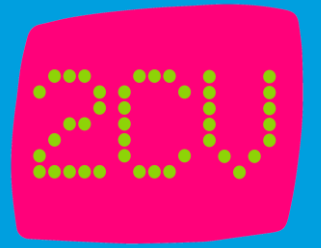


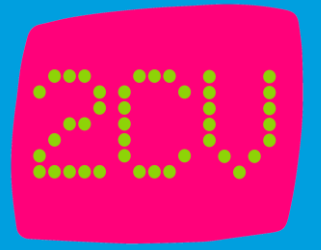
Evaluating PlayZone concept

Research to inform the pilot phase

By 2CV

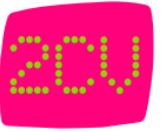


- 1 Background and Methodology
- 2 Area Context
- 3 Community Considerations and Audience Needs
- 4 Response to PlayZone
- 5 PlayZone in depth
- 6 Some further considerations for PlayZone layout



Background and Objectives

Background and Objectives



Background

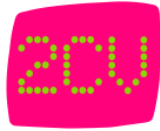
- Sport England, Football Foundation, The FA and Manchester City in the Community are looking to pilot a new concept designed to encourage football and other physical activity
- With recreational football at its core, this new concept will be akin to a skate park with different areas and zones designed for a range of activities. For example, rebound walls, areas for a game, kick through hoops etc.

Research was required to explore response among the near market and help refine the concept prior to piloting in two locations near Manchester

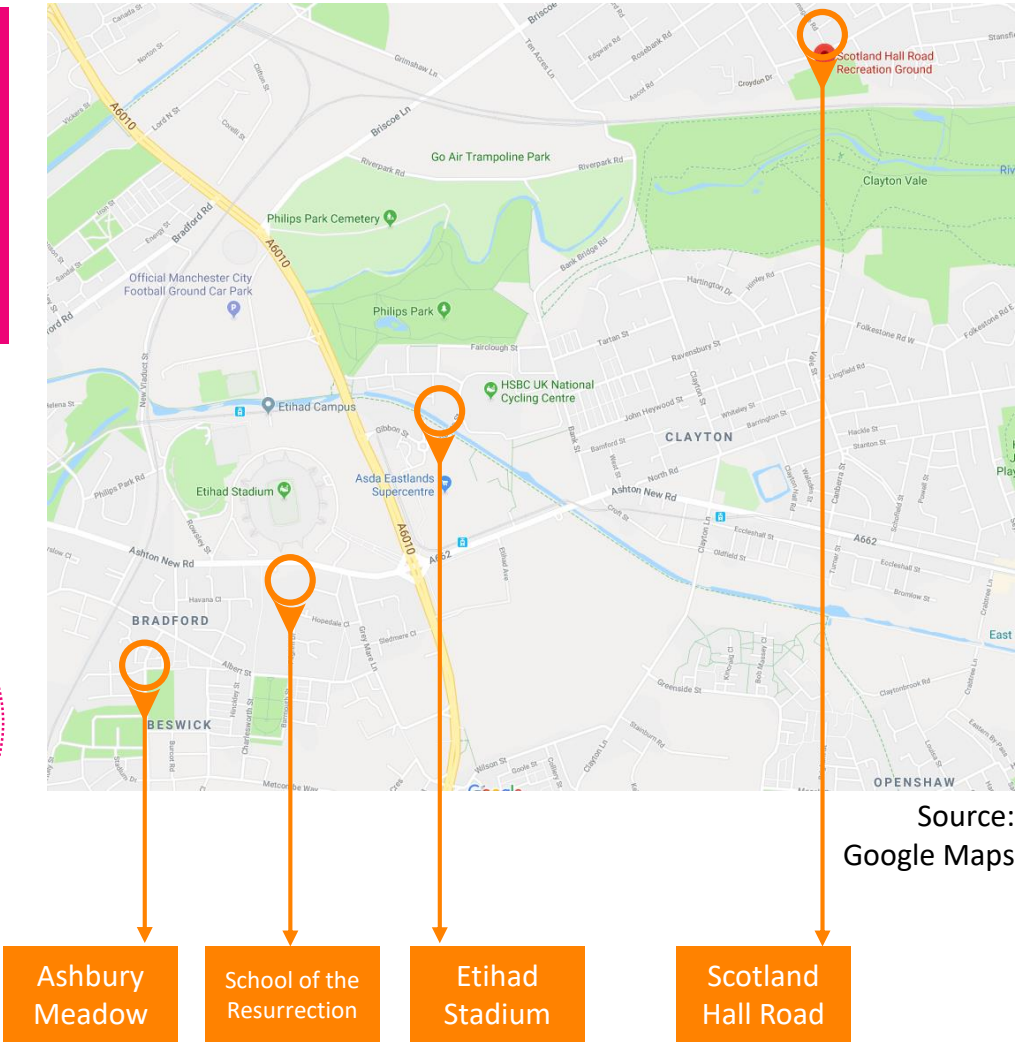
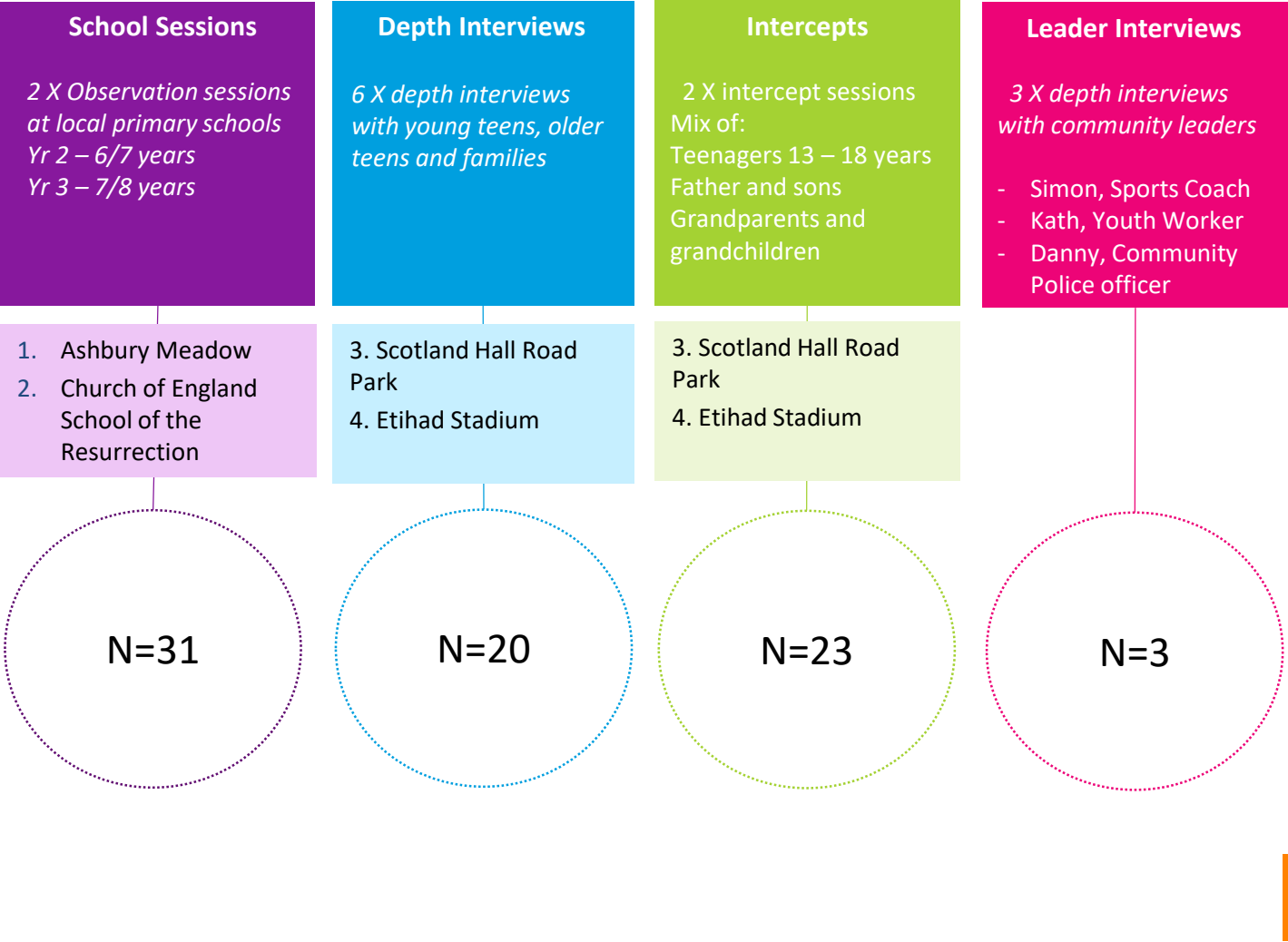
Objectives

- Understand perceptions and experience of new PlayZone concept (in situ) across a range of audiences in the near market
 - Casual and Cautious/Fans not Footballers/Inactive and indifferent
 - Men/women/families
- Understand how, when and why audiences might use PlayZone
 - What might encourage play? What doesn't feel accessible or welcoming?
- Identify how the PlayZone concept can be refined to improve opportunities for recreational play
 - What considerations need to be made for main pilot stage?

Methodology



In total, we conducted research involving **77 people** from the local community

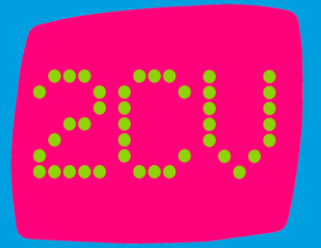


We recruited our depth interviews from specific segments

#	Triad/Family	Demographics	Segments	Location
1	Friendship triad	Lead – Female Age – 14-16 years	Very good mix of: Casual & Cautious Fans not Footballers All round actives Competitive/committed	Friday 11 th May Scotland Hall Road
2	Friendship triad	Lead – Male Age – 16-18 years		
3	Family group – younger children	Two adults with 1+ children aged 5-10 years		
4	Friendship triad	Lead – Female Age – 14-16 years		Saturday 12 th May Manchester City Academy
5	Friendship triad	Lead – Male Age – 16-18 years		
6	Family group – older children	Two adults with 1+ children aged 10-14 years		

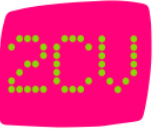
Additional criteria:

- **All recruited from the Scotland Hall Road local area (walking distance to the park)**
- **SEG: all C2/D/E**
- All to be open to playing football, must play some form of football once a month or more
- None to have any connections with Manchester City Academy
- Mix of regularly playing organised football and/or regularly or occasionally playing recreational football e.g. Small-sided, Futsal, Walking Football, Just Play (i.e. turn up and play), Casual football – ad hoc pitch hire or informal football (kick about in park – not just garden)



Area context

There are many local parks in the area...



"They have great football pitches but they are usually used for team training"
Male, 15

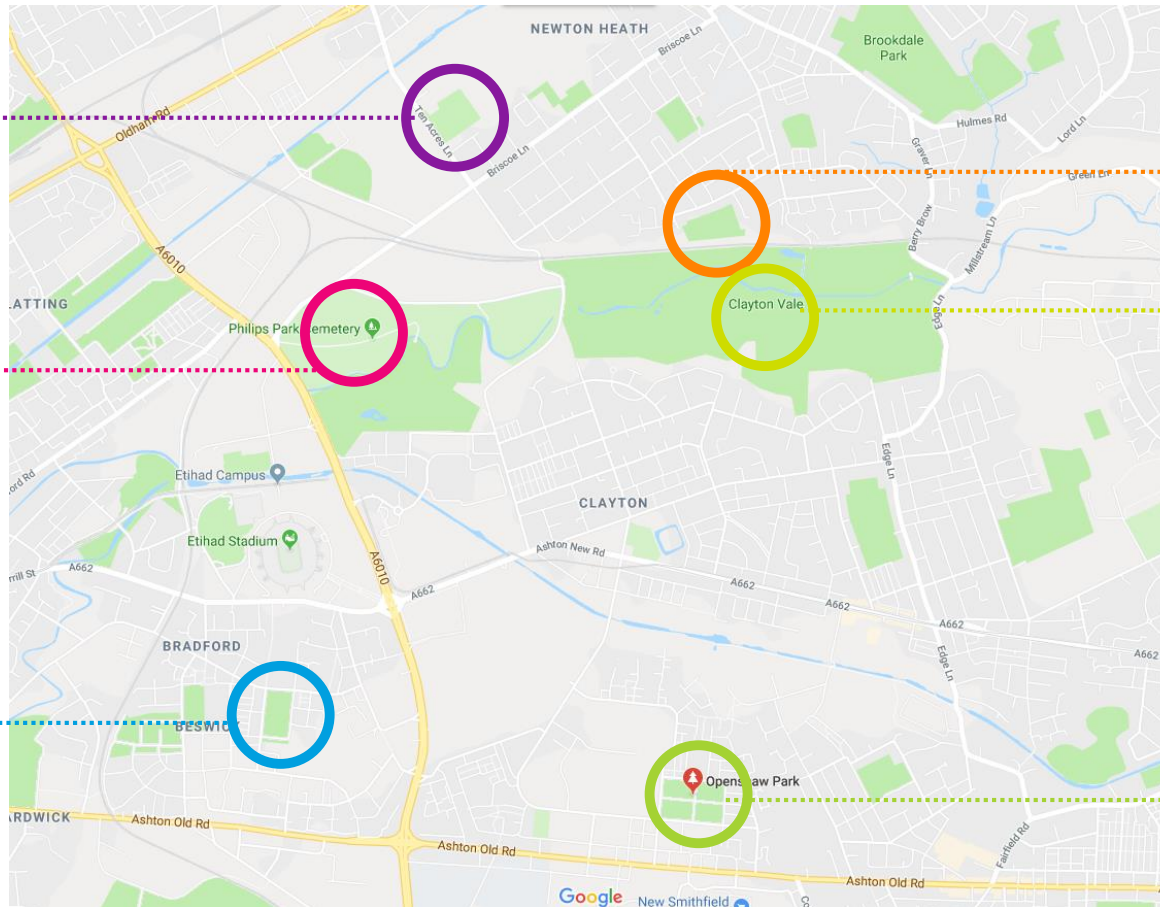
"They have the equipment over there for the children to play on, gives them something to do"
Mother, 33

"Bradford Park over the years has just become more of a social park than somewhere you would think to go and play football"
Male, 18

Ten Acres

Philips Park

Bradford Park



Scotland Hall Road

Clayton Park

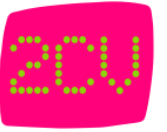
Openshaw Park

"You only really see dog walkers here"
Female, 18

"Often suffers from turf wars between kids on either side of the Mountain bike track"
Danny Power, GMP

"Openshaw park is a real family park – I think people feel quite safe because a main road goes past and it's very open"
Kath 4CT

Different parks fulfil different needs... social gatherings, dog walking or specific sport activities

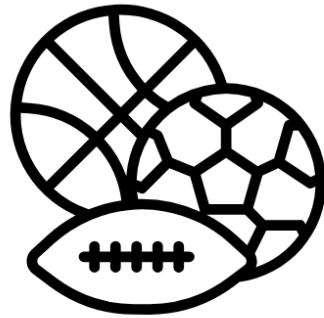


FOOTBALL



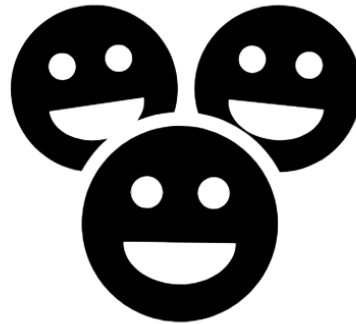
- Kick about area
- 5 a side pitch
- Wembley
- Headers and Footers

OTHER SPORT



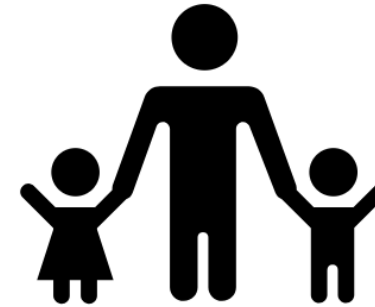
- Tennis courts
- Basketball courts
- BMX
- Skateboard
- Multiuse pitches (MUGA)

SOCIAL SPACE/ HANGING OUT



- Areas for gatherings
- Picnic benches

FAMILY TIME/ KIDS PLAY



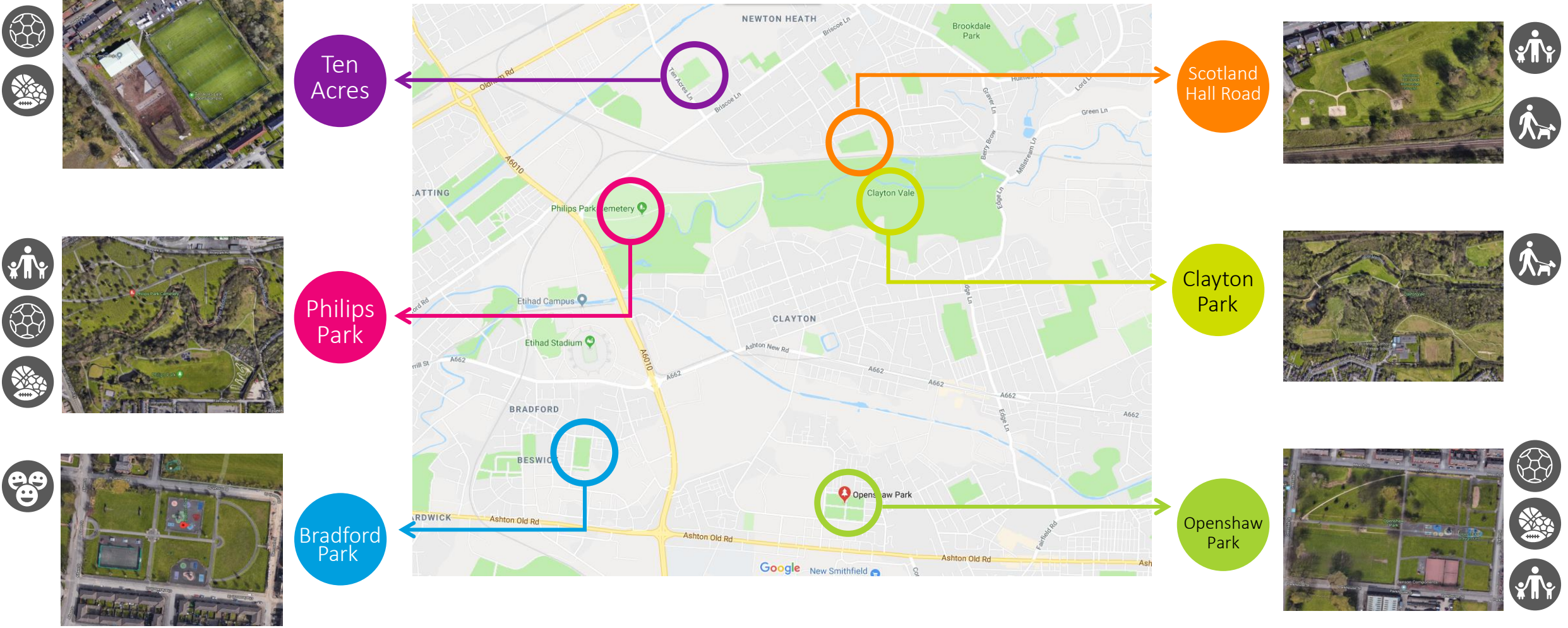
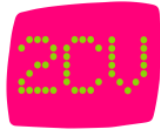
- Play parks
- Sand pits
- Picnic benches
- Free activities
- Something for everyone

DOG WALKERS

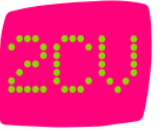


- Relaxed walk
- Time to socialise with other locals
- Open space

Different parks are perceived for different uses

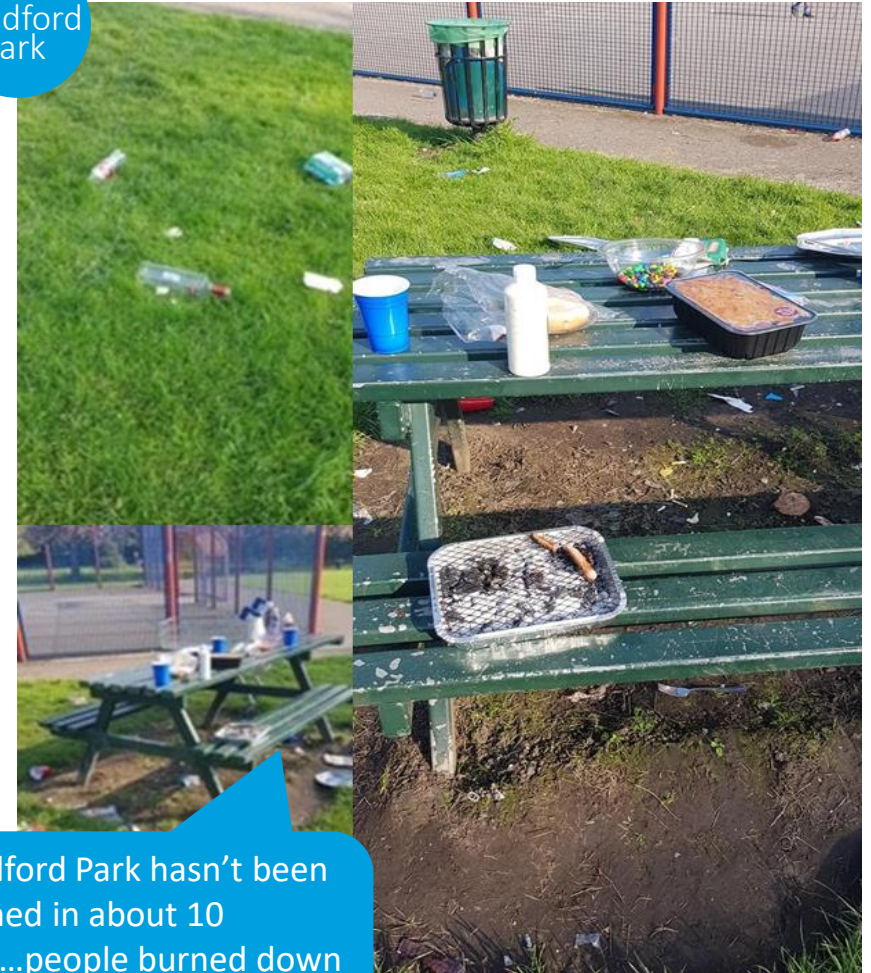


However, the quality of the parks and levels of maintenance is very patchy across the board



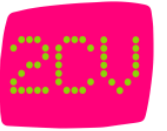
- Many parks are in 'dire' need of maintenance or some upkeep
- Issues vary but some examples mentioned include:
 - **Glass** smashing on concrete surfaces, rubbish everywhere
 - **Tagging and graffiti**
 - **Overgrown** grassy areas (impeding use as a football or sport space)
 - **Broken equipment** (eg in Bradford Park the tennis net has ripped and fallen off – no one has fixed it in a year)
 - **Fly tipping**
- There is a feeling of **lack of trust in the council to maintain** these spaces – and whilst the fault lies in those who vandalise these spaces in the first place, the lack of response or clean up can lead to the 'broken glass effect' whereby more damage occurs as a result and less and less care is taken...

Bradford Park



"Bradford Park hasn't been touched in about 10 years...people burned down the swings a while back "
Male, 18

Focusing specifically on Scotland Hall Road, locals feel it is tired, rundown and in need of some upkeep – a good freshening up!



Scotland
Hall Road

Who uses Scotland Hall Road?

- Mainly **dog walkers**, young kids using the play area and local families having the odd kick about at the weekend
- It's not an especially well used park, but some upkeep has the potential for higher foot fall
- Local teens didn't see any reason to use the park – nothing major to attract them

"We don't really come here as there isn't much to do, the other park has a football pitch we can use" Male, 17

Issues?

- **'Tired', 'Run down', 'dilapidated'** all used to describe the park
- Little to encourage individuals to use the space
- Equipment is dirty and rusty and needs replacing

"There's just nothing to it, the play park is old and the grass is overgrown" Female, 16

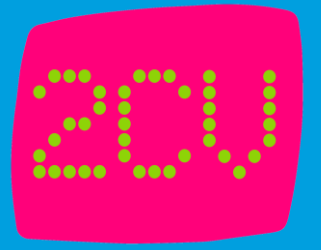
The Youth Centre

4CT

- The community centre tries to make use of the park on Friday evening when sessions run – but this isn't regular
 - Not always easy with the weather, more of an overspill
- It's great for them to have access to an open space, and have organized events in the park to bring the youth and community together – but tends to be litter picking and mural painting

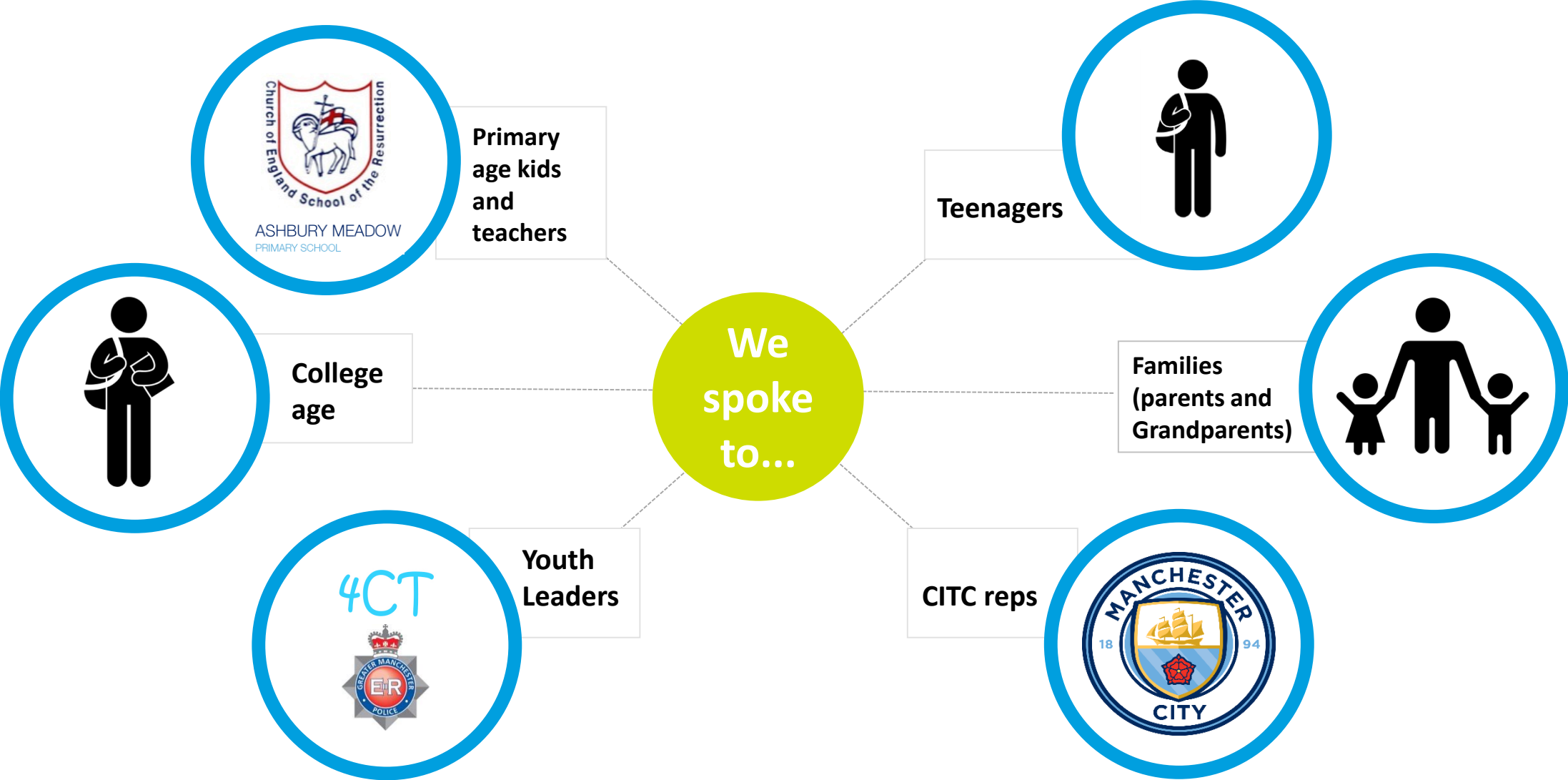
"You can see the young and old interacting in the park and that's great, young people have a bad reputation a lot of the time" Kath – 4CT



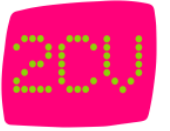


Community Considerations and Audience Needs

We met a wide variety of people in the local community



Overall, this community are lacking opportunities when it comes to leisure time, specifically when it comes to outdoor activities



▪ Lack of things to do

- Despite there being a few facilities located in local parks (MUGAs, tennis courts etc.), people felt as if there just wasn't enough to actively engage them.

▪ Lack of structured leisure time

- There aren't many/any free structured sports clubs or events in the parks currently meaning people don't really think to use parks (but rather indoor football/ tennis courts etc.)

▪ Lack of encouragement

- There's a general lack of activation
- To get involved, often people felt like they need specific organised sessions to really give them that push

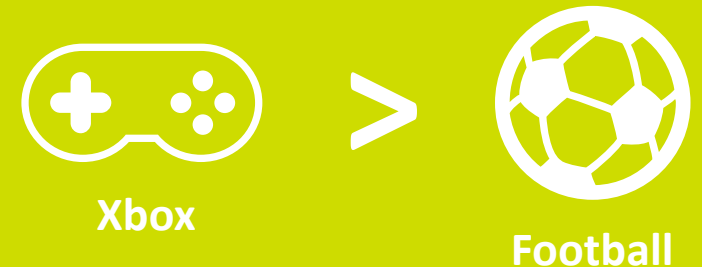
"The facilities are just a bit old and run down so don't really think to use them" Female, 16

"The only good football pitches in the area you have to pay for" Male, 18

"There are just no activities for the children nowadays, there is nothing for them to do!" Mother, 33

This can result in...

- Especially for teenagers, this lack of opportunity and engagement can lead to the erosion of any relationship with sport and outdoor activity
 - Often the default is hanging out indoors and gaming (Xbox etc.)



"Well he [12 year old son] would always choose the Xbox over going to the park, they just don't have anything" Father, 32

For the teen audience especially, this is something that is particularly problematic – often the default is to just ‘hang out’ on the streets

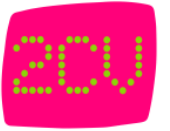


“We just hang out really, around the streets and stuff. I know that older people think we’re intimidating when we’re in big groups, but there’s not much else to do!” Female, 16

“I think people are scared of us”
Female, 16

“Young people in this area have a bad rep, but they aren’t doing anyone any harm – they just don’t really have other options apart from being out on the streets and rec areas, so people think they’re up to no good” Kath, 4CT

So across our audiences, what does their current leisure time look like?



PRIMARY

Current leisure activities:

- After school clubs, weekend sport clubs, youth groups

Leisure needs:

- Safe spaces where parents are happy to drop off/ watch
- Some kind of adult presence at all times

Relationship with sport

- Sport is a very structured part of their lives. PE lessons at school and designated play time in breaks and lunches keeps younger children active



YOUNGER TEENS

Current leisure activities:

- Socialising with friends is really important and leisure time revolves around this

Leisure needs:

- Less parental supervision needed so freer to spend time as they please

Relationship with sport

- A phase of changing priorities so active engagement required to sustain participation – often still participating in some sport at School



COLLEGE

Current leisure activities:

- Leisure time takes a hit at this age with A-levels – some still involved with sports but many have ‘fallen off the wagon’

Leisure needs:

- At leisure to decide how to spend their free time, but hampered by lack of opportunities

Relationship with sport

- For some, college is a time of real decline in sport participation with a massive focus on A levels and increased freedom to socialise with friends
- Less team sports and more individual-focused activities e.g. the gym



FAMILY

Current leisure activities:

- Time spent together mainly at weekends
- Often quite ad hoc – rely on sunny days, free parks and time to spend together

Leisure needs:

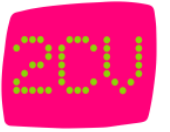
- Something for everyone that brings the whole family together

Relationship with sport

- Younger children in families can re-ignite adult relationships with team sports – often play what their children do in PE at school



Relationships with physical activity/football tend to drop off between secondary and college age – picking up again when families and young children are involved



Primary

Secondary

College

Family

Football

Boys and girls are both enthusiastic towards football! Willingness to play, get stuck in and give it a go was experienced at the schools visited

Football becomes more interesting to those who 'can play/have football skills'

They are keen to do more – football is often something that is quite accessible and easy to pick up again – but mainly for boys rather than girls...

Football is seen as family bonding time and a 'kick-about' is often their go to activity (especially for fathers and sons and grandparents)

The Park

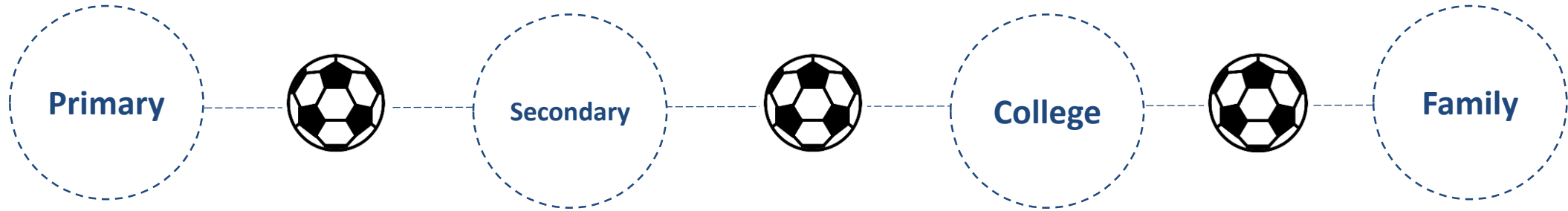
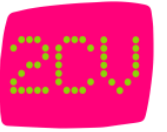
Entirely reliant on parents or guardians to take them to these spaces so usage depends greatly on family

Still some interest in parks and the outdoors, but less and less to interest them and engage them directly (such as clubs or activation)

Often a poor relationship, not much to encourage them to go apart from a casual meet up or kick about

Parks often form a crucial part of family time, especially when kids are younger. It's free and can help burn off children's plentiful energy!

Focusing specifically on football, the type of football played differs across our audience...



WHEN

- After school
- Weekends
- Half term/school holidays
- Watched by a parent/guardian

- After school
- Weekends
- Half term/school holidays
- Often with their friends

- After college
- Weekends
- College holidays
- With their friends

- After school
- Weekends
- Half term/school holidays
- With a parent/guardian

WHAT

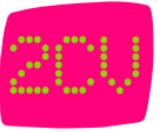
- More individual (not team) play

- More team play (5 aside)
- Headers and volleys
- Wembley (6 to 8 players)

- More team play (5 aside)
- Headers and volleys
- Wembley (6 to 8 players)

- Play is often between Dad/Grandad and children
- Goals (Dad/Grandad in goal)
- Mums/Grandma more likely to be watching

Meet the audience! Primary school age are energetic and imaginative when it comes to playing games and sport



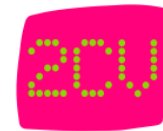
- They are happy to get stuck in and need little encouragement to do so
- But require adult supervision as this enthusiasm needs some direction and control

“They just love getting involved with anything that comes their way, they have endless amounts of energy” K21 teacher

“I love kicking the ball and scoring!” KS2 Girl



Younger teenagers becoming more self conscious and have a lot of things going on!



- They are at an age when friendships become more important – leisure time revolves around this and needs to be inclusive of everyone in the friendship group
- Normally limited money as in school/weekend jobs, so looking for something free



“I don’t do much after school, so I guess it’s just weekends to see friends” Female, 16

“We just hang out and stuff, a group of us just go to each others houses to chill” Male, 16



Older teenagers have A-level/work pressures to worry about – it's about drinking, girls/boys and exercise and activity is less a priority

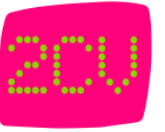
- Other pressures take over and exercise can seem like an after thought
- The gym becomes quite prominent for some over other forms of exercise – team sports can be less interesting as logistics of organising mates can become harder

“I go to the gym as I want to improve my strength and image – it's easier to exercise at the gym any way as you don't have to organise everyone together and I can just do it myself”

Male, 18



Families with younger children are very time poor – family time is precious and activities need to be inclusive and fun



- It's all about quality time – anything that can be done together and include the whole family is a bonus

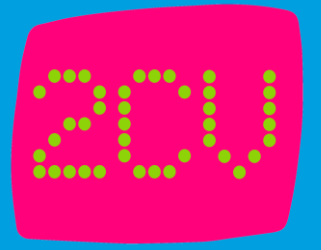
“The weekends are precious and we try and do as much together as we can – especially as the children are still young”

Mum

“Any chance we get we get, we go to the park – just to get the kids out of the house!”

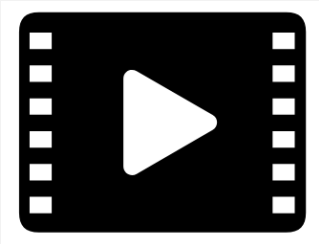
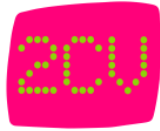
Dad





Response to PlayZone

Across the research sessions, we showed four stimulus elements to bring the PlayZone to life



1

Video

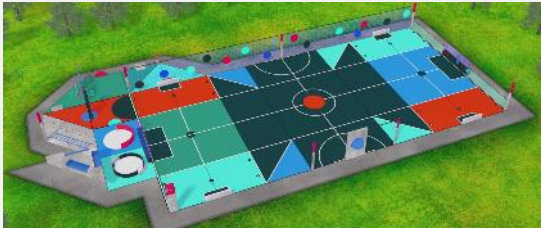
2

In-situ
equipment



4

Detailed
images



3

3D model

The positive response is driven by the perceived look and feel...

A GENUINE INVESTMENT

- This is a relatively deprived area of Manchester and overall local investment feels low
- PlayZone looks high quality – use of colour, different zones and equipment, overall newness
- Feels like a special gift to the community, a real treat

“It’s amazing, looks so expensive!” Youth group member, 11

NEW AND DIFFERENT

- Very different from existing park infrastructure which typically has a children’s playground (slide, climbing frame, swings etc.) and tarmacked MUGA
- Creates real intrigue and interest

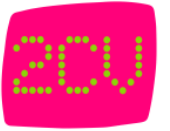
“It doesn’t even compare to what’ve here (SHR) currently, it’s so cool” Male, 16

IMMEDIATELY ENGAGING

- It’s truly inviting to prompt consideration and trial
 - The different colour, zones and equipment sparks the imagination

“Wow! What’s this bit for? I want a go!” Youth Group member’s reaction to 3D model

However, security will be a major challenge to the success of PlayZone



3 KEY ISSUES:

1

INTIMIDATION

- Fear that 'scallies' will occupy the space making it difficult to play
- Become a hangout area rather than a 'play' area

Leading to an unsafe and uncomfortable space that becomes a barrier to use

"There are kids who just go there to hang out and make a mess so I have to tell to them to leave"
Mother, 33

2

DESTRUCTION

The equipment getting wrecked via vandalism, burning surface/parts of equipment, smashed glass on surface, unpleasant graffiti

Leading to a PlayZone that no longer functions as intended

3

MISUSE

The area being abused and uncared for especially with dog mess, litter

Low level abuse that negatively impacts opportunity to use PlayZone

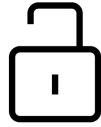
"It's Manchester innit"
Male, 16

Tackling these challenges is not impossible but does require investment and co-ordination...

There are three key areas which can help ensure better security

Increased visibility

Open spaces



High footfall



CCTV



Lighting

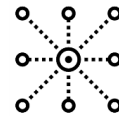


Community integration

Community ownership



Community hub



Activation



Active maintenance

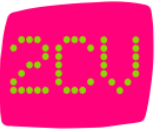
Caretaker



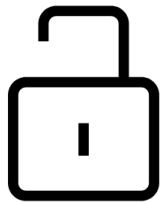
Regular upkeep



Increased visibility: a space with high visibility helps to strengthen security



Open and visible spaces



- ✓ Open spaces where activity can be easily seen
- ✓ Where much of the park is clearly visible to passers-by (on foot or in cars)

High footfall



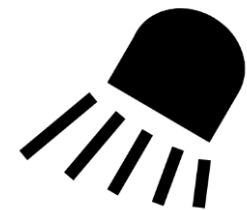
- ✓ Parks that have high footfall and greater public presence tend to reduce chance of damage to the park equipment (and hence PlayZone)

CCTV



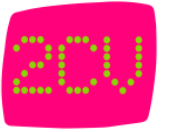
- ✓ CCTV could act as a deterrent
- ✓ It may help increase sense of safety amongst those using the PlayZone (if using later at night etc.)

Lighting



- ✓ Key for practical reasons – ability to extend play into the evenings in winter if organised sessions were to be arranged
- ✓ Also is key for safety
- ✗ BUT – could attract the wrong crowd...

Community integration: making it a real community space will enhance success

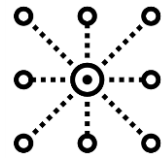


Community ownership



- ✓ Involving the local community in PlayZone early, a real sense of community ownership can be established
- ✓ Residential custodians
- ✓ Can help maintain upkeep and 'community policing' of the space

Proximity to Community hub



- ✓ Position the PlayZone close to a Youth Club or school so it feels part of the community
- ✓ Likely to increase usage as school can use during the day and can actively promote after school usage
 - ✓ Or as part of clubs/ youth sessions

Activation



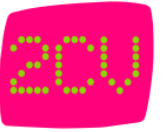
- ✓ For members of the community to get the most out of the space activate is crucial
- ✓ Programmes, clubs and events should be considered – structured activities activated by Clubs (eg CITC) or youth groups/schools etc

"You can't just dump a new play area in a park and expect the community to feel proud and protective over it... if they are involved as early as possible they will work together to maintain it and keep it safe and fun"
Kath, 4CT

"If the community are involved, they will become custodians of the space" Danny, Community Police

"I'm assuming that sessions for the kids will be put on..."
Mother, 33

Active maintenance: the lack of upkeep of local parks highlights the need for PlayZone to remain an inviting space



Caretaker



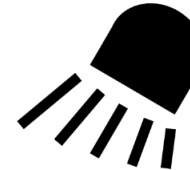
- ✓ The presence of a caretaker will help maintain a certain standard and help ensure upkeep – having a dedicated presence can also help mitigate anti-social behaviour

Regular upkeep



- ✓ Regular upkeep of the space needs to be maintained so as not to encourage the 'broken glass effect' whereby some damage leads to further damage as less care is taken of the space

Lighting



- ✓ Lighting is important not only for practical reasons but to keep the space visible, warding off any suspicious or anti-social behaviour that could arise if people feel like they're unseen

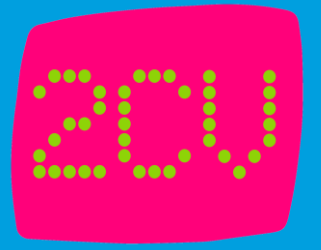
"That's really good with the lights!...the kids can stay out in the evening and it will make it feel safer"
Father, 32

So how do the different park sites rate against these?



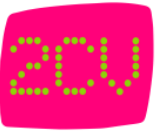
	Scotland Hall Rd	Clayton Park	Openshaw park	Bradford Park	Phillips Park	Ten Acres
 Open and visible						
 Footfall						
 CCTV			?	?	?	
 Lighting				?	?	
 Community ownership				?		
 Close to Community hub						?
 Activation						
 Caretaker						
 Regular upkeep						

NOTE: Ten Acres is already an activated space



Exploring PlayZone in depth

Overall, the areas that naturally offer game or sense of challenge are most appealing - instant gratification amongst users



Game

Challenge

The ability to instantly play and create a game without any planning and with minimal organization is really appealing... the elements which really inspire this are:

- The football pitch
- The Panna
- Tennis football

"You can just turn up and play a game of football whenever you want, it's so easy"
Female, 16

Being able to set a challenge against others, or even yourself, inspires the competitive spirit that keeps people engaged in playing for longer periods of time. This was felt to be done best through:

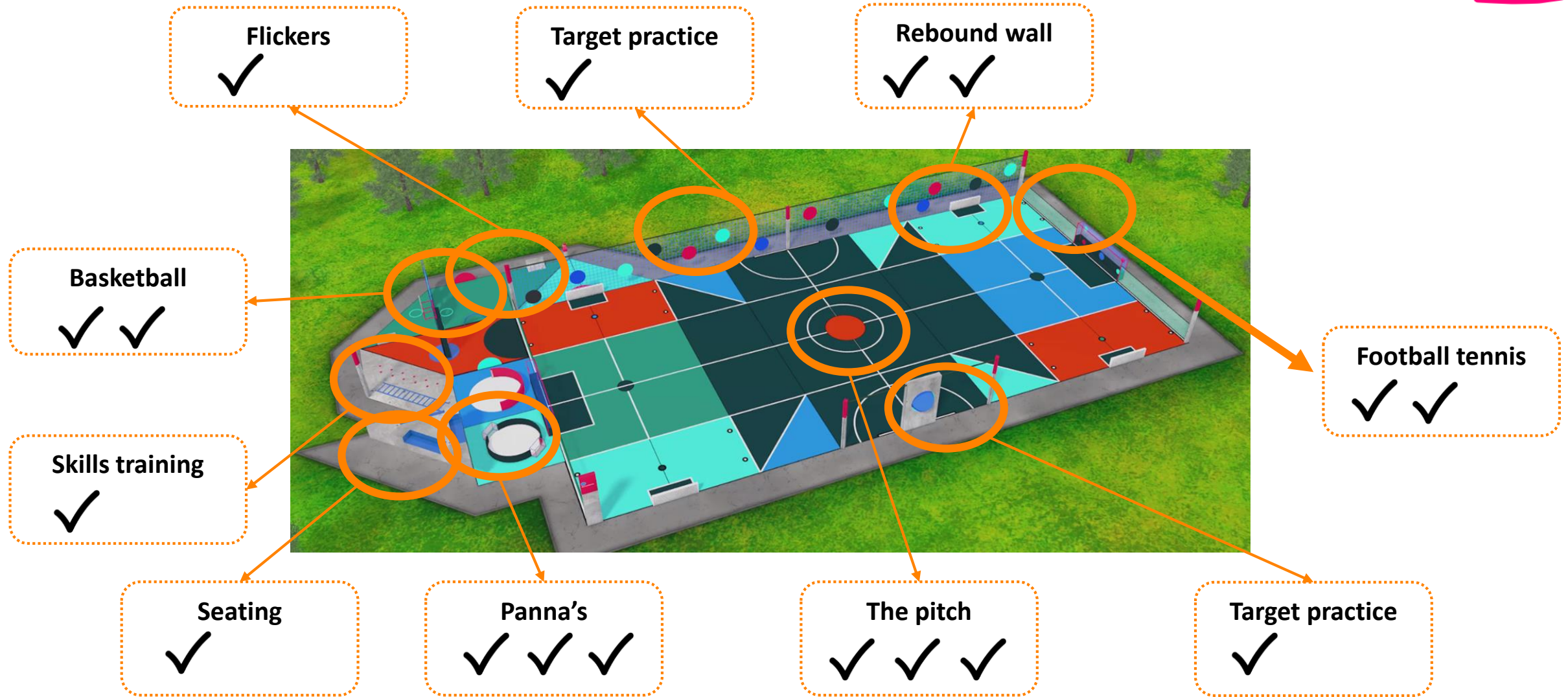
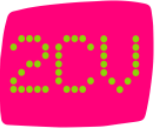
- The Panna
- The rebound wall
- The basket hoop

"The Panna is addictive, you get so competitive"
Male, 18



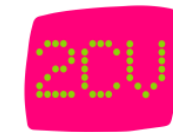
While there is some interest in **the skill based areas** (target practice, ladder jumps, etc.) they were seen more as 'stations' in a larger skill based activity / session rather than areas on their own right

How the elements perform – an overview



The pitch and panna are the strongest performers. Opportunity to optimise other elements by placement or design

Reactions to the elements



The elements in detail – what's working and optimisation

✓✓✓ The pitch

What's working...

- **It's big!** Assumed to be 5 a side size
- It's the main reason people would want to use the space – **it's all about football**

...Optimisation

- Multitude of **colours can confuse**
- Consider **trip hazards** on pitch (rebounds etc.)
- **Add fencing** to retain ball – low enough to not make space feel enclosed

✓✓✓ Panna's

What's working...

- **Instant play**, real sense of **competition**
- Suitable for **all ages**
- Open to **anyone**
- 1v1, 2v2 etc...

...Optimisation

- **Different sizes** for smaller vs larger teams
- **Egg timer** to keep track of matches
- **Instructions** – some confusion initially on how to play

✓✓ Basketball

What's working...

- A point of **difference from football**
- **Includes** those who might prefer something a bit different

...Optimisation

- Need opportunity to be able to turn it into a **game** beyond just shooting hoops
- Lots of **hazards around net** to stop a game being played
- Basket ball required – **specialist equipment accessible?**

The elements in detail – what's working and optimisation

✓✓ Football Tennis

What's working...

- **Instant game** – minimal organisation required
- **Multi-use** – can kick over, hit over etc.
- **Scalable**, can be 1v1, 5v5

...Optimisation

- **Instructions** on how to play/ ideas for challenges
- **Additional pitch space** to allow for a proper game (currently those playing on one side of the next would have to play on grass)

✓✓ Rebound Wall

What's working...

- **Easy to use**/ work out how to use
- Suitable for all ages

...Optimisation

- Not that exciting on it's own – **needs instructions** on how to make a game/ challenge out of it
- A **trip hazard** in it's current placement on pitch

✓ Flickers

What's working...

- Similar to rebound wall

...Optimisation

- Current placement is a trip hazard
- Too close to seating area

The elements in detail – what's working and optimisation

✓ Skills area

What's working...

- Useful **warm up area** – could be used by coaches in coaching sessions as a warm up exercise

...Optimisation

- **Less exciting**
- No intuitive **game** or **challenge**
- Needs to be **activated by a coach** or training sessions for it to be made use of
- Or provide instructions for a game or challenge

✓ Target Practice

What's working...

- A good idea, if placed in the right place...

...Optimisation

- Current placement is directly on the pitch so limits use whilst a match is being played
- Needs an element of challenge/ a game idea to make more interesting

✓ Seating

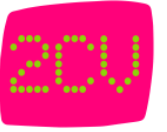
What's working...

- Seating is a really important element
- Parks are natural hang out spaces and **football draws an audience**

...Optimisation

- **Add more!** In large format, not enough seats for the size of pitch and number of activities
- Placement is important – should be **facing the pitch** (as this is the core focus) rather than facing out away from each other

Overall, there are opportunities to increase perceived use and showcase the full scope of PlayZone...



■ Some areas are **intuitive**

- The Pitch, target practice and basketball are all familiar and simple to use

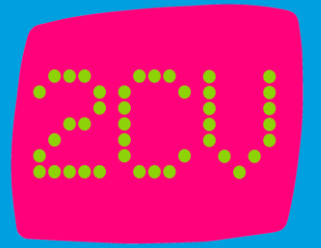
■ Some areas require more **structure or instruction**

- The panna, rebound nets and tennis football would need information for users to get the most out of the equipment

■ Some areas need a greater sense of **game or challenge** to invite play

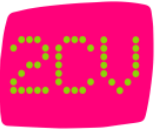
- Add egg/sand timers, score cards or game ideas to help facilitate gaming



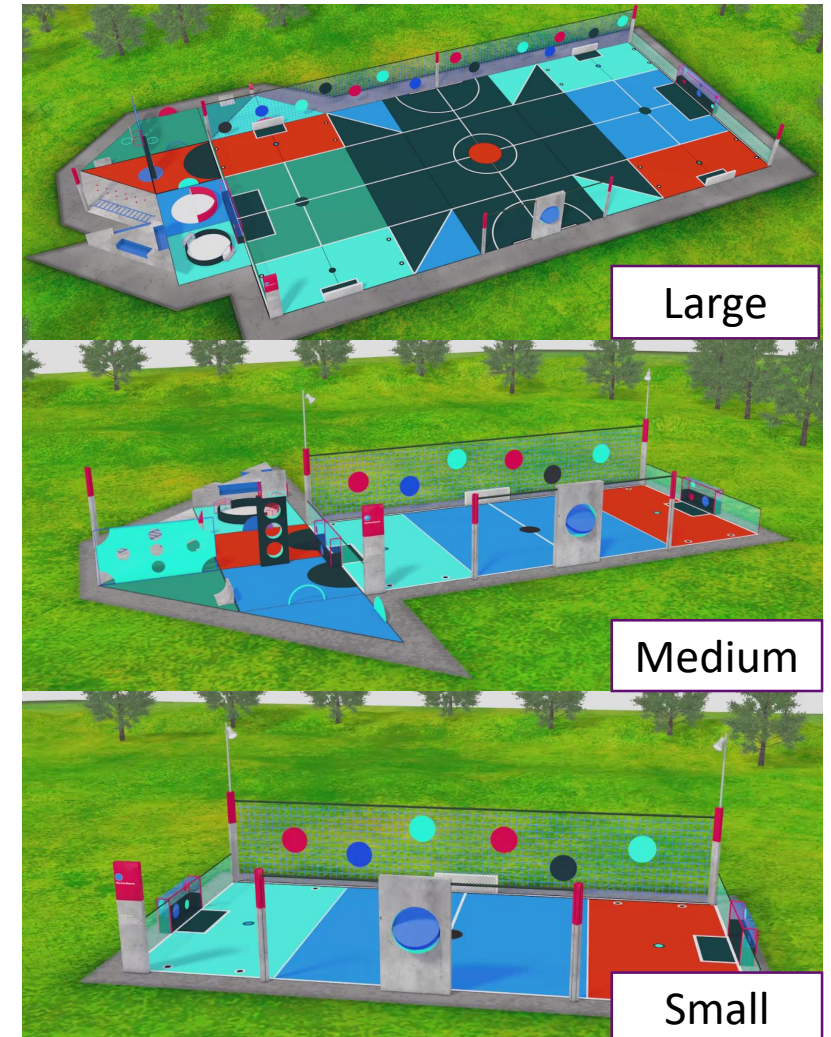


Some further considerations for PlayZone layout

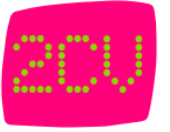
There are several practical considerations across all size formats of PlayZone



- **Equipment Positioning:** Some equipment is a **trip hazard** in it's current position
- **Colours:** Colours don't correlate to a game necessarily which they are assumed to = **confusing**
- **Seating:** **Require MORE!** Seats need to face the pitch which is the main focal point
- **Fencing:** Issues with **keeping the ball on the court** – consider additional low fencing to contain ball without caging in participants
- **Lighting:** A requirement for any PlayZone to maximise use all year round and **safety**
- **Goals:** No real preference on exact size, but big enough for a **'proper match'** – ideally 7 aside
- **Surface material:** Concrete too harsh for football, grass is not conducive for other sports
 - Suggestions are: children's play surface or something softer with a bit of 'give' underfoot



The larger format size packs a lot of elements into the space – but considerations need to be made to optimise usability



Layout considerations – large format

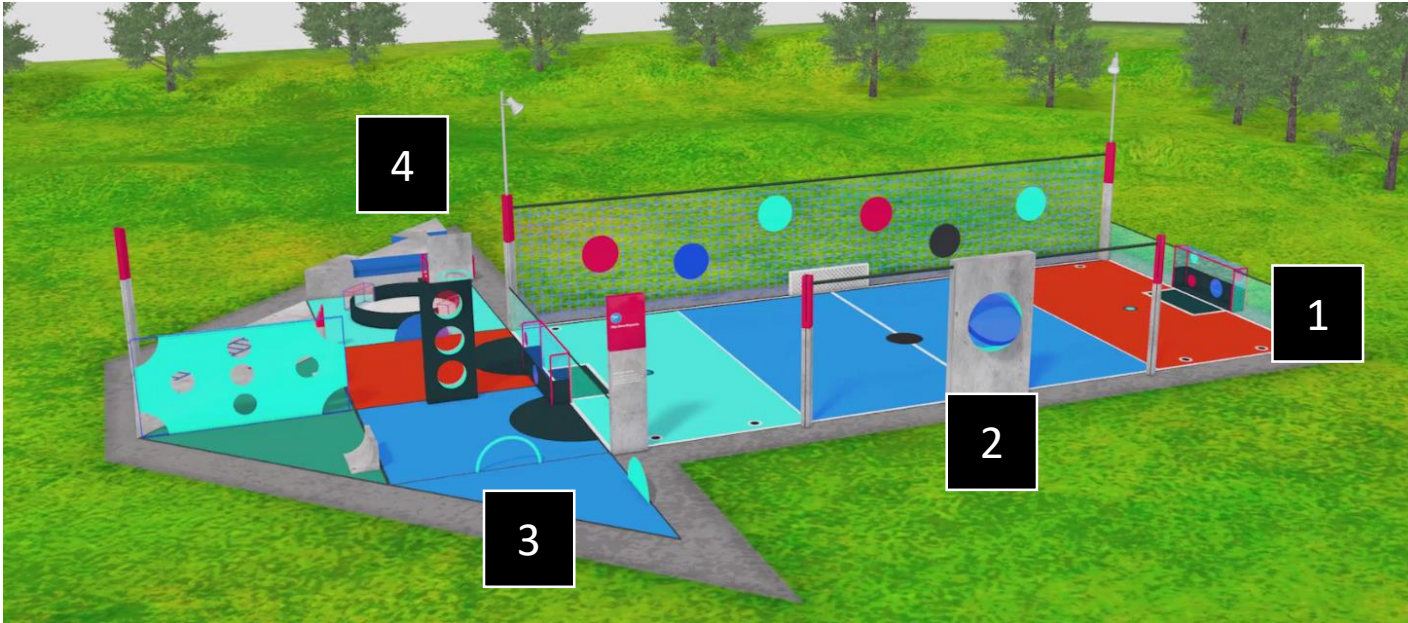
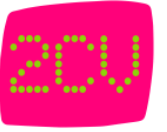
1. The rebound walls positioned on court are seen as a hazard when matches are being played
2. The tennis football net doesn't have it's own court, so the surface would need to extent onto the grass for a match to be played
3. The basketball net has too many obstacles around it for it to be used as anything other than for shooting hoops
4. The seating needs positioning towards the pitch
5. The panna's are too close to the pitch, which could put some people off if a match is on due to not wanting to impose

"If there's are lots of bits of equipment on the football pitch, that's a hazard if someone pushes you" Male, 16

"The seating is facing the wrong way, people want to be facing the football pitch" Male, 18

"The rebound walls shouldn't be on the football pitch, most matches are played down the channels so people will constantly be flying over them – they should be separate to the pitch" Male, 18

The medium format has less elements, but space still feels quite cluttered which can impede usability



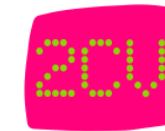
Layout considerations – medium format

1. Same tennis football issue as large format
2. The target practice would not be able to be used if a match was being played (kick straight onto the pitch)
3. Low level equipment could be a trip hazard
4. Seating not located in a practical place – as with larger format, needs to be closer to and facing the pitch

“The panna is too close to the pitch so people will watch what’s going on rather than using them”
Male, 17

“That pitch is just too small for me, it needs to be big enough for a proper kick about”
Family

The smaller format is simple, but just feels too small for effective community use

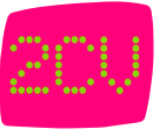


“It’s just a multi-coloured MUGA which is already here and no one uses (Scotland Hall Road)”
Female, 16

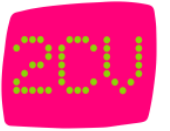
Layout considerations - smaller format size

1. Only one group will be able to play at a time due to layout
 - Layout constraints similar to larger size formats (If pitch is in use, every other element becomes redundant as all rely on having access)
2. Layout feels similar to other multi-use courts in other parks (i.e. nothing ground-breaking)

Areas for improvement



Brand sponsorship is an important consideration for this community space



- Manchester City is loved by fans but can feel quite tribal and divisive
 - Some feel overt Manchester City promotion may encourage vandalism by non-fans
- However, when framed as Manchester City in the Community, less tribal response.
- All feel positive and recognise the work CITC does for Manchester communities



- The FA and Premier League feel exciting
 - Big, recognisable brand names
- Having these sponsor and invest in a community PlayZone space is genuinely exciting
 - Suggests high quality design and materials
 - Feels premium and special
 - And The FA also speaks so grassroots football



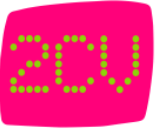
- Football Foundation and Sport England are less known
 - Logos suggest they are football and sports specialist respectively
 - So in turn suggests design expertise
 - However, do not have the excitement of a club or Premier League/The FA



- Manchester City branding feels familiar and rooted in community
 - However, often associated with lack of investment, poor upkeep and equipment needing repair
- DCMS is less known and doesn't mean much to the local community

Ultimately a blend of sponsors will help to communicate *excitement* and *for the community*

Guidelines for success



Community Involvement

- Community involvement is integral to the success of PlayZone
- They need to be involved from the get go and feel like their have been of the process
- Engagement, listening, building in feedback will help them feel invested and create a sense of ownership of the PlayZone
- We want them to feel like custodians of the space

Activation

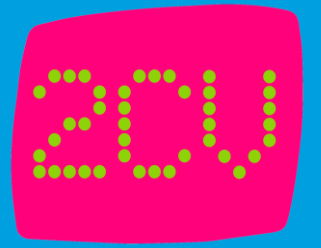
- Some audiences more than others will naturally gravitate to and use the space (primary, families, kids and early teens)
- To maximise the full opportunity of PlayZone, we will need to active the space and provide led sessions for different audiences – reflective of the community (college age, 16+, girls, older audiences, less confident)

Optimised PlayZone design

- Some elements that are natural more engaging than others (Panna, pitch, tennis football) so these should be incorporated in all size formats (where possible)
- Important to ensure a sense of game or challenge to all elements of PlayZone – consider activation messaging as part of design
- There are some practical design considerations that need to be addressed – layout, trip hazards, seating

Safety and Security

- *“It’s Manchester innit”*
- Safety and security has to be considered but shouldn’t compromise the open, accessible design of PlayZone
- There are opportunities to strengthen through a robust design, GMP risk assessment, involvement of community for ‘on the ground’ policing of the space



Thank you

Jo.Upton@2cv.com

Mollie.Nielsen@2CV.com

Alice.Tillett@2CV.com

Please click on this link to access our
[Terms and Conditions](#)