

**Manchester City Council
Report for Resolution**

Report To: Communities and Neighbourhoods Overview and Scrutiny
Committee - 7 September 2010
Executive - 15 September 2010

Subject: Manchester Day

Report of: Director of Neighbourhood Services
Head of the Events Unit

Summary

The purpose of this report is to review this year's Manchester Day Parade, to inform Members of the Ipsos MORI research study.

Recommendation

It is recommended that Members note the report and that the Executive is asked to make a decision regarding a Manchester Day in 2011.

Wards Affected:

All

Community Strategy Spine	Summary of the contribution to the strategy
Performance of the economy of the region and sub region	A modest estimate indicates £5.7m was spent as a direct result of visitors and activity related to the Manchester Day Parade supporting our economic impact priority. In addition, media coverage with an AVE (advertising value equivalent) of just under £1m was generated.
Reaching full potential in education and employment	The Manchester Day Parade involved participants and volunteers of all ages both on the day itself and in a series of citywide workshops in the run up to the event. There are numerous examples from those interviewed of positive experiences which have impacted on individual and collective life choices.
Individual and collective self esteem – mutual respect	Many of the elements of the Manchester Day Parade were created by groups, most of whom were previously unknown to each other, working together. Over 100 different community groups got involved with over 1800 parade participants who developed friendships and collaborations for future joint working. Different ways of doing things were established through this process and new skills provided confidence to the many who were involved in the parade or behind the scenes.

Neighbourhoods of Choice	One of the objectives of the Manchester Day Parade was to celebrate all things Mancunian and pride in the City. Working with Cultural Regeneration Officers and Ward Coordinators a genuine attempt was made to engage with as many people across the City as possible. Estimates of the spectators varied from 40,000 to 75,000. A third of the spectator group interviewed stated that the Manchester Day Parade had changed their opinion of Manchester for the better and six out of ten believed it had helped both the sense of community and the sense of pride a great deal. It is evident that the parade had a positive impact on perceptions of the city, with those who attended the event more likely to strongly agree that Manchester is a place which encourages people to be part of the community, a place where people from different backgrounds get on well together and is a city that has a positive outlook than those who did not see the parade.
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Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

Current allowance for revenue support for Manchester Day is £250k per annum although it is believed that the call on Council funding could be reduced through increased private sector sponsorship. This year's main sponsor, Siemens, has already confirmed its support for a future event.

Financial Consequences – Capital

None

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Background documents available for public inspection

Participant feedback – appendix 1
Media evaluation – appendix 2
Ipsos MORI Research Study – August 2010

1.0 Purpose

- 1.1 The purpose of this report is to review this year's Manchester Day Parade, to inform Members of the Ipsos MORI research findings and to note the need to start planning in advance for a second Manchester Day in 2011 to maximise opportunity for community involvement, high quality outcomes, and the chance to secure more sponsorship.

2.0 Introduction

- 2.1 The first Manchester Day Parade (MDP) - created for Manchester by Manchester people - took place on 20 June 2010. The event aimed to build community cohesion through a highly visual and participatory celebration of life in Manchester under the theme of 'Out of this World' which individuals and groups interpreted in their own way with the assistance of professional visual artists.

3.0 Background

- 3.1 Participants, which included schools, charities, community groups, environmental groups, dancers, musicians and many more, registered their interest in becoming involved through an open application process which was launched in February 2010.
- 3.2 Selection was made on the merit of the ideas submitted and happily this resulted in approximately 100 groups (1800 individuals) – almost all those that applied - creating, during 'WOW' workshops in the run up to the event, a panoply of weird, beautiful, exotic, energetic, creatively costumed or decorated elements which formed a parade, just over a mile long, alive with music and dance of all genres.
- 3.3 A commitment to support the city's green agenda ensured that 98% of the parade content was walked, pushed, pedal or battery powered.

4.0 Budget

- 4.1 The vast majority of the budget supported the parade creations and ensured a quality that would set a precedent and wow spectators. Headlines of the project's income and expenditure are as follows:

Item	Cost £	% of total expenditure
Creative delivery and management costs	207,675.00	71%
Parade support costs (workshops, assembly space etc)	18,300.00	6%
Event costs (road closures, traffic management, first aid etc)	26,705.00	9%
Event marketing	30,218.00	10%
2011 creative development costs/storage	10,500.00	4%

- 4.2 Grants to support groups ranged from a maximum of £15,000 to support the various environmental groups who featured as the mobile allotment to £100 for Greater Manchester Transport Museum's open top bus. They were also smaller allocations to support costumes and smaller elements such as flags etc.

5.0 Economic Benefit

- 5.1 A modest estimate of attendance numbers suggest that 40,000 people attended the MDP which generated a direct spend in the city on the day of the event of £4.1m which represents a return on the Council's investment of £16.40 for every £1.
- 5.2 130 pieces of overwhelmingly positive press coverage generated a value of £988,500 and the story lives on through the web as countless images and anecdotes continue to record the day.
- 5.3 In addition to economic value and advertising equivalent the event also had values that changed lives. One example from the research showed that a foster care parent was considering giving up her role due to sibling tensions. However, the parade provided a means of bonding the family and the decision was reverted not only saving the Council around £15,000 per year but providing the child in care with a consistent and happy home to thrive.

6.0 Legacy

- 6.1 The majority of the elements of MDP have been catalogued and stored. They are available on request for other community events to use locally, subject to meeting transport costs and agreement to return in a viable state for future use. So far, this has resulted in Crumpsall Carnival and the Caribbean Carnival of Manchester accessing material. We believe that Moston Day, Diwali Mela and St George's Festival are also planning to showcase some elements created by groups local to these festivals.
- 6.2 Many of the items stored, in particular the sub-structures of the larger floats, can be re-used and enhanced in future years which is both in keeping with the sustainability agenda and should provide some budget relief for future years.

7.0 Sponsorship

- 7.1 Attempts to attract private sector sponsorship for MDP this year were hampered by the very short timescale between the launch of the event in February and its delivery in June. However, Siemens did support the project and used their association to successfully promote their role as a major employer in the city to their staff who carried ribbons attached to the giant globe at the head of the parade denoting the other Manchesters around the world which in turn tied in with the strapline to Siemens' logo - 'answering some of the world's toughest questions'. Immediately after the MDP, Siemens agreed to sponsor next year's event. Given a greater lead in time and clear evidence of the mass appeal and media value of Manchester Day, we are optimistic that we can successfully attract additional sponsors going forward with a view to providing genuine budget relief as well as the potential to enhance the participant and audience experience by increasing activity at key

locations in the city which would respond to some of the comments in the Ipsos MORI report.

- 7.2 MDP also built good relationships with some local suppliers ranging from Marks and Spencers to Greggs, who associated themselves through the provision of in-kind elements which provided a small amount of budget relief. There is definitely scope to engage with other businesses across the city following the success of this year's event.

8.0 Research summary

- 8.1 Ipsos MORI was commissioned by Manchester City Council to undertake research amongst spectators, non-spectators and participants to assess perceptions and impact of the event. They have stated that their findings reveal the MDP to have been a huge success for both spectators and participants – in fact they said it was one of the most positive surveys they have ever conducted.
- 8.2 There is evidence to suggest that the Parade was a way of attracting people to the city who would not have been there if it was not for the event, and half of those who were already in the city centre stayed in the city longer to experience the Parade.
- 8.3 After watching the event, the results are almost unanimously positive with spectators saying that the Parade was a good event for the city to hold, and one 97% would recommend and 94% attend in the future.
- 8.4 It is evident that the parade had a positive impact on perceptions of the city, with those who attended the event more likely to strongly agree that Manchester is a place which encourages people to be part of the community, a place where people from different backgrounds get on well together and is a city that has a positive outlook than those who did not attend the Parade.
- 8.5 The focus groups revealed that beyond the statistics of the spectator survey, the MDP affected individuals on a personal level. Participants cited specific examples police officers learning to relate to the public in a new way, disabled residents gaining confidence and volunteers considering career changes to achieve greater job satisfaction. Moreover, all groups reported an increased sense of confidence amongst participants as well as a greater sense of community within the group/organisation which will benefit them in the short and long term.

9.0 Future plans

- 9.1 It was our first Manchester Day and lessons have been learnt on what we could do differently and better. We have listened and actively sought feedback to improve and shape possible future events.
- 9.2 Endorsement is sought to commence planning now for a Manchester Day next year which will aim to match the success of this year and extend the scope to encourage more related activity, both performance and business led across the city.
- 9.3 A sponsorship pack will be created based on the evidential material now in place which will be taken to the market place as soon as possible.

- 9.4 This report is scheduled for consideration by the Executive on 15 September with a view to securing Council agreement for a Manchester Day next year.

Key Policies and Considerations

(a) Equal Opportunities

Manchester Day Parade is a fully accessible and free event

(b) Risk Management

The event is subject to full Safety Advisory Group meetings from which a full event management plan and risk assessment is devised. Regular financial reporting is carried out in consultation with City Treasurers Office.

(c) Legal Considerations

There are no legal considerations at the current time.

Appendix 1 – Participant Feedback

Participant feedback – some headlines

“We were completely inspired – I adored the whole concept of it”

“It brought out the rich mix of Manchester”

“It was very uniquely Mancunian”

“I have had people tell me that it was the best day of their 25 year career with the service”

“The community engagement was massive – it made the day”

Bringing families together

“Mary has been fostering children for some time, but at one of the sessions she told me that she had been considering giving up fostering, because her son was at the point of ‘I don’t like you looking after children, I don’t like you fostering, I don’t want to share you any more’. However, working on the parade and working together to make a structure, now her son has been saying ‘I want you to carry on, I want him (the foster brother) to stay forever”

Career Changes

“I did not just do the make up and costumes, I did the administration for the whole group which was a massive project for me. I managed the whole group on the day, I made lunch for 70 people – I took on a lot of things. It was a real challenge and absolutely incredible. It has made me think about changing career – something like project coordination – I absolutely loved being involved. I usually do complaints handling at quite a high level for various organisations, but now I’m looking for work in this new area. It is about half the pay, but I have had so much pleasure out of it that I am just not getting out of the jobs I currently do.

Public services relating to the public

“It was good for us to get a lot of us together, from different levels and from different teams....the Chief Constable was there. All these people you would not see on a day to day basis, you see them once in a blue moon. It was good to be on a level playing field, not only with colleagues but with everyone taking part in the parade. After that, it was a common ground, and it makes the team stronger.”

Development of individuals

“One man in particular – he has downs-syndrome – is very reluctant to take part in anything, he is very lazy...very stubborn. We insisted he took part and he loved it. He loved waving at people, and people waving back. He now comes every Saturday, which he did not want to do before, and all he asks is ‘When is the next parade?’”

Sense of Community


For us, the coming together was not only bringing together the people we only phone or email, but also other people from across the criminal justice system. For me that was the whole point – to bring together people to celebrate the wondrousness of Manchester”

Increased responsibility

“On the day of the parade, on the Sunday afternoon after taking part, we had volunteers come up to me saying that they would organise the travel for our next trip, someone else said they would look at accommodation, and I really think it was because the time on the parade made them get to know everyone a lot more and it gave them the confidence to help organise future events for us. It was purely because they liked the enjoyment of the parade”

Working with artists

It really took everyone outside of their comfort zone. The artist was brilliant at including everyone, regardless of the level of artistic skills they had, even to the extent of having a couple of things ruined. She enabled every single volunteer to do something creative”

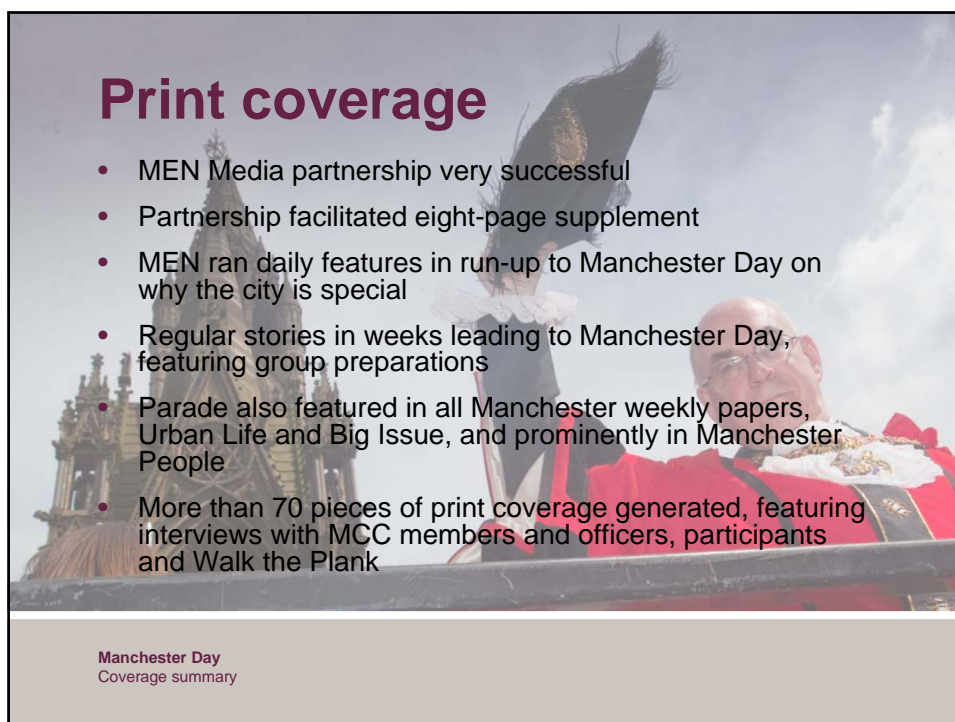
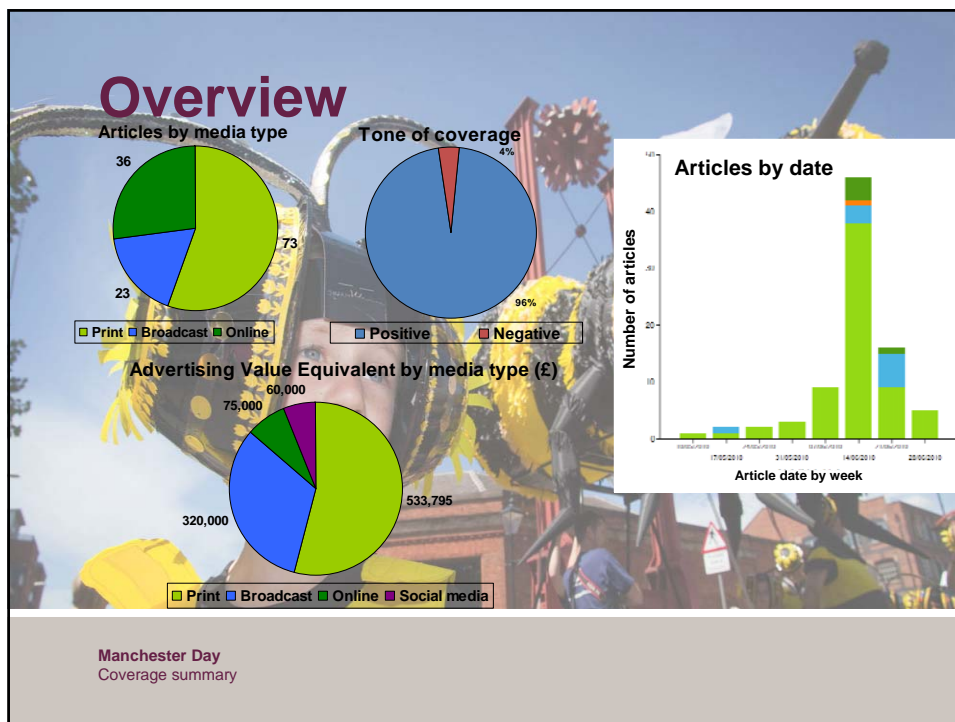


Overview

- More than 130 pieces of coverage generated
- AVE* in excess of £988,500
- Coverage more than 95% positive
- Coverage generated across all platforms (print, broadcast, online)

Manchester Day
Coverage summary

* Advertising Value Equivalent (AVE) is an industry-standard calculation of how much it would cost to buy equivalent positive publicity



Selection of news clippings



Manchester Evening News
Happy Manchester Day!
75,000 celebrate Britain's greatest city. See Pazzo 2 and 3 and go online for video pictures and video reports

We led and the world followed
In the countdown to the first Manchester Day on June 20, our series of features this week looks at why we should be celebrating. Today Paul Taylor looks at the city's industry

Manchester Day Parade
GET UP WITH MANCHESTER

Manchester Day Parade
Thursday, June 24, 2pm

CityLife
Ready for the mother of all parades

manchester people
MANC-NIFICENT!

The pride of Manchester

Passion and rebellion

Manchester Day
Coverage summary

Broadcast coverage

- Media partnership with Key 103 also very successful. News team ran regular packages on the parade and its preparations
- More than 20 reports and packages on North West Tonight, Granada Reports, Key 103, BBC Radio Manchester, Imagine FM and Real Radio
- As with print, interviews featured MCC members and officers, participants and Walk the Plank
- Other outlets requesting media partnership in future Manchester Day events

Manchester Day
Coverage summary



Online coverage

- Manchester Day also featured prominently on blogs, with about 50 posts in run-up to, during and after the parade
- Many blogs, at least 20, featured picture galleries
- A hashtag was created on Twitter, #ManchesterDay, featuring hundreds of positive comments
- The Manchester Day website generated 26,305 visitors and 113,665 page views

Manchester Day
Coverage summary



I was moved to tears as float after float passed. Thank you Manchester City Council for such a brilliant afternoon... Thank you for also making me feel a very proud Mancunian
Denise Robins, Levenshulme
Letter to MEN Postbag

A roaring success

David Ottewell, MEN Chief Reporter

I had a great day, well done to everyone involved... can only imagine it'll be bigger and better next year
Comment on Manchester Confidential website

Great day walking round town taking in the Manchester Day Parade. I really do love Manchester!
@Iloveable_f00l
Twitter

Manchester Day
Coverage summary



We had sunshine, we had crowds, we had colours and fun. The first Manchester Day parade was a resounding success. Here's to the next one.
Manchester Evening News editorial

Fantastic!
Comment on MEN website

Wonderful procession goes down a storm
Manchester Confidential

The Manchester Day Parade was wonderful and great fun
@binaryape
Twitter

Manchester Day
Coverage summary



Manchester Day
Coverage summary