

## Community Impact Report: Parklife 2018

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### What we will do for 2018

#### For the Community Impact Taskforce (from 2015 report)

- Clarity of messages from the Traffic Management Plan to residents
- Offer educational, employment and volunteering opportunities
- Overall clarity of communicated messages

#### For Bury Council

- Issuing of street trading licenses

#### For all 3 local authorities

- Explore cross Authority Enforcement

#### From 2016 report

- **Communication** – review information for residents
- Share the traffic and transport plan in a **visual format**
- Explore further development of the **permit zones**
- Put in measures to prevent the misuse of the **Residents permit scheme** and increase understanding of how and when the permit should be used
- **Sheepfoot Lane** needs further attention
- Increase awareness of **the benefit the event** brings to the Park
- Continue investment in, and development of, the **Parklife Community Fund**

#### From 2017 report

- Continue to communicate information about our approach in a variety of ways
- Make amendments / developments where possible to further minimise impact

# Introduction

This report is supplementary to the **Community Impact Plan** which was written and delivered in 2015, 2016 and 2017 (and will be implemented again in 2018). 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 works, rather than a feasibility study exploring whether Parklife should take place in Heaton Park: it is important to make that distinction clear at the start.

2018 sees the event return to Heaton Park for the 6<sup>th</sup> year, 4 of which have also seen the delivery of the Community Impact operation. During this time a number of improvements have been made, ranging from the extension of the permit zones to greater clarity of communication. The operational detail was captured during the 2017 event with the most comprehensive Community Impact site plan yet ensuring that the measures in place that year can be repeated in 2018 and for future years. In addition, and as we begin the 4<sup>th</sup> year, the focus is moving away from consultation and data capture (there is a robust and considered framework in place) and towards sharing the plans in a precise and visual way.

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

These recommendations are carried forward from the 2015 report. The following two recommendations were also included in the 2016 report (update in bold)

- That communication with residents is improved to bring added clarity, using visual aids e.g. maps where appropriate, and developing a web presence that can be easily accessed to obtain further information **This was piloted in 2017 with a section on the Parklife website and will be developed further via a 'residents only' website**
- That this is particularly pertinent to the traffic and transport plan, especially on egress, as the current key messages about road closures are not easily understood **Presenting this information in a visual rather than verbal way is beneficial**

# Aims of the Community Impact Taskforce

It is Parklife'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, and these remain unchanged from 2015. 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, but overall the number of post event complaints to the neighboring local authorities are down from previous years).

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

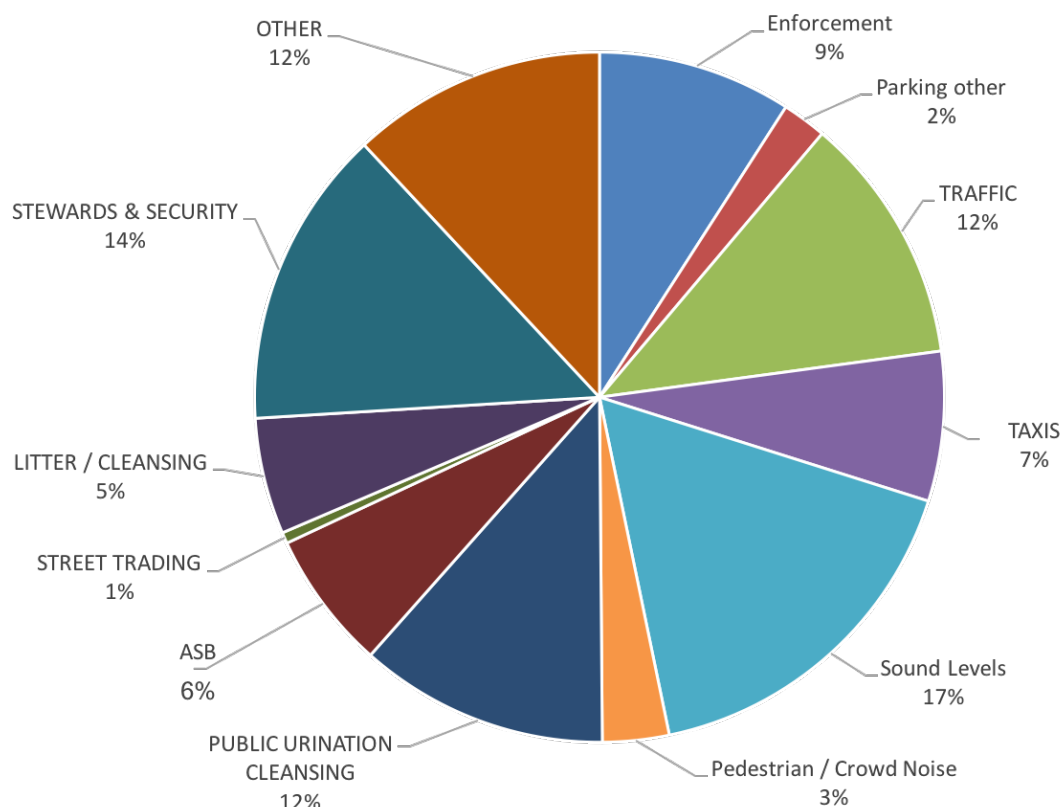
## What occurred prior to the event in terms of consultation?

- 2 Community Impact sub group meetings took place internally, with Local Authority representatives attending as well as Greater Manchester Police (GMP) and Parklife staff, which informed the Community Impact Plan
- These fed into the 2 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. We also delivered more informal sessions in 2017, including at weekends.

In addition, and due to the fact that all of the issues were centralised in one place (previously they had been reported to various places including Bury Council and Manchester City Council), it was possible to undertake some detailed analysis of the impact. This information was used to inform the planning for 2018, using a circular process of planning, delivery, evaluation and improvement.

## 2017 Facts and Figures

There were **342 issues** raised across the two days, compared with **355** in 2016. Please note this includes some duplicates (either multiple issues reported by the same resident or an issue reported by more than one resident). There were over 509 contacts pre-event (85% relating to permits and distributions) and 296 residents came to the Maccabi during the event to collect residents permits or leaflets. 72 people attended the out and about sessions and 12 people came to the public information sessions. Post event Manchester City Council handled 10 complaints.



These issues are broken down as follows (2016 figures in brackets for comparison):

- Requests for Parking Permits is covered above
- Parking Enforcement 9% (16%)
- Parking other 2% (3%)
- Traffic 12% (12%)
- Taxis 7% (6%)
- Noise – Music 17% (6%)
- Noise – Crowd 3% (1%)
- Public Urination/Cleansing 12% (9%)
- Anti-Social Behaviour 6% (11%)
- Street Trading 1% (1%)
- Litter/Cleansing 5% (9%)
- Requests for Security 14% (4%)
- Other 12% (5%)

Across the two days, 337 PCN (Penalty Charge Notices – i.e. parking tickets) were issued by Bury (compared with 320 across three days in 2016). 82 were issued by Manchester (compared with 80 in 2016).

The number of external toilets were doubled from 2014 to 100, with positioning informed by residents. 19.2 tonnes of rubbish were shifted from the streets around the park via litter pickers / the compacting unit, compared with 20.38 tonne's in 2016. 100% avoided landfill.

## What occurred after the event

- 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.

## Improvements from 2016

- Improved use of CI log – especially pre event in terms of analysing data
- Redesigned residents leaflet (and only one leaflet) including a map showing road closures in a visual way
- Greater use of website with information available to view on line
- Fencing on Sheepfoot Lane, and associated engagement with residents
- More dynamic during event in terms of being able to put additional measures in place

## Recommendations from 2015 report requiring further attention (5 in total)

### For the Community Impact Taskforce

1. Once the plan is in place, it is important to **be clear with residents** about reduced access due to road closures during egress **UPDATE the map has helped with this**
2. **Educational, employment and volunteering opportunities** (for local residents) should continue to be explored **UPDATE still be developed – links are being explored with a local Pupil Referral Unit which benefited from the Community Fund**
3. How **messages are communicated**, including letter distribution, should be reviewed **UPDATE website developed**

### For Bury Council

1. The issue of **street trading licenses** which allow people to trade anywhere within Bury might benefit from a review to

### For all 3 Local Authorities

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

## Unexpected issues that arose in 2017

Distribution was the major issue – provision by Royal Mail had been explored but this proved to not be possible and the subsequent company contracted to undertake this work were unsatisfactory: this will be addressed as a priority for 2018.

There was also a fatality at Victoria Station / Metrolink during egress on Sunday which led to a number of measures being put in, including extended the running time of the main stage to 23.15 rather than 23.00

## Other information to report

The Community Fund had a successful second year, with the total amount available increasing from £10,000 to £44,000: more details below.

## Recommendations from 2016 (7 in total)

- **Communication** – the information that is sent out to residents would benefit from a complete review and greater use could be made of online resources **COMPLETE**
- The traffic and transport plan is shared in a clear and concise manner, ideally in a **visual format COMPLETE**
- Further development of the **permit zones** is explored **PROGRESSING**
- Measures to prevent the misuse of the **Residents permit scheme** e.g. permit redesign, as well as an increase in understanding by residents of how and when the permit should be used **PROGRESSING**
- The impact for residents on **Sheepfoot Lane** needs to be addressed, particularly in terms of people attending Parklife accessing their gardens **PROGRESSING**
- Increased awareness of **the benefit the event** brings to the Park in terms of revenue and infrastructure support **PROGRESSING**
- Continued investment in, and development of, the **Parklife Community Fund SAME**

## Recommendations from 2017 (5 in total)

- Continue to ensure that the Pick Up and Drop Up operation doesn't impact on other areas nearby (e.g. Cawley Terrace and Kelvin Avenue)
- Explore long term and strategic ways of supporting local businesses, in partnership with the relevant local authorities (e.g. a Whittaker Lane business forum)
- Be dynamic during the event, where possible, as happened with Upper Wilton Street and ensure this provision is then captured in the CI site plan
- Continue to liaise with residents of Sheepfoot Lane, with a particular focus on representation at the HPECCG (see below)
- Maintain the momentum of the Parklife Community Fund, and explore other ways of supporting local groups / organisations e.g. establishing and co-ordinating a network of Heaton Park linked groups and building stronger links with the Shomrim: the event can add value to existing groups and develop partnerships between others

In addition to the above specifics, there are two overarching recommendations

- Continue to communicate information about the approach in a variety of ways – the website and residents map are key developments in this area
- Make amendments / developments where possible to further minimise impact – these will be considered in partnership with the relevant local authorities and other operational plans e.g. traffic and transport

# Parklife Community Fund

The Parklife Community Fund was administered by Bury and Manchester local authorities and a total amount of £44,000 was shared between 26 community groups, 7 in Manchester / the park and 19 in Bury. The fund is open to community groups in the following wards

<u>Bury</u>	Holyrood, Sedgley Park and St Mary's
<u>Manchester</u>	Crumpsall and Higher Blackley

More information – including the groups who have benefited - can be found here <https://www.parkliferesidents.org/community-fund>. In addition, Parklife is committed to exploring other ways (as well as financial) of supporting the community infrastructure around the park

## Closing remarks

Feedback indicates that there were considerable improvements in terms of Community Impact in 2017 but the overall operation would still benefit from some developments as outlined above and these need to be addressed in the planning for 2017: we are committed to addressing the 5 outstanding recommendations from 2016 (listed above) as well as implementing the 7 new recommendations for 2017 (again listed above) and the 5 new recommendations for 2018.

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 has been an important part in the process of sharing that framework. However, with the development of

- a) The residents website <https://www.parkliferesidents.org>
- b) The Heaton Park Events Community Consultation Group (HPECCG) page on MCC's website (which includes minutes from these meetings as well as presentations that are available in a much more timely and user friendly manner) [http://www.manchester.gov.uk/info/500318/heaton\\_park/7489/major\\_event\\_community\\_information/2](http://www.manchester.gov.uk/info/500318/heaton_park/7489/major_event_community_information/2)

this report is adding nothing new or supplementary which isn't already being shared in a transparent and open way. Therefore, this will be the last Community Impact report and residents should refer to the two websites above for feedback, evaluation and relevant action.

The event continues to contribute 50% towards the park's annual budget: it is unclear where this investment would come from if the event didn't take place (and this income goes direct to the park). We are committed to working in partnership, continuing to reduce the impact during the event and exploring innovative models of working at other times throughout the year.

- Ben Turner, Parklife CI Manager