

ROCKSTAR[®]
ENERGY DRINK PRESENTS

PARKLIFE

**Community Impact Report
2024**

PL24: CIT Data

Year	Add. permit requests	ASB	Fencing	General negative feedback	General positive feedback	Litter Waste	Noise	Parking	Security Stewards	Taxis	Toilets Cleansing	Trading	Traffic	Other	Total (excl permits)
2024	3193	14	12	4	2	8	34	61	25	6	10	7	32	0	215
2023*	3,712	29	28	29	1	25	103	149	42	15	38	5	42	0	506
2022	674	34	9	21	1	26	36	140	29	18	23	7	30	0	374
2021*	801	44	61	N/A	N/A	31	61	148	86	19	51	8	68	49	626
2019*	N/A	62	N/A	N/A	N/A	36	112	191	55	32	23	5	38	68	622
2018	N/A	87	N/A	N/A	N/A	51	101	98	76	34	57	13	36	98	651
2017	N/A	25	N/A	N/A	N/A	21	129	43	54	27	45	2	45	46	437
2016	N/A	63	N/A	N/A	N/A	47	38	104	24	33	52	7	64	27	459
2015	N/A	53	N/A	N/A	N/A	36	167	165	75	49	104	13	57	N/A	719

* Three day event

Successes

- Resident contact and complaints down across the board. 215 contacts during the event - the lowest it has ever been.
- Resident contact about noise down significantly this year (only 3 contacts on Saturday).
- New cleansing contractor was very effective.
- Had residents get in touch to praise the reduction in noise and cleansing operation.

ROCKSTAR
ENERGY DRINK PRESENTS

PARKLIFE

Challenges

- Permit zone and resident mailing still a big challenge.
- Some residents living on edge of permit zone who do not qualify for permits unclear about how to access their homes (homes around Blackley New Road and Victoria Ave).
- Information for residents on which areas of the park are closed, timings and access needs improving.

ROCKSTAR
ENERGY DRINK PRESENTS

PARKLIFE

Resident Mailing & Permit Scheme

- 3193 permits requested via the contact form.
- 843 unique requests.
- 266 missed properties (359 in 2023) – there are ways to address some of these issues for 2025.
- 577 requests for additional permits (many for multiple permits) – still a big challenge to verify this. Balance up keeping permits in circulation to a minimum versus facilitating lives of residents and businesses.
- Illegal selling of permits online – takes 24-48 hours for ebay/gumtree etc to take them down so those listed in the days just before the show cannot be taken down in time.
- Large numbers of taxis illegally buying permits – plan to address this for 2025.

ROCKSTAR
ENERGY DRINK PRESENTS

PARKLIFE

Areas for improvement in 2025

- Reduce properties missed in mailing by using Royal Mail for flats, apartments and crescents and cross-referencing tracking data earlier – onus on Parklife to spot missed properties not residents to report.
- Clearer information for residents and on signage at the edge of the permit zones (Victoria Ave and Blackley New Road) for how to access properties.
- Clearer information for residents on areas of the park that cannot be accessed and dates.
- Implement a system to prevent taxis from entering the permit zone during egress.

ROCKSTAR
ENERGY DRINK PRESENTS

PARKLIFE

Parklife Community Fund

- Running total from 2017-2024 is £394,000.
- The Parklife 2024 Community Fund generated £45,000 for community groups based around Heaton Park and specifically in the ward of Sedgley, Holyrood and St Mary's (Bury), Higher Blackley and Crumpsall (Manchester) and South Middleton (Rochdale).
- The fund is raised from contributions made at the festival by guest-list attendees.
- An additional £8,000 was raised through festival tickets being donated to various charities for raffles and auctions – taking the total amount raised for charitable causes from Parklife 2024 to just over £53,000.

ROCKSTAR
ENERGY DRINK PRESENTS

PARKLIFE