

PlayZone Consultation Report

October 2018



Background and Engagement Aims

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Sport Physical Activity & Marketing Consultancy

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Background

- Manchester City in the Community (CITC), Manchester City Council, the Football Foundation and Sport England are looking to develop two sites in Manchester to apply and test out insight into the small-sided/recreational game.
- This involves the delivery of open access facilities (PlayZone) in park settings in two focus communities utilising new branding and a CITC led programme of activation aimed at achieving social outcomes.

Engagement Aims

- To explore the response to the proposed facility amongst potential users and local residents/community from the pilot areas.
- To gain an understanding of what local residents want including items such as lighting, security, access and other environmental factors.
- To identify and understand how potential users might use the PlayZone and how best to maximise usage by the target audiences.

PlayZone Context

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The National Football Facilities Strategy, NFFS, embraces all forms of football and commits investment partners to provide:

- *“More opportunities for recreational and small-sided football to broaden football’s appeal to everyone”*
- *“Accessible spaces that encourage use by diverse communities, with no barriers to participation, will be available within 10-15 minutes of everyone’s home”*
- The PlayZone concept was initially inspired by the PlayFC “open play” brand idea.
- The aim is to develop a scalable PlayZone concept for parks/open spaces working in partnership with Manchester City in the Community as a pilot.
- The PlayZone concept has recreational football at its core with a range of zones and areas designed for football but also other activities, to be used by individuals, families and groups from the local community.
- The facility is to be rooted in the community providing a local accessible flexible space.

Methodology

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Consultation and engagement took place through a range of community stakeholder and potential participant activities as follows.

1. Community – outreach designed to engage a broad sector of the catchment areas.
2. Groups – more focused engagement with known end users and target groups.
3. Individuals – people with sound local knowledge and an understanding of what their community is about.

- Ladybarn Park: activation and local community engagement day 24/8/18
- Activation day with local groups and youth providers at Scotland Hall Road 29/8/18
- Youth activation day targeting local young people and residents at the Sterling Centre, adjacent to Scotland Hall Road 14/9/18
- Community consultation opportunities led by Community Activators (East and South Manchester)
- Online visual surveys gathering feedback on PlayZone design and features
- Telephone interviews with partner youth group leaders

Consultation findings and insight



Ladybarn Park



Ladybarn Park: Activation Day – Thursday 24 August 2018

This event was an activation day taking place in Ladybarn Park with equipment that is planned for the PlayZone.

Attendees at the event were:

- Friends of the Park
- Local PCSO's on duty
- Various local residents (adults and children) either passing through the park or actively engaging with the equipment
- Councillor Chris Paul
- Nick Coleman from Ngage
- Withington Community Youth Group



Ladybarn Park: Activation Day – Thursday 24 August 2018

Two engagement activities took place with people visiting the park and event.

1. People were encouraged to try out the PlayZone equipment, supervised by the CITC team. This included the Panna pitch, Football Tennis net, Reaction boards, Passing nets and Flick boards. Having tried or observed the equipment being use, respondents were asked for their views on elements of the design, using visual images.
2. Informal discussions were held with parents/grandparents and other stakeholders to gather views about the proposed PlayZone, its potential use, barriers to use and key environmental factors such as security, lighting and access that were important to local resident and park users.
3. Approximately 40 children attended the event accompanied by parents/grandparents and a small group were brought along by a local playgroup. Most of the children trying the equipment were under 12 years of age.



Proposed location for PlayZone in Ladybarn Park

Ladybarn Park - context



- Ladybarn Park is located in Burnage, Withington, Manchester and is open from dusk to dawn. It is well used by a diverse local community including families, commuters to the nearby railway station, students, dog walkers and joggers/runners.
- It has an existing children's play area, multi use sports area, outdoor fitness equipment, bowling green, tennis courts, football goal posts and a skateboard park.
- The proposed PlayZone facility will be located next to the children's play area and tennis courts and replace the MUGA.
- The park has a very active Friends of the Park group who are very supportive of the proposed PlayZone facility. They organise a range of activities including weekly gardening sessions and have been instrumental in reviving the park and establishing it as a community hub.

Ladybarn Park: attendee feedback: Need and usage

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- All but one of the respondents at the event lived locally and had walked to the park.
- Grandparents and parents are regular users of the park with their grandchildren/children. They emphasised the need for:
 - Activities for their grandchildren/children to take part in. This is particularly needed during the school holidays where grandparents take a key role in childcare. They are keen to see facilities and activities that engage grandchildren/children rather than just the provisions of a space such as the existing MUGA or a tennis court.
 - Whilst the play area provides a facility for very young children, there is a need for something the slightly older child of school age attending the park with a parent/grandparent. A lack of equipment or friends to play with limits activities at present so grandparents/parents are keen to see organised activities, rather than a reliance on them to provide the activity.
- Free and open usage of the PlayZone is important but in conjunction with organised activities.

“Need something for the kids to do, especially once they have outgrown the playground area”

Parent

“Need more for kids, more activities that are organised”

Grandparent

Ladybarn Park: attendee feedback: Need and usage

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- Some willingness expressed to pay for organised activities (£2 cycling activity given as a reasonable example compared to £80 for a cinema visit for a family). However all felt that there should not be a charge to use the PlayZone on a casual basis outside any organised activities.
- Some respondents mentioned the youth club that used to be on the site. The PlayZone would be welcomed as a facility to engage young people again following the demise of the youth club.
- Activities and provision for getting adults involved should be considered – either as adult stand alone activities or as part of the family activity. There was an assumption amongst many of the respondents that the PlayZone would only be for children and young people to use. One respondent could see the opportunity to revive a small group of Dad's playing football casually on the PlayZone – this activity had stopped due to the cost/hassle of organising at other football facilities.
- Women's only activities such as Back to Netball and Women's football were considered attractive by a range of women at the event. They felt that they would need specific targeted activities in order to get them involved.

"Am I
allowed to
use it?"
*Adult
respondent*

"There is an
amazing
community feel
her with a
mixture of
people"
PCSO

"I bring my
grandchildren
, can I have a
go?"
Grandparent

Ladybarn Park: attendee feedback: Need and usage

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- The planned mixture of activated sessions and local flexible access to the PlayZone was considered a good balance from respondents. Getting the timing right around school holiday times, school and work hours, after school and complimenting other activities in the park was considered key to maximising use of the PlayZone. Programming therefore needs to be based on the profile and needs of the users and potential users.
- A number of children had to be encouraged to join in to the activities on the day. One respondent talked about how he had to persuade his grandson to attend because of his lack of confidence and concern that he would not be 'good enough to play'.
- Students were mentioned as a key market for this park – and potentially for the PlayZone during term time and evenings – and could be a good community integration strategy.
- A local provider of holiday play schemes, play group and youth centre attended the activation event would be happy to bring children/young people down to the PlayZone facility on a regular basis either to activities being run or to organise their own activities.

"Need areas where he can practice and build confidence?"

Grandparent

"No activity after school, good to come down and play"

Parent

Ladybarn Park: attendee feedback: Environment

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- The majority of respondents felt that, in recent years, the park had become a safe and clean place to be and was therefore a welcoming space for the local community.
- The local PCSOs also considered the park as safe with anti-social behaviour and other incidents being rare.
- The maintenance of the PlayZone was considered of importance to maintain the current perception of the park as safe and clean.
- Lighting of the PlayZone was considered essential by the majority of respondents in order to ensure year round usage and to encourage people to use it. This was supported by the PCSO and was not considered an issue for the local residents living adjacent to the park. A number of the residents living opposite the proposed site of the PlayZone have requested more lighting on the pavement next to the park as a number of large trees create a dark environment. Any lighting of the PlayZone may help to alleviate this.
- None of the respondents were concerned about using Manchester CITC colours for the PlayZone. The more vibrant and bright the colours, the more attractive the facility.

“Lighting
would be a
benefit and
encourage
people to play”
Local resident

“Lighting
would need to
be low lux and
within certain
hours”
Local Councillor

Ladybarn Park: attendee feedback: Environment

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- A commuter who regularly uses the park to walk from home to the local railway station would also welcome lighting of the PlayZone as he could then walk through the park during winter months, a more pleasant environment than using the road.
- Both Friends of the Park and the PCSOs would welcome some CCTV provision. Ideally this would be more than the monitoring camera currently being considered for the PlayZone.
- Local residents expressed no concerns about the monitoring camera and several were in favour of CCTV if it helped to deter any anti-social behaviour on site.
- They were not in favour of any fencing or access control to the PlayZone. All respondents wanted to see open access to the facility. The only controlled aspect raised would be to keep dogs off the PlayZone at all times.

"My children
are wary of
dogs, they will
need
controlling"

Parent

"It is a safe,
clean park"

*Play centre
worker*

Ladybarn Park: Some key considerations

- Activation will be key in the first six months of the PlayZone to drive usage. Consider front-loading activation during this period to drive awareness, engagement and to help up-skill youth workers from local youth groups.
- Offer a range of age appropriate activities that meet the needs of user groups. The perception at the open day was that the PlayZone was that the facility was just for children/young people. However adults were keen to use it when different activities such as Back to Netball were mentioned. Activated and targeted sessions, especially in the first six months will be key to encouraging and sustaining this wider usage. Consider programming evenings/weekend adult usage as well as day time for people who work.
- There was overwhelming support for the facility from the local community who attended the event on the 24 September but a key message was that the PlayZone needs to be about more than just football to attract all the community.
- Consider the non-sporty and less confident in the design. They will need areas where they can get involved on their own terms, play and build confidence. This was visually represented on the day where less confident individuals had to be actively encouraged to join in.

Ladybarn Park: Some key considerations

- Maintenance is a key issue raised by all stakeholders, potential users and local residents. A local Member for Ladybarn Park raised the question of maintenance and who would take responsibility and provided some feedback on this from a local resident on the proposal plans *“Looks good. I had thought it was going to encompass the current younger kids play area, shame that will be left as it is a bit shabby now. I would like to see play areas more like the one at Longford Park where they have boulders to climb, zip wire large slide etc. Not all kids are into football. It is great that City are doing this but how will it be maintained. Will it end up like the small play area and take ages for things to be fixed when broken or vandalised etc.”*
- Further opportunities to comment on the plans would be welcomed by residents who were unable to attend the activation event – this could be facilitated by the Friends group both in the Park and through their Facebook page and would help develop interest in the PlayZone as it develop.

Give Your Opinion Visual Surveys

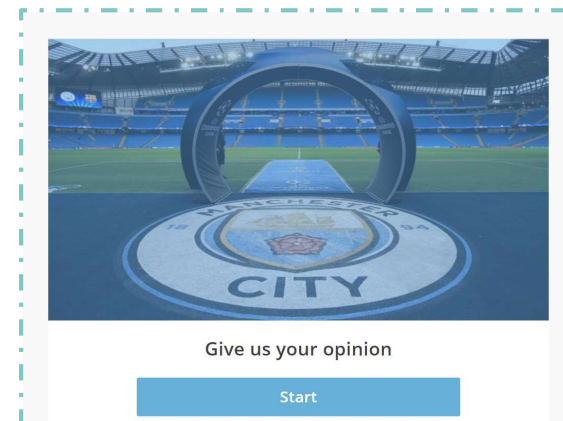


Give Your Opinion Visual Surveys

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- Visual surveys were held with a range of stakeholders and residents of both Scotland Hall Road and Ladybarn Park sites.
- The surveys were administered by the MCICT team and MCC Community Activators using tablets.
- The survey asked 7 questions: three about the overall design of the PlayZone, two about activities, one about design features and one about the choice of MCICT brand colours.
- There were significant differences between the two sites in responses to questions about versus activities and design features indicating the need for a local approach to be taken to the design of each PlayZone to meet local need.



The visual survey has been posted on the Ladybarn Friends of the Park Facebook site and followers encouraged to complete it. However a number of residents commented that the survey was not user-friendly. Consideration therefore needs to be given to the format and content of this type of survey going forward particularly for self-completion.

I would be happy to give feedback on the proposals but there is not enough detail or information within this survey.

Agree there's not enough info in those options but it looks exciting anyway

Give us your opinion visual survey at Ladybarn Park

Summary

- The majority of respondents liked the three proposed designs
- Football tennis was the most popular activity to play with/against other participants, (64%) with the Panna pitch rated second (51%) and netball/basketball hoops third popular (46%)
- Rebound/return wall/agility space were the most popular individual activity (64%) followed by target wall and flick curves (54%), with passing hoops in third (46%).
- The perimeter protection and tiered seating received 64% and 63% approval respectively with 44% valuing the signage component
- Three-quarters of all respondents liked the proposed use of MCITC brand colours for the PlayZone. However 100% of respondents at the Ladybarn Park event on the 24th August liked the use of MCITC brand colours.

See Appendix One for full results



Give us your opinion visual survey at Scotland Hall Road Park: Summary

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- The majority of respondents liked the three proposed designs
- Panna pitch was the most popular activity to play with/against other participants, (64%) with the netball/basketball hoops rated second (36%) and football tennis third popular (16%)
- Rebound/return wall/agility space were the most popular individual activity (48%) followed by target wall and flick curves (41%), with passing hoops in third (22%).
- Tiered seating was the most popular layout component (68% approval) with the signage component second with 25% approval and only 14% liking the perimeter protection.
- Just over three-quarters of all respondents liked the proposed use of MCITC brand colours for the PlayZone.

See Appendix Two for full results



Youth Group Participant Feedback



Feedback from consultation with youth group on Scotland Hall Road Park site

14 questionnaires were completed administered by the Manchester Community Games Activator - East Manchester.

Profile of respondents:

- Ages: 6 years (2), 7 years (3), 8 years (5), 9 years (3), 15 years (1), not stated (1)
- 12 females, 3 males
- Live close to the Park – all within a mile and majority within a few minutes walk
- All attend local schools
- 12 use the park currently – to play, ride bike, walk dogs, youth club sessions, meeting friends. 3 respondents do not currently use the park regularly
- 10 currently play football in the park, at school and at home in the garden. 5 do not play football with reasons given as ‘don’t like it’, ‘not enough time’, ‘can’t do it’ ‘no-one to play with’.
- 10 support Manchester United, 5 support Manchester City

Feedback from consultation with youth group on Scotland Hall Road Park site

Safety

Would feel safe and prefer to go to PlayZone with youth club

Wouldn't feel safe
(2 respondents)

Environment and rules

Floodlights a priority so it can be used in winter

No littering, no swearing, no bullying, no smoking, no dog poo, no parents

Small fencing around court to keep ball in area

Facilities

Bigger space with skate park, swimming pool, monkey bars and trampoline

Partner Youth Group Feedback



Partner youth group feedback

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Telephone interviews were held with three youth group representatives to gain an understanding of:

- How each group would use the PlayZone
- What factors are important to ensure their usage, eg, design, environmental
- What factors would stop them using the PlayZone



Aqeel Burton

Trinity House Community Resource Centre

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Ladybarn Park site

- Two groups 8 to 12 year olds and 13 to 19 year olds (but mainly up to 15 years) and would want/encourage both age groups to access the PlayZone site
- Have youth workers but not sports specific workers: would attend activated sessions that are provided but also encourage free play on the site that the youth workers would supervise.
- Key factor for any open youth space is that any group is welcome and able to use the space. Very important that the space is not dominated or 'owned' by one group of young people which can be intimidating and off-putting.
- Other key factors that will encourage use by this group are:
 - Feeling safe on site
 - Reputation of the site
 - Lighting
 - Maintenance – for example no broken glass, needles, dog mess
 - Free usage
- Type of activities on offer are less important than the young people having a positive experience and therefore wanting to return.



Elaine Young

Play and Youth Area Manager (Citywide) Manchester Young Lives

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Scotland Hall Road Park site

- MYL currently deliver play (4pm to 6pm) and youth provision (6.30 to 8.30pm) at the Stirling Centre every Monday and Tuesday adjacent to Scotland Hall Road Park, for children/young people aged between 6 and 16 years.
- Activities extend into the Park during summer months as Centre is small and are led by youth workers. Participants are primarily from the immediate Park catchment area (Newton Heath).
- See PlayZone as an opportunity to engage youth group more as currently it is younger children who are interested in doing activities in the Park. Happy to lead own activities on the PlayZone during their play and youth provision hours.
- Key factors for this group that would impact on use of the PlayZone are:
 - Lighting – this is a big problem for the Park as there is none and therefore the Park is not used from September to March.
 - Safety issues with fencing around the Park which has large holes and attracts anti-social behaviour – concern for the PlayZone
 - Monitored maintenance would be essential together with cleanliness. Currently there is a problem with needles on the Park.



Claire Evans CEO of 4CT

Sharp Elbows
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Scotland Hall Road Park site

- Youth club based at the Stirling Centre adjacent to the Park.
- Already use the park as the Centre is small and in summer club attracts 50+ young people. Park therefore important as extension of the Centre.
- Have a multi-sports worker and use existing MUGA on park for informal football and also have outdoor play equipment. Encourage young people to take ownership of the Park.
- Late September to March park is unusable as it is not lit.
- PlayZone would be very welcome to enhance and improve the activities they can offer in the park. Particularly want to increase number of young people aged over 13 years and encourage more girls to join.
- Use the PlayZone to wider physical activity and sport offer and widen out to activities such as dance to attract more girls.
- Lighting is vital to use of the PlayZone all year round – suggestion from the young people that the lighting could be controlled from the Centre rather than being on all the time as they feel this could encourage anti-social behaviour.
- Concerns over route from Centre to Park – this needs to be lit as very dark.
- Would like to see open community day events on the PlayZone to encourage use by families and increase use of the Park which is not very well used.



Claire Evans CEO of 4CT

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Ladybarn Park site

- Two age groups would access the PlayZone
- No multi-sports worker based at Ladybarn but youth workers will be happy to lead informal sessions on the PlayZone as well as accessing activated sessions depending on times.
- Would like to see a link to outdoor learning and adventure work that takes place in the Park with the PlayZone. Youth club ran these types of activities over the summer holidays and they were very popular. Would like to see PlayZone integrated into activities/events already being run in the park and youth club happy to support this.
- Lighting important and cleanliness/maintenance of the site.

A logo for '4CT Limited' with the text '4CT' in a large, blue, stylized font and 'Limited' in a smaller, black, sans-serif font below it, all enclosed within a dashed blue rectangular border.

4CT
Limited

Recommendations



Recommendations

- Activation is key to engaging participants and encouraging use by the whole community. This is particularly important for the 'near market' segments.
- Consider front-loading activation during first six months to drive and build usage.
- Link the PlayZone sites into existing local community events including non sporting events to increase footfall, reach new markets and build community ownership of the facility.
- Prioritise and have plans in place before opening for site maintenance and repair with clear responsibility. Lighting is essential to ensure year round use.
- Develop a local communication plan to engage residents and community stakeholders in the design, plans and build process leading up to the opening of the facility. Respondents to the consultation were keen to see more detail and follow progress.



Recommendations

- Build awareness of the facility with the widest range of community partners and organisations before the facility opens – and not just the usual suspects.
- Ensure communications use local channels, has a digital element, taps into key local influencers, uses inclusive imagery and is not all about football.
- Ensure each PlayZone is designed, activated and programmed to local need and regularly consults with the local community.
- Consider the needs of different target segments – inactive, older people, youth, women, LSEGs, BAME – and how activation and programming can encourage participation.





How this consultation links to the 2CV 'Informing facility strategy for Recreational Football in Manchester' from 2017

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2CV carried out research to help inform the future investment strategy of Sport England, The FA and the Premier League in facilities that support the future of recreational football, especially with audiences who are currently under represented. Insight was required to help inform the investment strategy. Manchester was chosen as one of three regions prioritised for investment.

Near market



Overall sport behaviour

Attitudes to football

Barriers / motivations for playing small sided football

Awareness and usage of SSF facilities near to home and work

Perceptions, drivers and satisfaction with SSF session / facilities

Ideal SSF session and facility priorities

Research findings from the 2CV 'Informing facility strategy for Recreational Football in Manchester' from 2017 that supports and reinforces the local PlayZone consultation

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Local parks

*Keep affordable and somewhere that permits informal play; but
need to clean up and offer maintained public toilets*

Building and improving the physical venues should not be the only focus:

- **Grow awareness of opportunities to play.** There's a lot of potential audience who don't know where it's possible to play
- **Reassure on what the venue experience** will be like (friendly, welcoming, affordable, inclusive)
- Design the **facilities to facilitate socialising** where possible – so players can make the most of time with friends
- **Consider the different relationship women have with recreational football** - provision is key (eg women only nights) and they require a strong activator to motivate and mobilise

Research findings from the 2CV 'Informing facility strategy for Recreational Football in Manchester' from 2017 that supports and reinforces the local PlayZone consultation

- **Lack of confidence and perceived skill level** can discourage play. Improve inclusivity perceptions and ensure venues feel safe.
- **Floodlights** are essential for outdoor play.
- Facilities need some degree of **management, continued upkeep and maintenance**.
- **The design of facilities can help to alleviate self-consciousness** – pre-match waiting areas, hedges/furniture to obscure pitch side view. Activation can also help, eg, football in the dark with UV paint, women's only nights etc
- **Activation strategy** required to develop and maintain engagement and use
- **To appeal to those not yet playing**; all venues need to build awareness of affordable, friendly, fun and welcoming venues, not only what equipment/facilities they offer.

Appendix One:

Give Us Your Opinion Survey at Ladybarn Park

Results: 06 Feb 2018 - 01 Oct 2018



Give Us Your Opinion Survey: Ladybarn Park

- 176 surveys started (*images were used just to illustrate design to some stakeholders rather than completing survey*)
- 121 surveys completed (69%)

Question 1



1. What do you think?

Like it: 76%

Don't like it: 7%

No response: 17%

Give us your opinion survey at Ladybarn Park
Summary for 06 Feb 2018 - 04 Sep 2018

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Question 2



2. What do you think?

Like it: 63%

Don't like it: 21%

No response: 16%

Give us your opinion survey at Ladybarn Park
Summary for 06 Feb 2018 - 04 Sep 2018

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Question 3



3. What do you think?

Like it: 78%

Don't like it: 11%

No response: 11%

Give us your opinion survey at Ladybarn Park
Summary for 06 Feb 2018 - 04 Sep 2018

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Question 4



4. Vs activities - which do you like?

Netball/basketball hoops: 46%

Football tennis: 64%

Panna pitch variations: 51%

Give us your opinion survey at Ladybarn Park
Summary for 06 Feb 2018 - 04 Sep 2018

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Question 5



5. Individual activities - which do you like?

Passing hoops: 46%

Target wall and flick curves: 54%

Rebound / return walls / agility space: 64%

Give us your opinion survey at Ladybarn Park
Summary for 06 Feb 2018 - 04 Sep 2018

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Question 6



6. Playzone Layout - which do you like?

Perimeter protection: 64%

Tiered seating: 63%

Signage component: 44%

Give us your opinion survey at Ladybarn Park
Summary for 06 Feb 2018 - 04 Sep 2018

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Question 7



7. Colour scheme - what do you think?

Like it: 75%

Don't like it: 25%

Appendix Two:

Give Us Your Opinion Survey at Scotland Hall Road Park

Results: 05 Sept 2018 - 01 Oct 2018



Give Us Your Opinion Survey: Scotland Hall Road Park

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- 32 surveys started (*images were used just to illustrate design to some stakeholders rather than completing survey*)
- 26 surveys completed (81%)

Question 1



1. What do you think?

Like it: 89%

Don't like it: 4%

No response: 7%

Give Us Your Opinion: Scotland Hall Road Park
05 Sept 2018 – 1 Oct 2018

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Question 2



2. What do you think?

Like it: 78%

Don't like it: 22%

No response: 0%

Give Us Your Opinion: Scotland Hall Road Park
05 Sept 2018 – 1 Oct 2018

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Question 3



3. What do you think?

Like it: 78%

Don't like it: 11%

No response: 11%

Give Us Your Opinion: Scotland Hall Road Park
05 Sept 2018 – 1 Oct 2018

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Question 4



4. Vs activities - which do you like?

Netball/basketball hoops: 36%

Football tennis: 16%

Panna pitch variations: 64%

Question 5



5. Individual activities - which do you like?

Passing hoops: 22%

Target wall and flick curves: 41%

Rebound / return walls / agility space: 48%

Give Us Your Opinion: Scotland Hall Road Park
05 Sept 2018 – 1 Oct 2018

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Question 6



6. Playzone Layout - which do you like?

Perimeter protection: 14%

Tiered seating: 68%

Signage component: 25%

Give Us Your Opinion: Scotland Hall Road Park
05 Sept 2018 – 1 Oct 2018

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Question 7



7. Colour scheme - what do you think?

Like it: 77%

Don't like it: 13%

No response: 9%



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