

## Community Impact Report: Parklife 2015

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# Introduction

This report is supplementary to the **Community Impact Plan** which was written and delivered for the first time in 2015 (and will be revised for 2016). It assesses the measures put in place to reduce the impact on residents and businesses and make suggestions for improvements and amendments where appropriate. It is an operational report about how the Community Impact Taskforce worked.

More detailed recommendations are made later in the report, but in terms of some overarching principles the following should be stated at the offset as key recommendations:

- That there is **consistency** in the Community Impact Taskforce wherever possible e.g. delivery partners such as FGH Security and Ideal Cleansing are involved in the future
- That working in **partnership and across local authorities** is essential: the Taskforce works best across local authority boundaries and in the interests of all residents and businesses
- That Parklife is an important part of the proposed developments for Heaton Park as a visitor attraction of local, national and international significance and MCC (Manchester City Council), where appropriate, continue to **consult and involve residents, businesses and communities**
- That residents and businesses have the opportunity to input into the planning and debrief of large scale events and that this informs delivery in **a meaningful way**
- That Parklife continues to **demonstrate a real and tangible benefit to the immediate and local economy** and those who live adjacent to the park

# Aims of the Community Impact Taskforce

It is Ground Control's intention to:

- Increase the number of issues and complaints that are **satisfactorily resolved** with a **swift response**
- Work with partners in an open, collaborative and transparent manner – Community Impact is a shared initiative with Ground Control taking the lead
- Put in a place a Community Impact Taskforce (CIT) that is responsible solely to residents (and businesses) rather than the audience attending the event and is managed separately to the event from a Community Impact Hub / Control Centre

Broadly speaking, the Community Impact Taskforce achieved these aims. A breakdown of the issues and complaints is included later in this report and many of them, but not all of them, were satisfactorily resolved (there are some noticeable exceptions, particularly with regards to noise complaints and the traffic management plan). Moving forward, the CIT would benefit from a revision along the following lines:

- The Community Impact Officers were briefed to be public facing to residents rather than the audience, almost exclusively so. However, the Officers are ideally placed to assist audience members with their journey to and from the festival site which in turn has a positive effect on minimizing community impact. Therefore, it is suggested that a **degree of engagement with the audience** is included in the Officer's remit in 2016, and they are briefed with key information relating to this as appropriate e.g. site maps, location of transport points etc.
- In terms of event control, there needs to be one control centre for all aspects of the event, including Community Impact, and this is particularly pertinent during the egress stage when people are leaving

The principal success however was the implementation of a collaborative approach, particularly in terms of Bury Council and Manchester City Council working together.

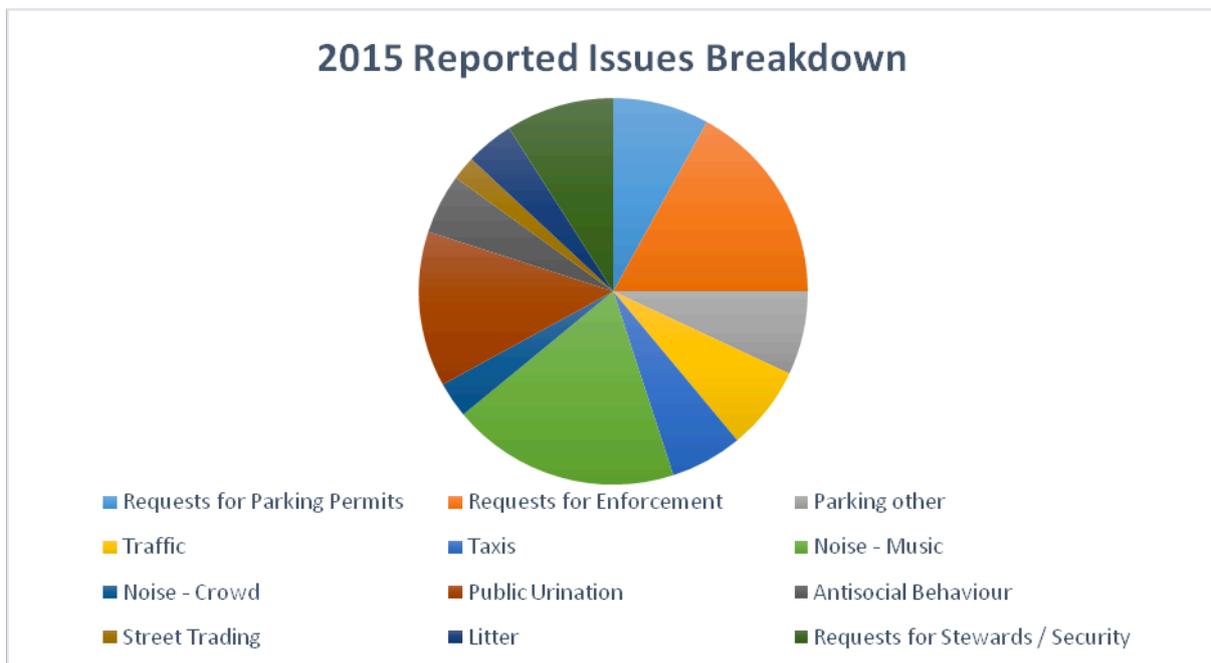
## **What occurred prior to the event(s) in terms of consultation**

- 3 Community Impact sub group meetings took place internally, with Local Authority representatives attending as well as Greater Manchester Police (GMP) and Ground Control staff, which informed the Community Impact Plan
- These fed into the 3 SAG (Safety Advisory Group) meetings
- Public meetings and consultations took place with the Heaton Park Events Community Consultation Group (HPECCG) as well as an open drop in session

# 2015 Facts and Figures

There were **465 issues** were raised across the three days, please note this includes some duplicates (either multiple issues reported by the same resident or an issue reported by more than one resident). These issues are broken down as follows:

- |                                |     |                         |     |
|--------------------------------|-----|-------------------------|-----|
| • Requests for Parking Permits | 8%  | • Noise – Crowd         | 3%  |
| • Parking Enforcement          | 17% | • Public Urination      | 13% |
| • Parking other                | 7%  | • Anti Social Behaviour | 5%  |
| • Traffic                      | 7%  | • Street Trading        | 2%  |
| • Taxis                        | 6%  | • Litter                | 4%  |
| • Noise – Music                | 19% | • Requests for Security | 9%  |



Across the three days, 318 PCN (Penalty Charge Notices – i.e. parking tickets) were issued by Bury. 65 were issued by Manchester. Across both local authorities there were:

- 2 prosecutions against private hire vehicles
- 3 license plates were seized and removed from private hires
- 8 taxi drivers were issued with warnings over the course of the event

The number of external toilets were doubled from 2014 to 100, with positioning informed by residents. 10.8 tonnes of rubbish were shifted from the streets around the park via litter pickers / the compacting unit. Of this 73.4% was recycled (plastic and glass).

### What occurred after the event(s)

- Community Impact sub group debrief, feeding into a SAG event debrief
- Public debriefs took place with the HPECCG and an open drop in session
- Statistical analysis of the issues raised during the event(s)
- Further, and deeper, analysis of the issues (including follow up meetings with residents where appropriate) to inform this report.

# Feedback from 2015

## Pre event(s)

The distribution of the Community Impact leaflet and poster could be increased, as well as opportunities for press coverage, so that residents are made aware of how to engage with the CIT during the event and issues can be rectified before they become complaints. Social media and website communications while strong during the event(s) could be increased before hand.

## Post event(s)

The Community Impact Manager or a support member of staff needs to be employed for more days leading up to the event(s), and crucially the week after the event(s).

## Communication of key messages and information

The Community Impact Plan is developed in conjunction with and communicated to residents, it would be beneficial to look at having more detailed information online to increase the sense of transparency and ease of access. Improvements could also be made in terms of the clarity of information as well as how it is distributed and circulated.

Maintaining and strengthening links with the Jewish community is of particular relevance in terms of there being an 'additional' event on the Friday (there is no Friday event taking place in 2016), and with Ramadan occurring during June in 2016, the Muslim community will be fasting and there are sensitivities around this and therefore it is an additional factor for Parklife to consider (as is the timing of the event in terms of the academic examination timetable). This year Parklife also coincides with the Jewish Festival of Shavout.

## The Community Impact Taskforce

The Community Impact Officers (i.e. cleansing staff from Ideal and security staff from FGH) received numerous pieces of positive feedback. It is important to ensure that other staff who might interact with residents i.e. event security and particularly traffic management staff are encouraged to maintain the same high standards of customer care.

The zonal approach (splitting the area around the park into 9 zones) worked well however a number of the zones would benefit from being extended and having additional resources deployed. More comprehensive briefing notes are required for each zone to highlight potential issues specific to that zone.

## Noise Management

There was an increase in complaints relating to noise from 2014. Most residents said it was not the level but the sound clash that was the issue. Issues were particularly prevalent on the Sunday, and although sound levels were compliant and there will always be noise generated from an event of this size, there were issues with bass which need to be addressed. The communication between the Community Impact Hub and Vanguardia (the noise consultants) would benefit from a review to ensure that noise issues are dealt with in a more streamlined way.

Litter, waste, toilets and jet washing

There were 2 jet washing teams for 2015. It is suggested that at least 3 jet washing teams are in position to cope with requests for cleansing, and one of these is permanently located on the Middleton Road side of the park. Additional toilets are also required in certain locations.

Traffic and Transport

The Traffic Management Plan, especially around some key roads e.g. Scholes Lane or Middleton Road (the area around Junction 19), would benefit from a review: it is important to ensure there is a visual deterrent in place (e.g. cones) as well as a parking order as the parking order requires a resource to enforce it.

# Recommendations for 2016

## For Ground Control / the Community Impact Taskforce

1. Wherever possible, the same individuals that were involved in developing and delivering the Community Impact Plan should work collaboratively in the future – **consistency of staff** will ensure consistency of approach
2. Continue to strengthen and develop the **relationships with partners**, particularly Bury Council, at an officer level as well as elected member level
3. Event Control for Community Impact, particularly on egress, would benefit from being **collocated with the overall Event Control**
4. **Audience signage** needs to be improved to assist with crowd management
5. Further work needs to take place to embed Community Impact as a consideration into the **Traffic Management Plan** (and vice versa) including discussions with the taxi trade to explore how existing provision could be developed e.g. locating a hackney carriage rank within the Park
6. Once the plan is in place, it is important to **be clear with residents** about reduced access due to road closures during egress
7. Likewise, how the **noise management plan** works operationally during the event(s) needs to be reviewed
8. **Educational, employment and volunteering opportunities** (for local residents) should continue to be explored
9. Whilst some improvements were made in 2015 with regard to resident engagement and response time, further work needs to take place to minimise the impact on, and benefit to, local businesses via a **business impact reduction / benefit plan**
10. How **messages are communicated**, including letter distribution, should be reviewed
11. The idea of a **Community Fund** has been identified as a year 2 (2016) objective. There needs to be a greater sense of legacy in terms of noticeable benefits and investment within the Park and the surrounding area

## For Manchester City Council

1. **To consider HPECCG** (Heaton Park Events Community Consultation Group) and how information from this group is made more widely available to residents and also how residents can feed into this Forum

## For Bury Council

1. **Enforcement hours need to be extended** in the sense that enforcement support should be deployed for longer and coincide with then the event site is cleared, particularly in terms of traffic / hackney carriage and private hire enforcement
2. The issue of **street trading licenses** which allow people to trade anywhere within Bury might benefit from a review to

## For Rochdale Council

1. **Enforcement** is required on Kelvin Avenue – with traffic restrictions in place
2. Some level of **cleansing for the area around Junction 19** is required (this could be delivered by the Community Impact Taskforce)

**For all 3 Local Authorities**

Review and explore the possibility of **cross Authority enforcement and licensing** where resources allow

The role of GMP in relation to the CIT multi agency approach to cross Authority licensing and enforcement should be maintained – for example the quick response vehicle with officers from GMP, GMFRS and MCC was very useful for dealing with issues / seized goods from unlicensed street traders.

Feedback indicates that there were considerable improvements in terms of Community Impact in 2015 but the overall operation would still benefit from some developments as outlined above and these need to be addressed in the planning for 2016. There were also some significant successes which need to be maintained. However, I am confident that there is a strong and robust framework in place, which can be built upon with partners and residents. This report is an important part in the process of sharing that framework.

Ben Turner, Parklife CI Manager