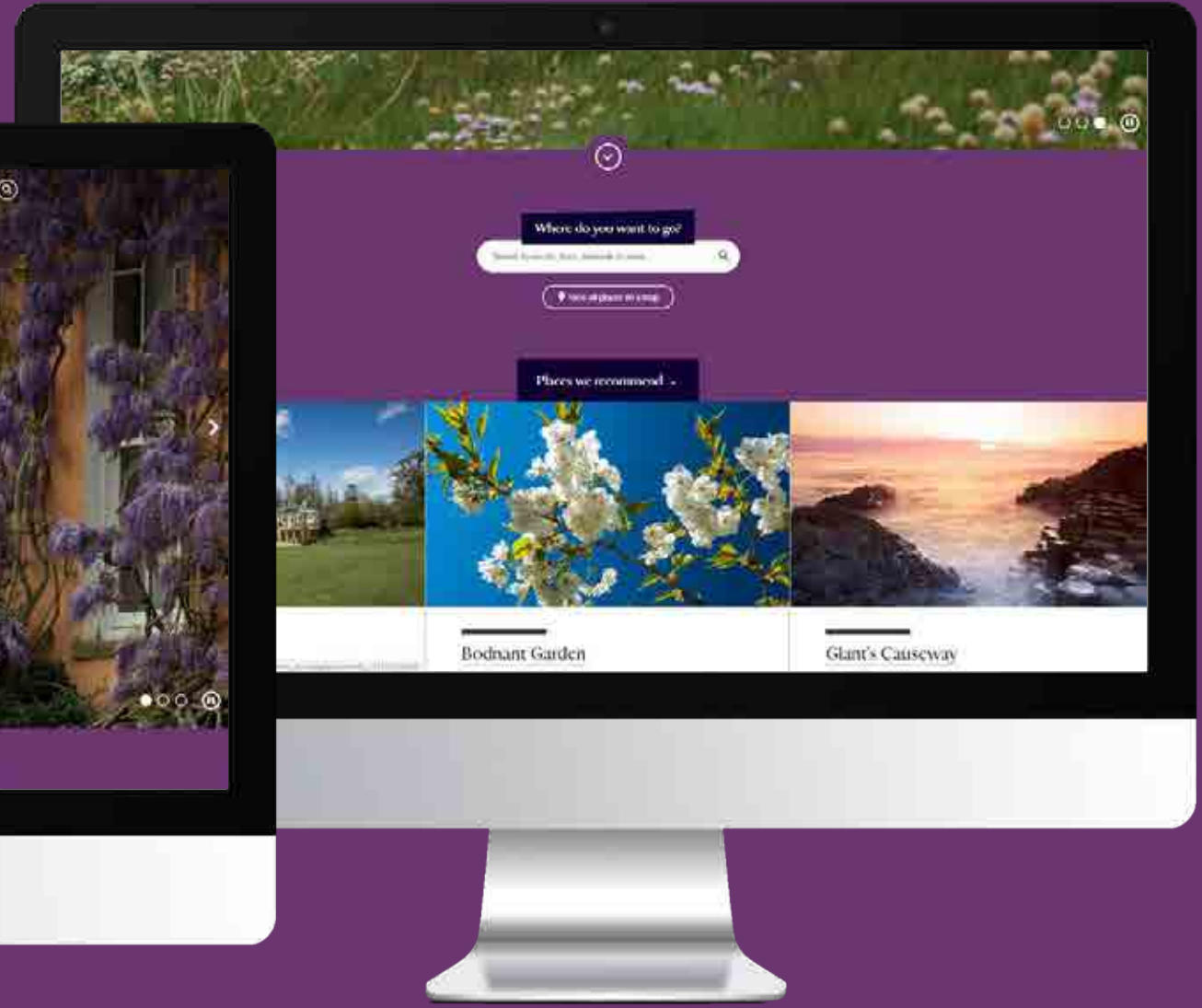
PUBLICATIONS FOR TRAIL DEVELOPERS AND PLANNERS

Download guides to help you with the planning and marketing of trails.

www.irishtrails.ie



www.cadw.gov.wales





www.pottermore.com

OUR RECOMMENDATIONS.

During the consultation Orchard gathered insight into users familiar interactions with websites through means of practical workshops. What came out of these workshops was apparent and are listed below, with additional considerations and required best practices.

‘Quick Option’

The ability to easily choose a park based on the activity the user wants to undertake. Provide the user with a number of activities that will then recommend suitable green spaces within the borough. The more visual and engaging the options are for the user, the higher the engagement with the interface and ultimately the better the satisfaction of the green spaces services will be. Currently, the number of websites that offer clear navigational elements and user journeys through icons is increasing. Shortcuts to content using visual representations far outweigh text for a number of users.

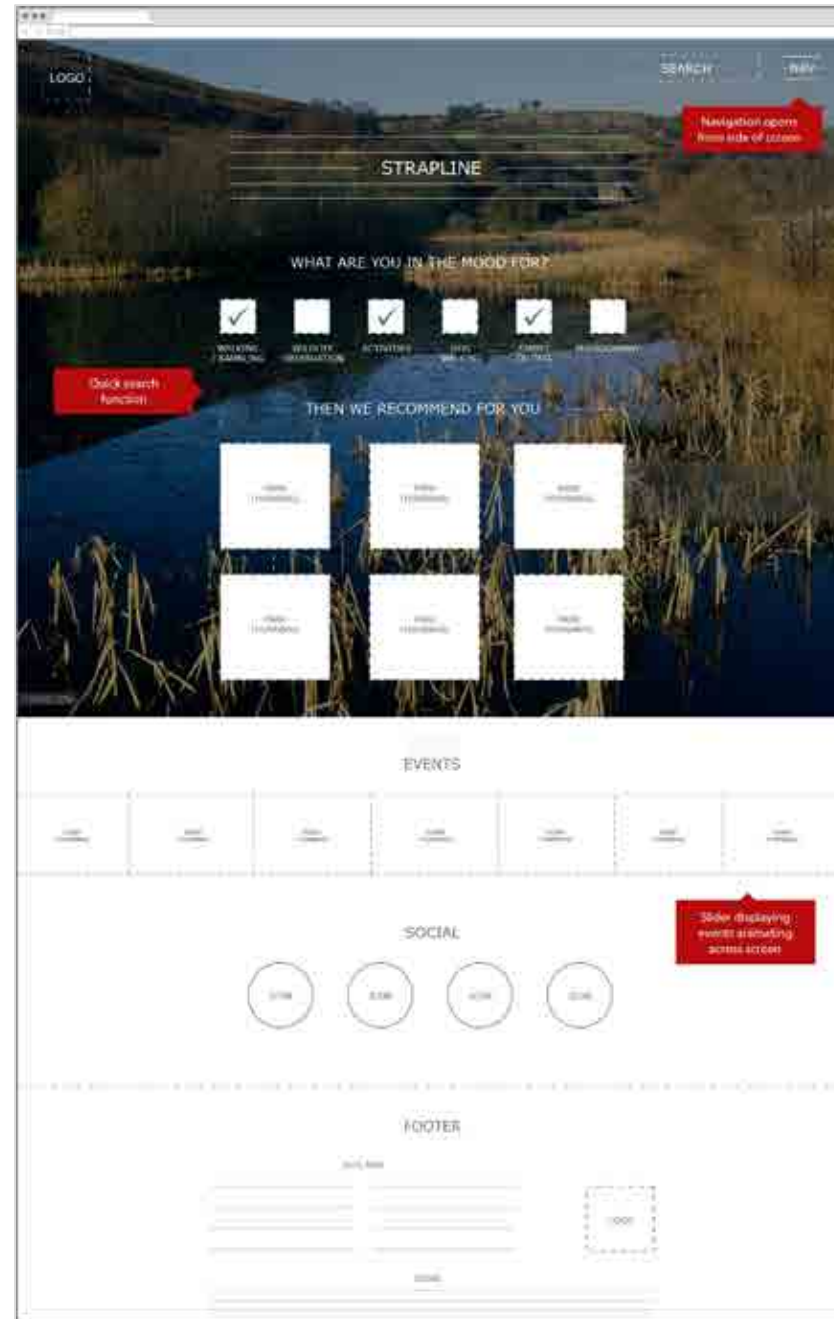
Geolocation

Track the geolocation information of the website visitor – ‘Show me parks near my location’ as a feature would be very user centric. We need to ensure GDPR compliance via acceptance of cookies and location tracking information before allowing location data to be loaded but this can be done via a standard cookie notification box at the very top of the website. There is a free open source geoIP service that is possible to use in order to gain access to a user's location. This will benefit their online experience and enhance the accuracy of data presented to them. Our website will provide more valuable user centric content, giving it a personalised feel.

I'd like to – ‘Explore the area’, ‘Walk the dog’, ‘Go for a hike’.

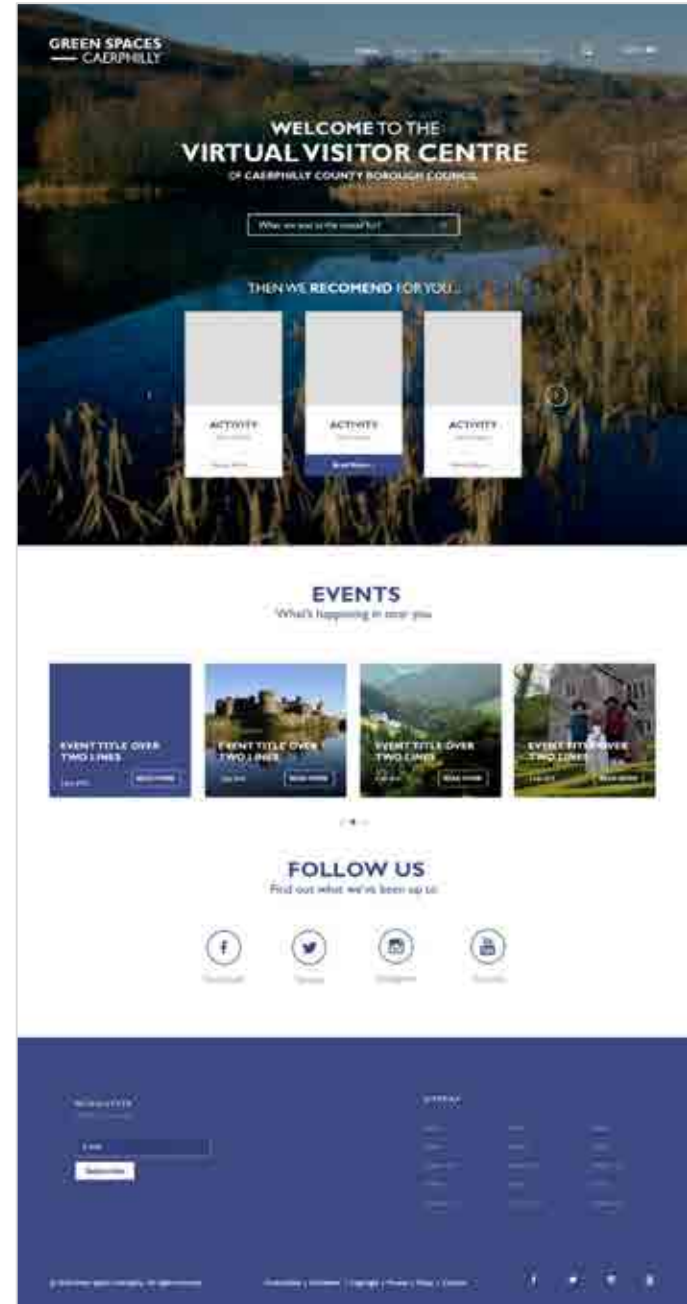
Delighting the user with suggestions feels more like an information aid, rather than a one way information delivery system. We propose a search bar with a difference; a filtering system that contains the top 5/10 search activities from the research to act as a visual key similar to travel brochures. This could lead to a results page or dynamically load content below the search bar with tagged information about chosen area, park or relevant activity.

INITIAL WIREFRAME.



PROPOSED LAYOUT.

Without Icons



Homepage

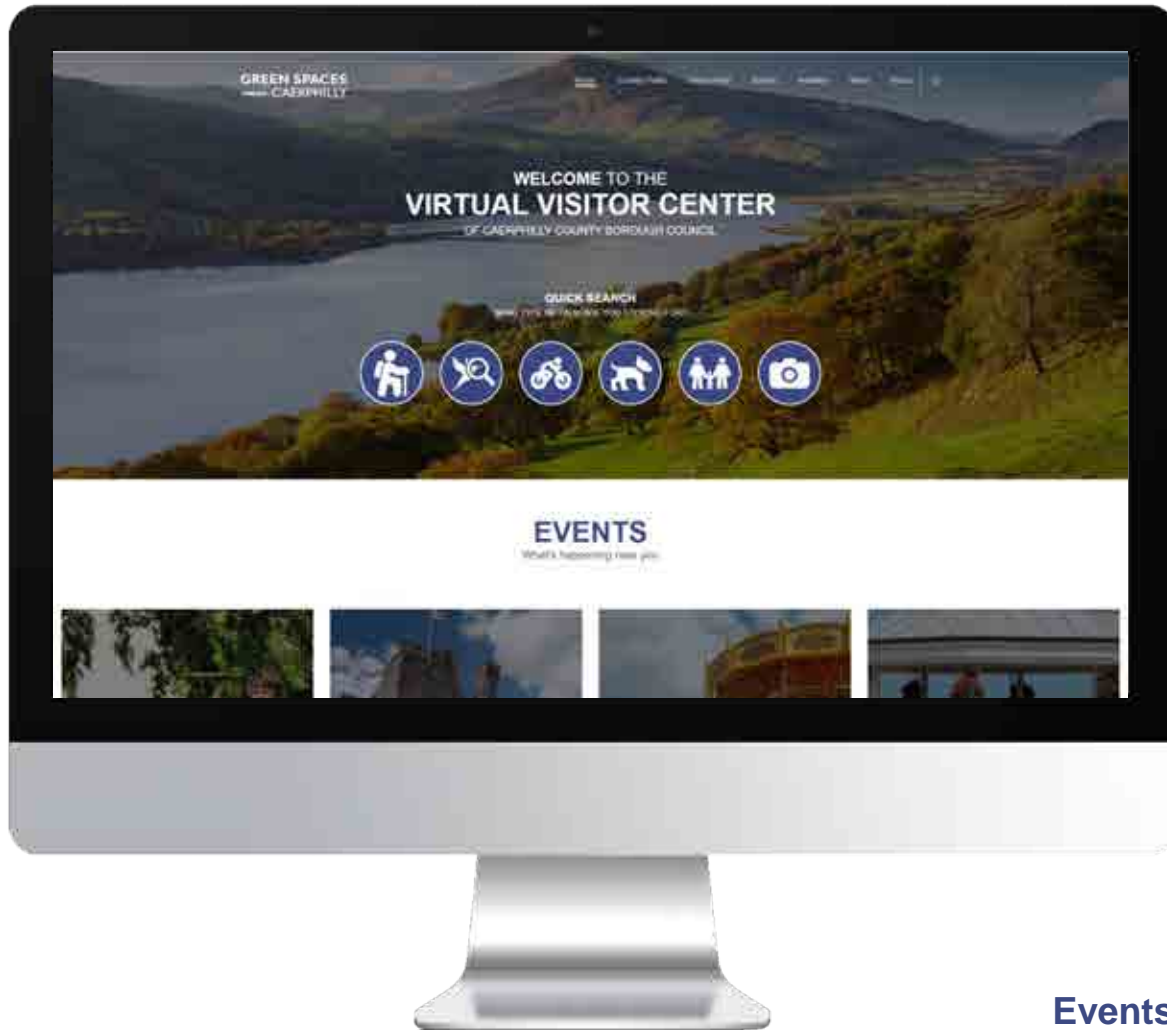
News page & detailed news page



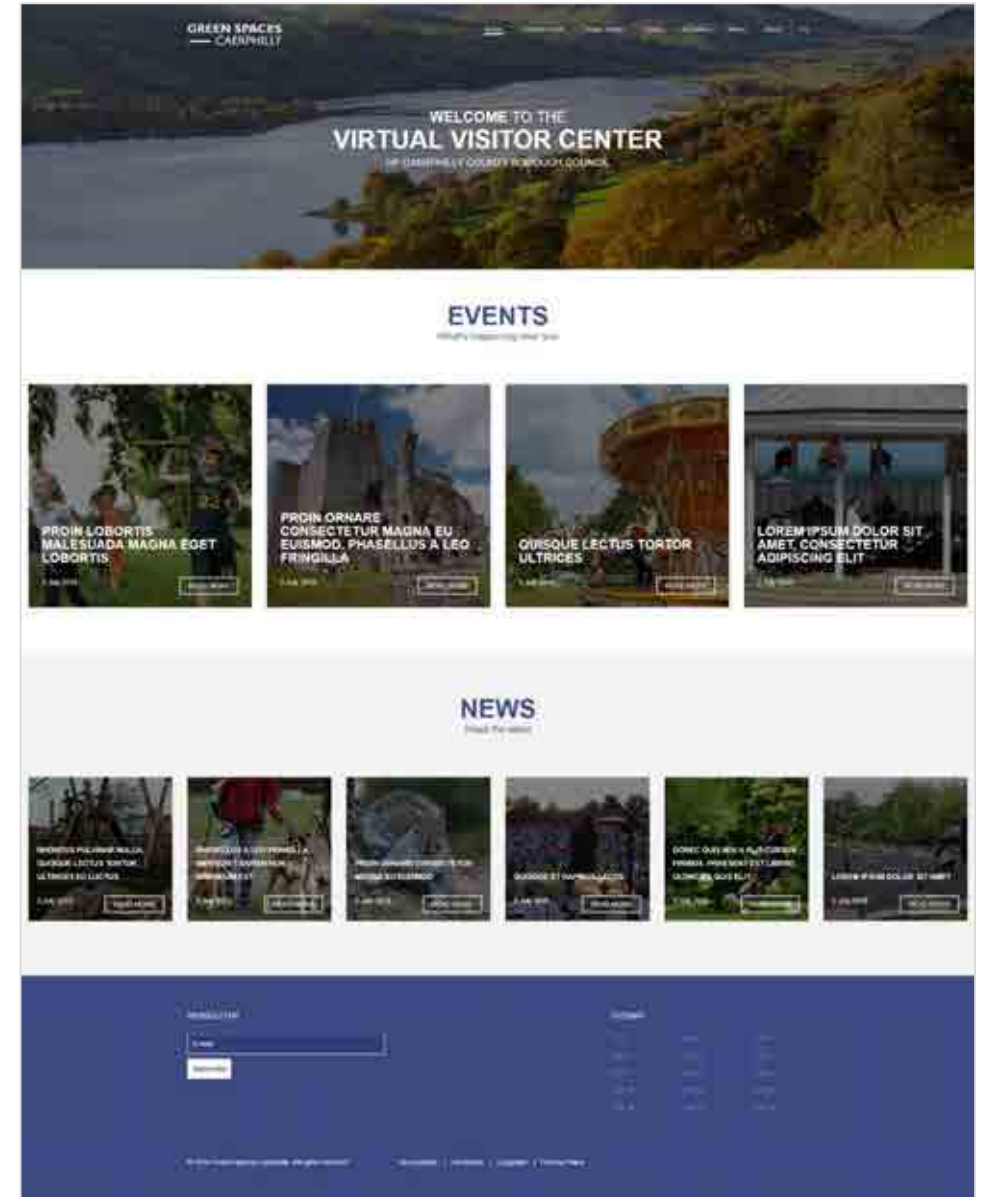
Generic content page

PROPOSED LAYOUT.

With Icons



Events page



Save My Favourite Parks

This function will customise the online experience of returning visitors. It allows users the ability to save their favourite park and each time they visit the site, information related to their chosen park(s) would be more prominent on display compared to other parks. These preferences could be kept within the local storage of the browser, preventing the need for the user to sign up or requiring user account data being part of the main CMS (Content Management System).

Video content

Informative YouTube channel or video feed with relevant information on both urban and country parks, including events that can direct users to the websites pages, increasing traffic and searchable links. The Virtual Visitor Centre needs to be constantly updated with a schedule of activity planned for a period of 12 to 18 months. This will allow content strategy and deployment of information to the public on a regular basis.

It will be key to determine which sections are more important to update frequently. News and Events are organic and will be updated as activities are announced and subside. News content can follow events with a round up the success of each activity. A strategy will be require in order to plan, write and collate content that is also on brand. Questions to consider are; What formats are appropriate for the story or event? What schedule is achievable for updates? It will be important to request content in advance in preparation for uploading to social channels and schedule the news and events posts to go live in time with all other activity. Within the CMS, there are levels of control achievable an Access Level Control if you will. This means 'editors' of content are granted permission to edit pages, posts and events. Managers have ultimate say in the ability to publish pages and content around the site, using this ACL approach.

Through the research, text and images were top of the list for the groups when it came to consuming information. This seems basic but important as it helps shape the focus for a clear information delivery strategy:

- Be bold with headlines
- Make good choices for images that engage
- Write clear, well thought out stories that entertain the relevant audience

It should be more than digesting dates and times, it's celebrating our open spaces in line with the Welsh Government's Future Generations Act and ensuring the content is on message in relation to enjoying and contributing to our open spaces.

A website with movement, never feels stale

Provide movement to static images/gallery sequences in order to make the site feel more alive. The current site is very static and through the research conducted, the websites listed, consistently had engaging user experiences and plenty of movement that keeps the sites feeling alive. Animated photo galleries, video content and buttons states with subtle suggestive animated actions was available throughout the suggested website. Drawing the attention of the user to key elements of the page can be creatively encouraged through animation. Buttons, clickable features and image sliders are but a few examples. A visual prompt that helps the user get to where they want to go simply enhances the level of satisfaction upon each visit.

Video content wasn't high on the public agenda within the online survey results, but could be introduced over time as a test bed of activity. However, YouTube was mentioned often when asked what sites they visit on a regular basis. During the workshops with the younger demographic, YouTube was mentioned often as a tool on the 'best website ever' challenge.

There is potential to introduce different perspectives of the parks through aerial photography and video. We have identified the three main Country Parks as potential avenues to explore with drone and aerial photography to gather this differing perspective. We are also in the process of exploring the licensing of footage we have already filmed for Visit Wales to minimize the need to re-commission a series of flight days with drone pilots from Orchards production team. YouTube could be used as a search engine for identifying places of interest within the borough of Caerphilly and direct users to Country and Urban parks within the area. This also helps from a search perspective on the website; the more deep links that are incoming to the website, the more authority and presence the pages gain when searching.

Integrate social feeds with links from social to key pages on the site

It has been discussed that Social media is integral to the communication of key events and notifications within the borough. Due to the nature of access to social channels within the Council, it is recommended that the social channels be only links on the website itself that send users to the relevant social channels. At present those key channels are Twitter, Facebook and Instagram. Our recommendation is for Youtube to be a testbed of information to determine if there is appetite for video content in the future. Vimeo is also a potential video platform to consider. It's cleaner, is advert free and much more flexible to style or brand.

What's on

Make news or blog stories more prominent. As mentioned previously it is important to have a strategy for the year in terms of content in order to fulfil the needs of the visiting user. Events and activities are high on the agenda for results and search criteria. Comments such as 'I can never find any events in the area' or 'I didn't know that event was on' are easily avoided by having a stream of Event activities higher up the agenda on the site visually and within search. We understand that event communication is daily on social channels but were getting lost deeper in the site with the events page being hidden within Activities. We recommend that Events have its own top level navigation page where users can search for events near them while at the same time being presented with a full body of filterable events to suit theirs and their families needs using our icon sets as a criteria for the visit.

Maps

Provide a quick parks map similar to <http://cycleni.com> to explore the parks in more detail. Giving the user access to a single infographic that encompasses the entirety of the Country and Urban Parks infrastructure on the site will serve two purposes; demonstrate the plethora of open spaces available within the borough as well as acting like an alternative navigation tool to read more about specific amenities at the parks themselves.

There are several approaches to information delivery that work. Most people make decisions visually and instantly, others like to search for the content themselves while some like to be led. It is important that the website has a blend of all three techniques in order to satisfy the personality types we intend to serve.

Activities & resources

From researching the identified websites the report returned, it is evident that more photography and visual assets are required to help lead people around the Virtual Visitor Centre. When providing activity sheets or downloads to use on the premises of the parks, we feel that it is better to present the activity sheets with brief descriptions and thumbnails of the intended activity simply to attract more usage. The activity sheets themselves could also adopt the icon led approach. A visual key for each country and urban park blended with great stories of wildlife and ecology in our backyard. Trail maps were also mentioned in the report, therefore providing a key to the level of effort required to walk certain routes, distances between activities would also be helpful. These could be presented as interactive maps with the ability to drag a marker over a section of terrain to determine a distance indicator. These could also then be provided as downloadable resources for further use at the parks.

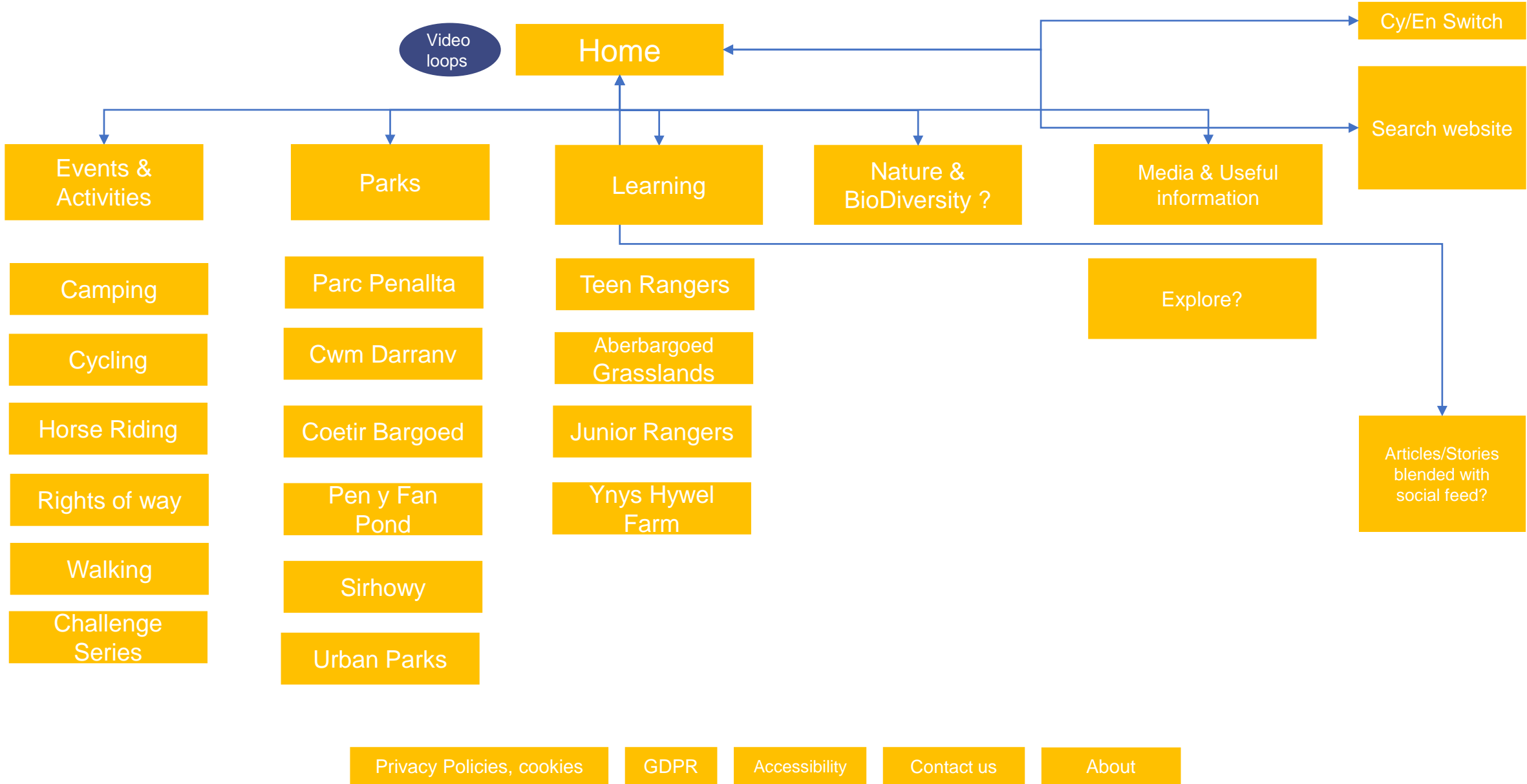
Navigation

Taking on board comments from key stakeholders, improvements to page content and hierarchy of items was high on the agenda. We are in agreement that Country Parks and Urban parks could benefit from their own top level navigation positioning. Along with this Events & Activities were suggested to be grouped together. The provided sitemap is a first draft suggestion of where items should sit and will require further discussion to confirm their positioning. The CMS itself will allow the Green Spaces team to alter the arrangement of pages organically as the requirements grow, allowing flexibility over time. What is key, is that the users see the most important items identified from the consultation as a priority: What's on, Where is it? And what can I do in the area?

Responsive website

Apps were mentioned a number of times within the consultation results. As we know, deploying, maintaining and updating Apps isn't a simple activity. It involves a lot of code changes, testing, deployment rounds and approvals by the app stores. This was deemed too expensive and not immediate enough for the needs of the Green Spaces team. With that in mind, a fast loading responsive website is of utmost importance for our users. Our CMS of choice Symphony CMS is adaptable and caters for the small screen. All images respond to device width rather than loading unnecessary pixels over cellular networks. It's catered for device level content loading. Video content via YouTube or Vimeo will automatically choose a data rate and resolution by its very nature so is already taken care of. The aim for any responsive mobile first website is to only load what's visible within the viewport. A load time of less than 2 seconds is ideal. If less can be achieved and the almost instant feel of a websites rendering can be achieved, then the App like feel will further enhance the users experience and ultimate satisfaction of the service, which in turn will bring the visitor back time and time again.

EXCITE, INFORM, ENGAGE



Games

We discovered some fantastic ideas for games during the consultation with the younger groups. Games involving animal habitat and eating patterns. Some real insightful technically drawn up plans for story driven games that could find their way from the website through to the on site interpretations at the parks. These could be downloadable activity sheets that are a continuation from the online games: A sort of 'You have to complete the game at the park itself' concept, helping to encourage people to the parks from the website.

Build your own animal

We loved the idea of a build your own animal section. The ability to pick features of common known animals and combine them to make a totally new creature, build their habitat and ask what sort of food they would eat then name the creature and share that creation on social media or download a sheet for colouring in.

INTERPRETATION.

The Council currently have various forms of interpretation within their Parks, including panels, audio trails, leaflets, website, digital media, augmented reality, touch screens and QR codes.

Below are Orchard's recommendations based on the findings from the initial consultation process. Games, Arts & Crafts and Discovery Activities were highlighted as key factors in engaging the younger target markets. The main focus is that the interpretations need to be **Interactive, Animated and Informative**.

In situ interpretation needs to reflect the Virtual Visitor Centre, Icons, Photography and visual keys will be integral to a successful interpretation.

Be Fun, Be Clear, Be Engaging

Large Scale Maps/Boards

Illustrated map that provides points of interest, sculptures etc and the distance between them.

Visual walking trail suggestions that includes information of the terrain, distance, estimate of time to complete, accessibility and suitability for children, bikes and dogs.

QR codes that link to items on the website, for example activities, games and information about a particular insect, flower or sculpture.

Considerations - Users of the site are able to save their activities and progress if they register on the site.

Downloadable Items and/or printed items available at suitable parks: Suggestion: Users of the parks can download items to take with them for their visit. Items can include Maps, Activity Sheets, Games, Colouring.

Augmented Reality

Bringing nature to life/Animations:

Suggestion: Users can hover over a plant and the insects that feed from it will appear in the app. This can be applied to many other uses including trees, nesting areas, ponds etc

<https://www.youtube.com/watch?v=9K2bv87PckQ>

Printed Cards combined with AR

https://www.youtube.com/watch?time_continue=29&v=acKVVqSTgy8

Useful Websites

Informative AR Examples

<https://blog.google/topics/google-asia/step-wild-tango-singapore-artscience-museum/>

<https://www.breezecreativeproducts.com/arzoo>

Conservation / Education

<https://www.trendhunter.com/trends/augmented-reality-gaming>

<http://www.edudemic.com/augmented-reality-in-education/>

Chester Zoo

<http://www.chesterzoo.org/>

<http://www.chesterzoo.org/campaigns/download-our-app>

The app and website is a great example of engaging users and visitors before, during and after a visit. It provides important information in a fun and interactive way. There are some relevant activities and functions that would be ideal to take forward, adapt and expand for the local parks.

Functions include:

- Storytelling using bluetooth, geo-location and push notifications
- Downloadable Packs
- Curriculum Matched
- Rewards based activities/games
- Factsheets
- Maps
- Collect animal badges

<https://www.codecomputerlove.com/work/chester-zoo>

<http://www.thedrum.com/news/2015/11/05/chester-zoo-s-islands-attraction-adds-digital-new-app-and-beacon-technology>

<https://www.theguardian.com/learning-with-chester-zoo/2018/mar/07/how-chester-zoo-brings-wildlife-into-classroom-internet>

THANK YOU FOR READING.

For more information please contact:

ceri@thinkorchard.com

T +44 (0)29 2010 0888