

Highams Park Industrial Estate – Website Analytics

12th July – 30th July 2021

Overview

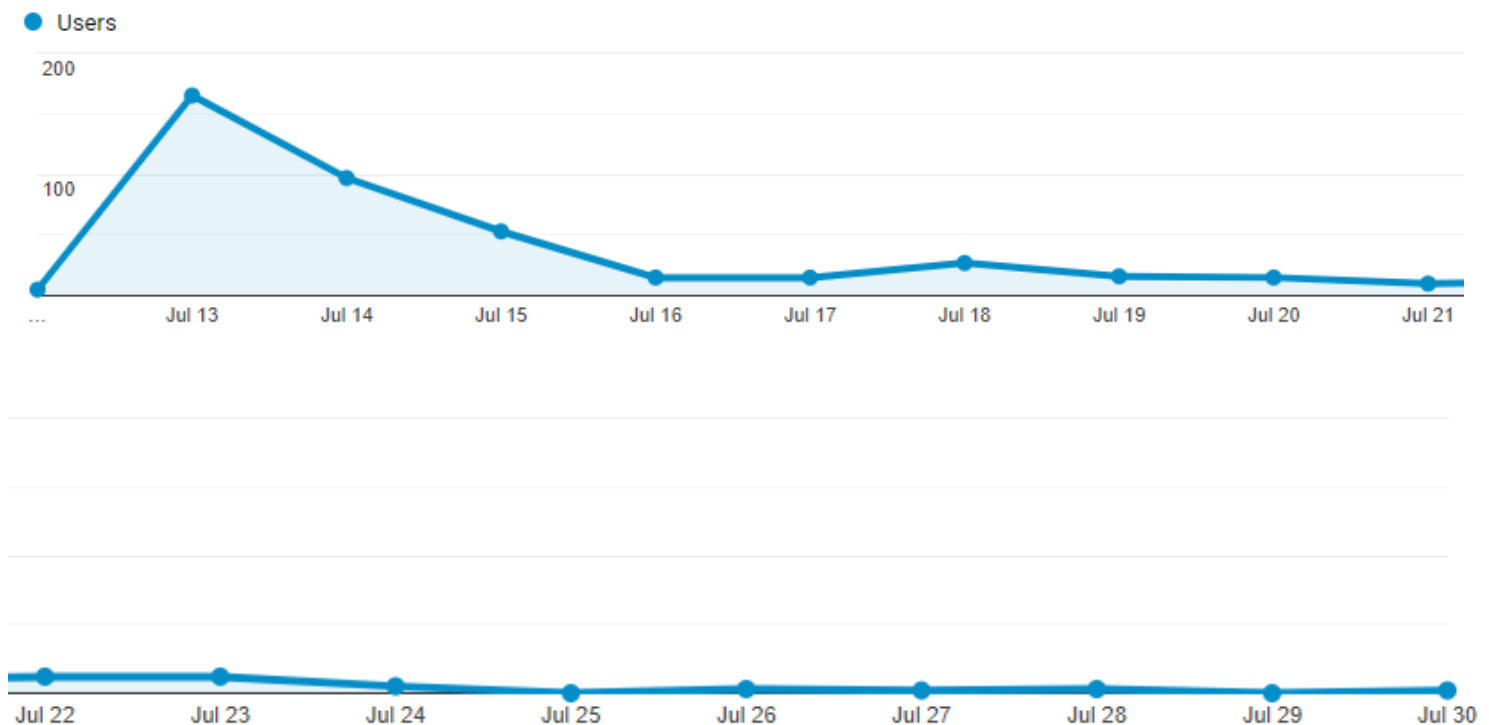
- Overall, there have been **372 users** to the website and **366 unique visitors**
- The overall **bounce rate** (single page sessions) for the date range selection was **34.59%**
- Overall, there have been **3,529 pageviews**
- Users have spent an average of **05:40 mins** during each session

Summary

This report provides a high-level summary of the consultation website for the Highams Park Industrial Estate proposals. There have been 372 users and 366 unique users since Monday 12th July. The bounce rate of 34.59% compares favourably with other consultation websites, with a rate below 40% considered good.

The average time spent on the website was 05:40 mins, if you discount those that visited the site and quickly left this number will increase for those actually engaged with the proposals.

Overall users



Users

372



New Users

366



Sessions

555



Avg. Session Duration

00:05:40



Bounce Rate

34.59%



Pageviews

3,529



Key terms

Sessions - Sessions represent a single visit to your website. Whether a *User* lands on one of your web pages and leaves a few seconds later, or spends an hour reading every blog post on your site, it still counts as a single *Session*. If that *User* leaves and then comes back later, it wouldn't count as a new *User*, but it would count as a new *Session*.

Pageviews - Each individual time a page on your website is loaded by a *User*. A single *Session* can include many *Pageviews*, if a *User* navigates to any other web pages on your website without leaving.

Bounce rate – A single-page session and then the user left the website. A bounce rate between 40-55% is standard and between 26-40% is considered very good.

Highams Park Industrial Estate – Feedback

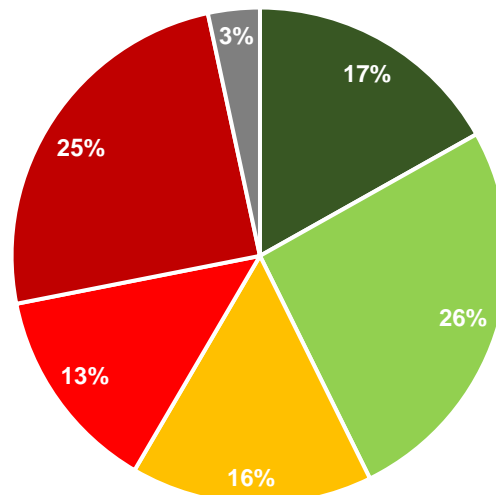
12th July – 30th July 2021

Overview

- Overall, there have been 108 feedback forms provided, however 17 were duplicates and therefore 91 feedback forms have been considered in total.
- In relation to the **masterplan feedback**, we received 89 feedback responses, with 17% strongly agreeing and a further 26% agreeing.
- There was no clear choice as to the preference to replace the industrial space but the most popular were tech companies, other non-industrial uses, offices and light industries respectively.
- The most selected masterplan principle was to, '*improve the public realm and recognises the pedestrian desires for access to key amenities*' being selected by 25 respondent.
- In relation to the **Units 5-10 Highams Park Industrial Estate**, 31% strongly supported or supported the proposals with a further 31% neutral.
- Respondents were very supportive of the proposals aim to increase employment opportunities on the site, with 68% of respondents strongly supporting or supporting the statement and a further 19% were neutral.
- There were a variety of comments in relation to what could come forward within the masterplan, with there being references to ensuring that the height and design is in-keeping with the local area and that there is extensive landscaping across the site.

Masterplan Feedback

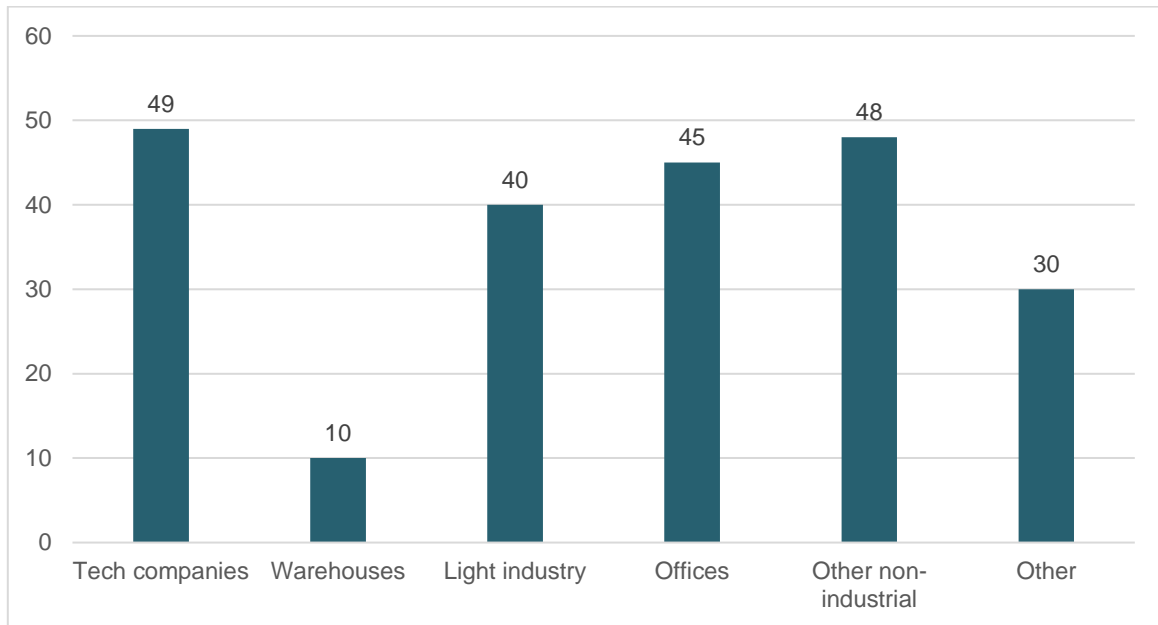
Q1) Do you support the masterplan aims of redeveloping the site to provide new homes and employment spaces together?



■ Strongly support ■ Support ■ Neutral ■ Disagree ■ Strongly disagree ■ Don't know

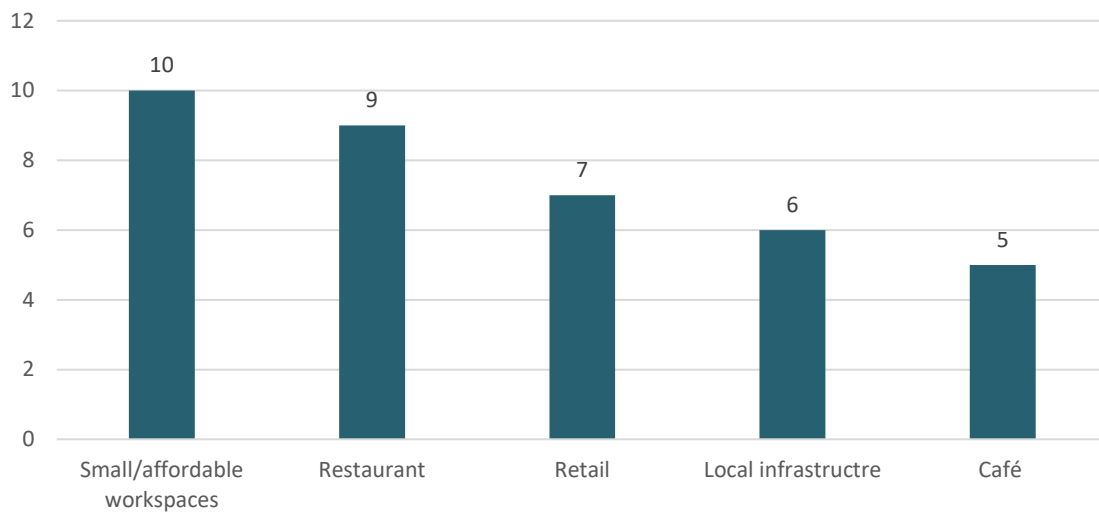
We received 89 feedback responses, with 44% of respondents strongly supporting or supporting the masterplan aims of redeveloping the site with a further 16% of respondents neutral and 3% did not know. There were 38% of respondents who strongly disagreed or disagreed.

Q2) What type of businesses would you like to see on the site?



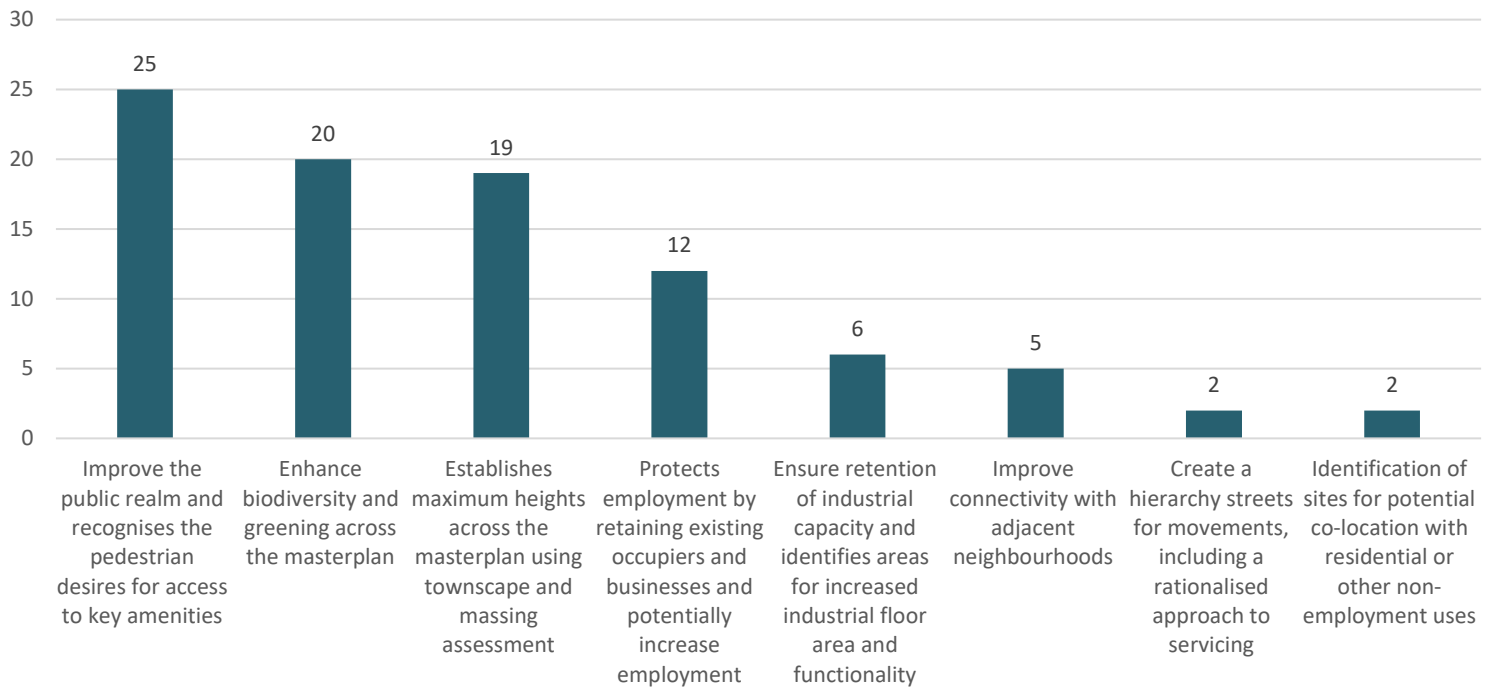
There were 86 feedback responses with respondents often choosing several of the options. The most popular options were the other non-industrial uses with 43, tech companies with 41 and offices with 37 selections.

If other, please specify:



There were 30 respondents who selected 'other' and several suggestions for potential other uses and these have been grouped together, with those suggested more than five times shown on the above graph. Similarly related to the office space, was the suggestions for smaller and/or affordable workspaces for those who may work from home or to support small businesses. There was also support for restaurant/bar usage and a retail usages for residents. There was also suggestions that the site could provide local infrastructure with particular need for school spaces and doctors surgeries.

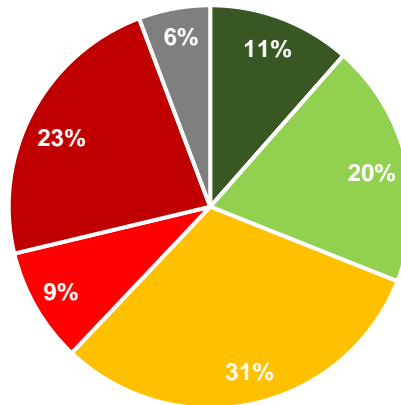
Q3) Please rank the following masterplan principles in order of importance:



Respondents were asked to rank the following design principles and the above graph shows how many times the principles was selected as the most important. As can be seen, the three most important principles for the proposals are to: *'Improve the public realm and recognises the pedestrian desires for access to key amenities'*, *'Enhance biodiversity and greening across the masterplan'* and *'Establish maximum heights across the masterplan using townscape and massing assessment'*.

Units 5-10 Highams Park Industrial Estate Feedback

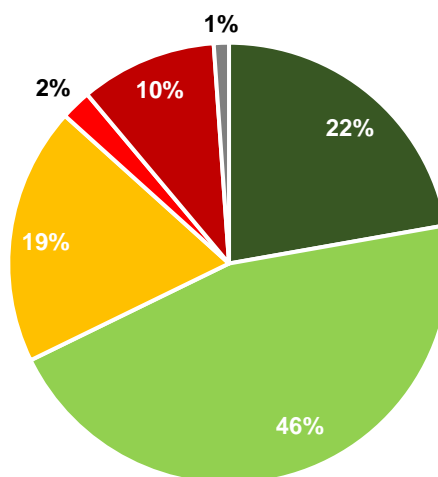
Q4) Do you support a co-location development on Units 5-10 Highams Park Industrial Estate?



■ Strongly support ■ Support ■ Neutral ■ Disagree ■ Strongly disagree ■ Don't know

We have received 87 feedback responses, with 31% of respondents strongly supporting or supporting the principle of co-location for Units 5-10 Highams Park Industrial Estate. A further 31% of respondents were neutral and 6% did not know. There were 29% of respondents who strongly disagreed or disagreed.

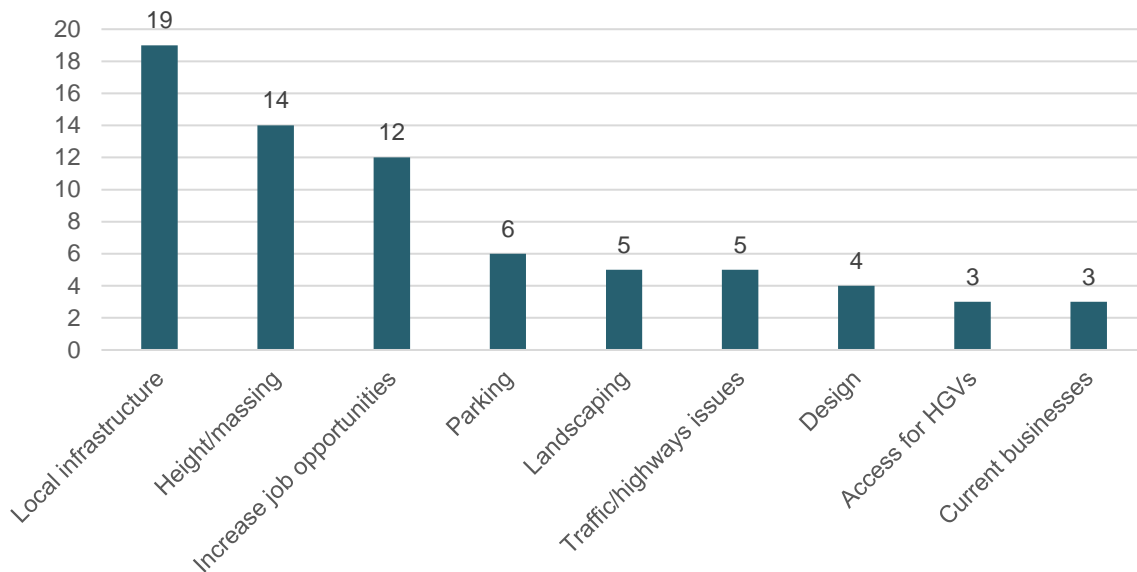
Q5) Do you support the proposals to increase employment opportunities at 5-10 Highams Park Industrial Estate?



■ Strongly support ■ support ■ Neutral ■ Disagree ■ Strongly disagree ■ Don't know

We have received 90 feedback forms, with 68% of respondents strongly supporting or supporting the principle to increase employment opportunities at 5-10 Highams Park Industrial Estate. A further 19% of respondents were neutral and 1% did not know. There were 12% of respondents who strongly disagreed or disagreed.

Please provide your comments:



The majority of respondents chose to provide further comments on the proposals for Units 5-10 Highams Park. The most common comments related to the potential strain on local infrastructure (in particular schools and doctors), the height and massing of the proposals and the importance of increasing job opportunities in the area.

Q6) To help the project team with the design process, what would you like to see come forward within the masterplan?

There were 61 comments provided and the main themes were that the height and design should be in keeping with the area. There were supportive comments of the Fairview development and the landscaping as well as support for the Jack's Farm development, there were also general reservations about further development in the area with the perception that all designs appeared homogenous.