

Community Impact Report: Parklife 2017

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What we will do for 2017

For Ground Control / 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 / this 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**

Introduction

This report is supplementary to the **Community Impact Plan** which was written and delivered in 2015 and 2016 (and will be implemented again in 2017). 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, 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.

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 are also included in this report

- 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
- 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

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 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, particularly with regards to the traffic management plan and the clarity of resident facing communication).

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 Ground Control 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 piloted more informal sessions in 2016, including at weekends, and with specific themes such as Sheepfoot Lane or concerns relating to the event co-inciding with the Jewish Festival of Shavout. 18 people attended the out and about sessions (unfortunately no one came to the Sheepfoot Lane session) and 7 people came to the public information session

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 and produce a spreadsheet of over 270 actions that could be fed into the planning process.

The Community Impact report was also shared with over 100 residents and businesses early in 2016, with a request for feedback, and just under 25% of people responded (NB we will continue to share the Community Impact report via the Parklife website). Of these responses 9 were positive, 12 were constructive and 6 were negative. There were an additional 27 contacts made prior to the resident's letters being distributed.

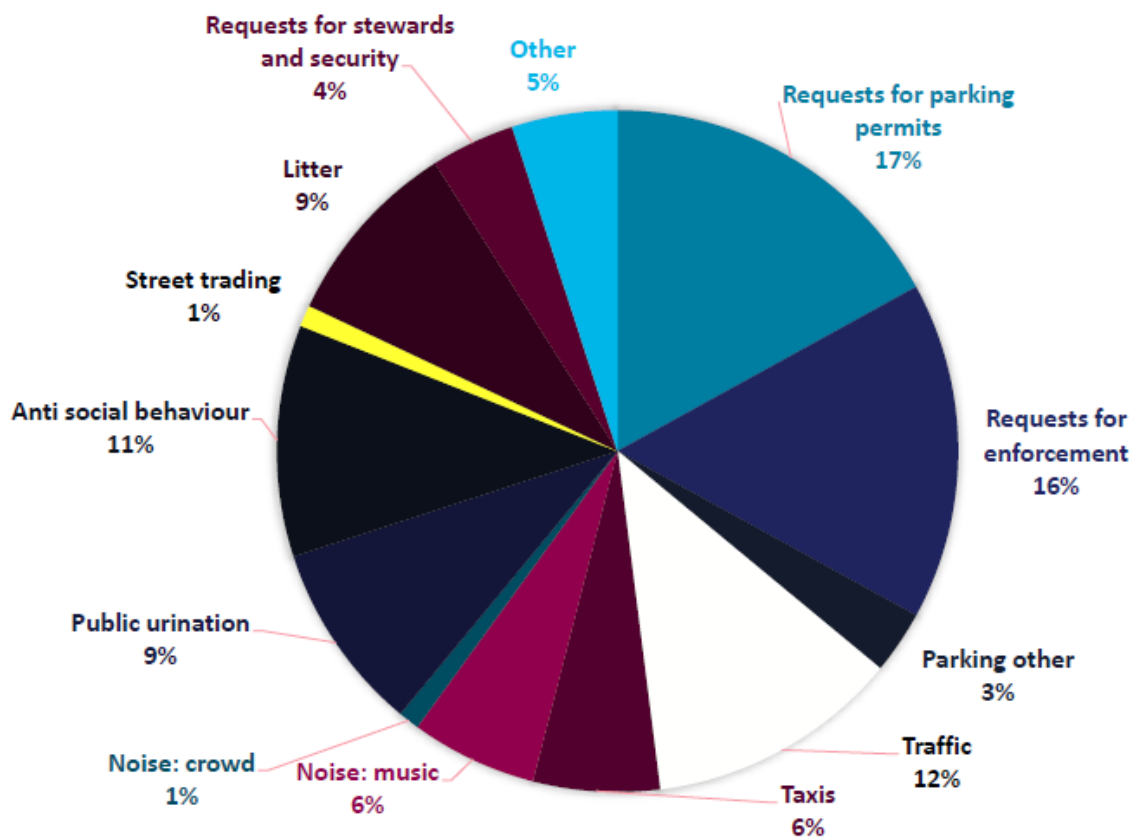
All of this information was used to inform the planning for 2016, using a circular process of planning, delivery, evaluation and improvement.

2016 Facts and Figures

There were **298 issues** raised across the two days, compared with **465** in 2015 (this was across three days as it included a concert by the Courteeners on the Friday night). 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 447 contacts pre-event (263 relating to permits) and 57 issues report post event, compared with 89 in 2015. An additional 5 complaints were made to Manchester City Council, compared with 75 in 2014 (the Community Impact Taskforce was operational from 2015 onwards). This could be interpreted as meaning that more issues were being addressed during the course of the event. Finally, for the first time in 2016 one log was used by FGH security / CIT officers and GMP.

These issues are broken down as follows (2015 figures in brackets for comparison):

- Requests for Parking Permits 17% (8%)
- Parking Enforcement 16% (17%)
- Parking other 3% (7%)
- Traffic 12% (7%)
- Taxis 6% (6%)
- Noise – Music 6% (19%)
- Noise – Crowd 1% (3%)
- Public Urination 9% (12%)
- Anti Social Behaviour 11% (5%)
- Street Trading 1% (2%)
- Litter 9% (4%)
- Requests for Security 4% (9%)
- Other 5%



Across the two days, 320 PCN (Penalty Charge Notices – i.e. parking tickets) were issued by Bury (compared with 318 across three days in 2015). 80 were issued by Manchester (compared with 65 in 2016). Enforcement or disruption action was taken against approximately 250 private hire vehicles and Hackney Carriages spoken to for road traffic or licensing contraventions.

1 residential property in Bury was advised regarding trading without street consent and another was advised about selling hot food without street trading consent or food registration documents. A further property was issued a written notice about street trading without consent. 5 mobile street traders were moved on for failing to provide the necessary street trading permits.

The number of external toilets were doubled from 2014 to 100, with positioning informed by residents. 20.38 tonnes of rubbish were shifted from the streets around the park via litter pickets / the compacting unit, compared with 10.8 tonnes in 2015. 100% avoided landfill, compared with 73.4% in 2015.

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 2015

- The Community Impact Hub ran very smoothly. Lots of issues were closed off quickly. Co-ordinated by a strong team
- The area around Junction 19 (adjacent to Pick Up and Drop Off) was much better managed as a result of it being its own zone
- Noise complaints were down significantly from 19% to 6%
- Letter distribution was extended on the Manchester side of the Park which highlighted additional issues (previously residents had no mechanism for contacting the event) – these will be incorporated into the planning for future events
- Deeper engagement with the faith communities as a result of the event coinciding with Shavuot and Ramadan (although the timing of the event initially caused concern). It is acknowledged that the event coincides with Ramadan again in 2017 and with Shavout in 2019
- Good reference point from 2015 – spreadsheet of actions that could be addressed, which will continue to be built on

Recommendations from 2015 report showing improvement (12 in total)

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
7. Likewise, how the **noise management plan** works operationally during the event(s) needs to be reviewed
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**
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

For Rochdale Council

1. **Enforcement** is required on Kelvin Avenue – with traffic restrictions in place (for 2017 we will also be engaging with the Sovereign Gate estate to reduce the impact of traffic and parking)
2. Some level of **cleansing for the area around Junction 19** is required (this could be delivered by the Community Impact Taskforce)

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

For Ground Control / the Community Impact Taskforce

6. Once the plan is in place, it is important to **be clear with residents** about reduced access due to road closures during egress
8. **Educational, employment and volunteering opportunities** (for local residents) should continue to be explored
10. How **messages are communicated**, including letter distribution, should be reviewed

For Bury Council

2. 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 2016

An un-official campsite tried to establish itself at two locations (Simister followed by Preswtich Heys AFC) but thanks to strong cross agency working, led by Bury and Manchester Councils, the campsite was cancelled and communication to consumers was effective as a minimal number turned up and were dealt with by MCC with support from the event. Whilst the campsite didn't go ahead, it did require significant extra event management, Manchester and Bury Council and GMP resource and as a result the agencies involved will now be alert to ventures like this to ensure a joined-up response by all authorities and event can be swiftly mobilised.

It is important to state that there are no plans for any camping facilities to be developed as part of the event, and any such venture is unofficial and not linked to Parklife in anyway.

Other information to report

As part of the debrief process from 2016 as well as the planning for 2017 we were approached by a student studying for an International Tourism Management BSC who wanted to focus on Parklife and particularly the Community Impact Taskforce. The focus of the student's dissertations is the Community Impact of a large event on an urban destination. If you are interested in finding out more about this study please get in touch.

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
- The traffic and transport plan is shared in a clear and concise manner, ideally in a **visual format**
- Further development of the **permit zones** is explored
- 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
- The impact for residents on **Sheepfoot Lane** needs to be addressed, particularly in terms of people attending Parklife accessing their gardens
- Increased awareness of **the benefit the event** brings to the Park in terms of revenue and infrastructure support
- Continued investment in, and development of, the **Parklife Community Fund**

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.

Parklife Community Fund

The Parklife Community Fund was administered by Bury and Manchester local authorities and a total amount of £10,000 was shared between 10 community groups, 7 in Bury and 3 in Manchester. 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

The community groups and project that benefited from the Fund are:

- **Prestwich Together** – To host a 'Diversity Picnic' in St Mary's Park. The picnic will be a celebration of the great diversity within Prestwich and a show of solidarity in our community to residents of all backgrounds.
- **Prestwich Clough Day** - The event celebrates and raises awareness of local community groups, charities and businesses, and also serves to educate the younger attendees about our local traditions with brass bands, Morris dancers and craft and history group stalls.
- **Prestwich Methodist Youth Association** - The Phoenix Centre delivers much needed community services to the people of Prestwich and will be replacing their community computers with the fund.
- **Friends of Young Carers** - Supporting young people aged 7-18 with caring responsibilities for a parent or carer who has a physical illness or disability; mental health; sensory disability or has a problematic use of drugs/alcohol in the Prestwich area.

- **Incredible Edible** – Expansion of the Philips Park nursery garden by adding extra raised beds and providing tools for the use by local children who began attending our Saturday sessions in 2016.
- **Jigsaw Bury** - Supporting the organisation of the ‘Getting Together’ summer disco for Jigsaw’s members and friends of the charity.
- **St. Mary’s Primary Outdoor Classroom** - Our main aim is to transform an area of unused/overgrown school land into an excellent learning environment, that creates space for an outdoor classroom for Early Years’ Foundation Stage children to use in all weathers and across the curriculum.
- **Friends of Blackley Cemetery** - For the continuation work on the baby garden/ baby burial area in Blackley Cemetery. The group had previously received funding to supply and fit architectural railings to the baby garden and this funding recently allocated has enabled the group to finish off the work and also to renovate the herbaceous border of the memorial garden.
- **Friends of Blackley Forest** - To carry out a range of tasks in Blackley Forest which include:
 - cut back the vegetation and tidy up the entrance of Blackley Forest
 - re fix entrance sign at Victoria Avenue entrance
 - plant wildflower meadows at Blackley New Road entrance
 - install metal bench along riverside path
 - replace memorial trees and tree guards
- **Blackley In Bloom** - Purchase of plants, compost, seeds and hanging baskets

For more information about the Community Fund, including when applications for 2017 open, please visit www.parklife.uk.com/community-fund and if you have any questions do get in touch. More information about the Bury projects can also be found here <https://www.theburydirectory.co.uk/parklifefund>

Closing remarks

Feedback indicates that there were considerable improvements in terms of Community Impact in 2016 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).

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