

Mount Florida Community Council (MFCC) is working with Hampden Park Ltd and partners in the Langside Area Partnership to improve the organisation of Hampden events for the benefit of fans and residents alike.

Residents were surveyed in 2015 and the results were the basis for twenty two simple ‘deliverable’ improvements that were requested of Hampden Park Ltd, Police Scotland, Parking Enforcement and Land and Environmental Services.

The survey was repeated in 2016 for concerts and major football matches.

2016 Survey Results Summary

😊	😐	😞
<ul style="list-style-type: none"> Hampden is seen as a positive asset for the neighbourhood. Little or no violence outside stadium. Improved information on events and parking restrictions. MFCC now notified of licence applications. 	<ul style="list-style-type: none"> Information on getting additional parking permits. Parking restriction enforcement perceived as inconsistent. Access to local services. 	<ul style="list-style-type: none"> Reported deterioration in anti-social behaviour. Litter and police horse manure collection is reported to have deteriorated.
<ul style="list-style-type: none"> 8 deliverables completed 	<ul style="list-style-type: none"> 7 partially completed 	<ul style="list-style-type: none"> 7 not done.

		2015 377	2016 230
		% of respondents who agree	
General	Hampden Park is generally a positive asset for my neighbourhood	66%	64%
Information	Sufficient information about the event was available sufficiently early	50%	59%
EDPZ	I knew in advance when event day parking restrictions would be in force.	68%	73%
	I know how to get replacement or additional event day residents permits	59%	52%
	The event day parking restrictions were enforced fairly and consistently near my home	44%	35%
Anti-social	I and my household did not suffer from any significant event-related anti-social behaviour	67%	35%
Litter, manure	Litter near my home was cleaned up within 24 hours of the event	67%	36%
	Police horse manure near my home was cleaned up within 24 hours of the event	53%	36%
Businesses	I was able to access local businesses and services	58%	57%

Date	Event	Number of respondents	% positive (all questions)
13/03/2016	League Cup Final	Hibs v Ross County	29 64%
27/06/2016	Concert	Rihanna	16 59%
01/06/2016	Concert	Bruce Springsteen	22 56%
10/04/2016	Petrofac Cup Final	Peterhead v Rangers	21 54%
07/07/2016	Concert	Beyonce	26 49%
07/06/2016	Concert	Coldplay	46 44%
17/04/2016	Scottish Cup Semi Final.	Rangers v Celtic	22 42%
21/05/2016	Scottish Cup Final.	Hibs v Rangers	15 38%

(Events with fewer than 10 respondents have been removed)

Methodology

- The survey was online and respondents were self-selecting, required to give their postcodes as either G44 4xx or G42 9xx. The survey was promoted through MFCC’s social media feeds, email newsletter and website.
- The questions relate to persistent complaints raised by residents.
- All of the survey questions were asked in the positive sense, e.g. “I agree that X was acceptable”.
- The respondent answered by ticking ‘agree’, ‘disagree’, ‘don’t know’, or not ‘not applicable’.
- No cost was incurred other than the unpaid time of Community Councillors and volunteers.

Discussion

A majority of residents consider the national stadium an asset for the area

Overall residents have a positive view of Hampden, with 64% saying it is an asset for the neighbourhood. This is important in view of recent press coverage of the SFA's potential departure from Hampden.

Violence was very rarely mentioned by survey respondents, showing improved attitudes and behaviour amongst fans, and showing the improved effectiveness of policing.

Events

- The **Scottish Cup Final** (Hibs v Rangers) in May received the worst overall event rating (38%) with anti-social behaviour, parking restriction enforcement, and litter being the main problems. This match was marred inside the stadium by a pitch invasion. Resident comments:
 - “Still significant problem with fans urinating in the street and in Mount Annan Drive also in some of our front gardens and as always at the side of the block of flats where there were also younger fans drinking alcohol. Other than an early inspection by traffic wardens in the morning there was no apparent enforcement the rest of the day as lots of cars in mount Annan drive didn't have parking permits displayed.”
 - “Despicable trashing of my close. Covered in piss, vomit, Buckfast, juice.”
 - Even with a CCTV van pointing it's camera up Bolton Drive nothing was done to stop the drinking of alcohol and leaving rubbish. Not enough visible police presence around cathcart road and those that were there seemed only interested in traffic management.
- The **Cold Play** gig was the worst rated overall concert (44%) with the key concerns relating to parking restriction enforcement (7% positive) and anti-social behaviour (26%).
 - “No enforcement of parking zone, not a single traffic officer passed house all evening. Mount Annan filled with non permit cars. All moved at end of concert.”
 - “We had people sitting on our close stairs drinking. They left their empty bottles on the steps. Again, several people were urinating in the street and in the trees at the flats opposite us but in plain sight.”

What is working well?

- 39 comments re: policing
- 34 comments re: parking including advance warning information re: events
- 28 comments re: cleaning including manure
- 20 comments re: crowd management including stewards and queues for train station
- 15 comments re: Portaloos

What is not working well?

- 90 comments re: parking
- 51 comments re: litter including 9 comments re: manure
- 50 comments re: people urinating in public
- 35 comments re: people drinking and using drugs
- 32 comments re: policing levels
- 10 comments re: traffic management
- 6 comments re: notification of events by Hampden and signposting in local area
- 6 comments re: crowd management including queue for train station
- 5 comments re: noise and light pollution from Hampden after events have finished

Progress on the 22 Improvement Deliverables

22 improvements requiring little or no cost were put forward by MFCC in 2015 and were adopted by the Area Partnership and partner agencies as an improvement plan.

Action	Responsible	Progress	Comment
Information			
1. All future events to appear on Hampden website as soon as date is fixed, even if details not available.	HPL	Improved but variable	Variable – some events posted at very short notice.
2. Hampden website to have conventional sign-up process for email newsletter.	HPL	Not done	Sign up is in place but no newsletter has been issued since at least early 2016.
3. MoFloCoCo to publicise Hampden events to residents 7-14 days prior.	MFCC	Done	
4. Hampden website to have a residents section like other stadiums ¹	HPL	Partial	Done but not easy to find.
5. Hampden website to show parking provision + EDPZ map for visitors as per examples ²	HPL	Done	
6. Hampden website to promote cycling, provide cyclist access and storage info + facilities ³	HPL	No progress	
7. Hampden to notify visitors that it is situated in residential area without parking facilities	HPL	Partial	Apart from the website how is this done – e.g. on tickets, facebook, through clubs, ?
8. Hampden website to request visitors to be considerate to residents.	HPL	Done	
9. GCC website to expand, explain and publicise EDPZ system ⁴	GCC	Done	Website has been refreshed.
10. GCC to notify MoFloCoCo of Portaloos provision numbers, location and timing prior to events	GCC	Partial	MFCC has requested portaloos for concerts. None are provided for football.
11. GCC to provide MFCC with details of Parking Charge Notices (PCNs) issued per street for agreed event.	GCC	Done	Done for 2 matches and heatmaps generated showing wide enforcement.
12. MoFloCoCo to survey residents following major Hampden events and to communicate results to partners ⁵	MFCC	Done	
13. MoFloCoCo to communicate identified hotspots of parking infringement, anti-social behaviour and illicit alcohol consumption to partners	MFCC	Not done	
14. Simple parking infringement, anti-social behaviour and illicit alcohol consumption reporting system to be documented and publicised for each of 3 situations: a) witnessing or just having witnessed the behaviour on an event day, b) when evidence of the behaviour is evident on an event day but the perpetrator is not known to be near the scene and c) at other times.	Police, GCC Safe Glasgow	Partial	Police advice for anti-social behaviour is to call 101 in every case, whether witnessed or not.
15. MoFloCoCo formally notify GCC that residents ask that horse manure on roads is added to the post event clean-up task list.	MFCC	Done	
16. Travel info to start by discouraging private cars and highlighting parking restrictions. ⁶	Police, HPL	Improved but Variable	Improved information but, for some events, posted at very short notice.

¹ www.wembleystadium.com/Organisation/Local-Communities

² www.sunderland.gov.uk/index.aspx?articleid=9473 , www.englishrugby.com/twickenham/visiting-the-stadium/parking

³ www.cicle.org/local-resources/biking-to-dodger-stadium

⁴ www.sunderland.gov.uk/index.aspx?articleid=9473

⁵ www.moflococo.org/?page_id=81

⁶ www.hampdenpark.co.uk/assets/uploads/downloads/PDFs/travel%20advice/Concert%20travel%20routes%20-%20ACDC.PDF

Progress on the 22 Improvement Deliverables (continued)

Action	Responsible	Progress indicator	Comment
Physical Actions			
17. Event licence to specify provision of adequate numbers, location and timing of Portaloos	GCC	Done	
18. Secure cycle storage racks	HPL	Not done	HPL considered this but foresee problems in implementing this idea. To be discussed with Peter Dallas.
19. Multiply and improve EDPZ signage	GCC	Not done	
20. All horse manure removed within 24 hours of deposit	GCC	Not done	Survey results indicate no improvement
21. Major reduction in EDPZ parking abuse	GCC	Not done	Evidence shows parking charges are issued across the area, but survey results show no improvement.
22. Major reduction of urination in public places, private gate gardens and closes	Police GCC	Not done	Survey shows no improvement for ASB.

Problems, Potential Causes, Potential Remedies

Top Problem	Potential causes			Potential remedy / NEW DELIVERABLE	Who
	Why 1?	Why 2?	Why 3?		
Parking Residents unable to park near their homes	Too many cars	Fans not aware of restrictions	Lack of info for first time visitors	1. Inform through tickets, clubs, websites.	HPL
		Fans driving instead of using public transport	?	2. Investigate why fans don't use public transport more.	HPL
		Fans disregard EDPZ restrictions.	Fine is no deterrent, especially when shared between passengers	4. Consider increasing fine, or towing instead of fining?	Parking
	Too few parking spaces	Park and Ride occupied by equipment trucks during concerts	?	5. Require support vehicles to park elsewhere during events.	HPL
Parking Perception of unfair or inconsistent EDPZ enforcement	Residents ticketed, not fans	Residents unaware of event timings.	?	6. Regular email newsletter	HPL
		Residents have not obtained additional permits for visitors	?	7. Include information in annual mail drop to residents.	HPL
		Wardens visit the area as soon as restrictions are in force, impacting mainly residents/visitors. Fans arrive later.	Restrictions come into force too early prior to an event?	8. Either delay commencement of restrictions, or, patrol the area later, shortly before and during the match.	Parking
	Wardens not around when needed	Insufficient wardens	?	9. Track areas patrolled, and demonstrate all areas patrolled.	Parking
		No enforcement when cars pick up after.	?	10. Wardens on hot spots, including Kings Park Avenue after events	Parking
Anti-social behaviour Fans urinate in streets, gardens, closes.	Drinking alcohol outside.	Visitors unaware of Glasgow by-law against drinking in public	?	11. Recommend off sales licensed premises to inform customers of bye law. Also, prevent sale to already-inebriated customers (in and out of stadium)	Licensing
				12. Bye law communicated on website, ticket.	HPL
	No temporary toilets	No requirement for toilets for football	?	13. Require toilets for football.	Licensing
		Too few temporary toilets at concerts	?	14. Require toilets for concert licences.	Licensing
	Insufficient Police presence/ action	?		15. Police action to prevent drinking in streets and closes.	Police
Litter in public areas more than 24 hours after the event.	Insufficient litter receptacles	?	?	16. Check placement and number of wheelie bins/ recycling bins.	LES
	Alcohol containers	Drinking outside	Visitors unaware of bye-law	See 11, 12	Licensing
	Cleaning schedule insufficient	Post-match cleaning focusses on the car park	?	17. Extend post-match cleaning schedule to surrounding streets.	LES
Litter in gardens and closes	Insufficient Police presence/ action	?	?	See 15	Police
Police horse manure on pavements and roads more than 24 hours later.	Cleaning schedule insufficient	?	?	18. Include manure clearance from pavements and roads in the post-match cleaning schedule.	LES

Ongoing Joint Scorecard – proposed for 2017

		Lead responsible	2015	2016	2017 YTD	26/03/2017	22/04/2017	23/04/2017	24/06/2017	27/05/2016
						2018 FIFA World Cup Qualifier - Scotland v Slovenia	William Hill Scottish Cup Semi Final	William Hill Scottish Cup Semi Final	The Stone Roses	William Hill Scottish Cup Final
						Sunday, 19:45	Saturday, 12:15	Sunday, 12:00	Saturday,	Friday
% positive score per event										
Number responses			377	230						
General	Hampden Park is generally a positive asset for my neighbourhood	-	66%	64%						
Information	Sufficient information about the event was available sufficiently early	HPL, MFCC	50%	59%						
EDPZ	I knew in advance when event day parking restrictions would be in force.	HPL, LES	68%	73%						
	I know how to get replacement or additional event day residents permits	HPL, LES	59%	52%						
	The event day parking restrictions were enforced fairly and consistently near my home	Parking	44%	35%						
Anti-social	I and my household did not suffer from any significant event-related anti-social behaviour	Police	67%	35%						
Litter, manure	Litter near my home was cleaned up within 24 hours of the event	LES	67%	36%						
	Police horse manure near my home was cleaned up within 24 hours of the event	LES	53%	36%						
Businesses	I was able to access local businesses and services	-	58%	57%						
More information										
Police	Number of arrests									
	Number of tickets									
	No. of officers on patrol prior to event									
	?									
Parking	Number of PCNs issued									
	Number of vehicles moved									
	Number of patrol man-hours.									
?	?									

APPENDIX - Further 2016 Survey Results

Event Information for Residents

Results

- 58% of respondents felt that 'Sufficient information about the event was available sufficiently early', up from 50% in 2015, although results varied widely between events with no obvious pattern.
- 73% of drivers knew in advance when Event Day Parking Zone restrictions would be in force, improved from 68% in 2015. Residents recognised MoFloCoCo's efforts to alert residents to matches.

Respondent Comments and Suggestions

- Get information about events – use to get leaflets through the door
- Information for the immediate Hampden area may be clearly posted however the affected area is much larger (Battlefield for example) therefore a better means of communicating Hampden events could be considered which covers the wider area.

Enforcement of Event Day Parking Zone (residents' permits)

Results

- 73% said they knew when restrictions would be in force, improved from 68% in 2015.
- Only 52% are aware of how to get replacement or additional permits, although MoFloCoCo regularly posts information on social media and in newsletters.
- The main problem with parking seems to be a perception that restrictions are not enforced fairly and consistently, with only 35% believing they are.

Respondent Comments and Suggestions

- **“Parking fine not sufficient as a car full of 5 guy's going to a game will see paying the fine as a cheaper option than a taxi”**
- “Parking enforcement is rigorous before an event but not during it. People arriving late to an event are often the most selfish parkers and I seldom see tickets on cars in permit-holder roads. Can parking regulations be enforced during events as well as before them?”
- “Paint parking bays in the area to ensure parking spaces are being maximised on event days.”
- “Many people coming to events don't know there is parking restrictions, they park read the sign then move, perhaps if they knew beforehand it would reduce traffic at events”
- “More parking notification signs in the area.”
- “Parking could be better enforced either with a more severe fine or towing e.g. Cordiner Street, Carmunnock Road near the school.”
- “Improve traffic management and flow in the area on event days.”
- “Event parking restrictions to include Battlefield area.”
- “At least two weeks needed to get a visitor parking permit even if you go to the office – not good when there's an emergency/unexpected visitor.”
- “Suggest that ALL parking fines collected at a Hampden event go back into MoFloCoCo or at least back into the local area.”
- “Public Information – people don't know how to get away from Hampden – more info about public transport options and taxi ranks.”

Anti-social behaviour (ASB)

Results

- There was a marked deterioration in the scores for ASB, with only 35% reporting not having experienced significant problems, down from 67% in 2015. A contributing factor may be that there were fewer respondents – average 18 per event in 2015 vs 75 in 2015 – meaning that perhaps only more frustrated residents were motivated to complete the survey.
- 57% of respondents were able to access local businesses. Responses correlated with anti-social behaviour problems – with more anti-social problems, residents feel less able to access local services.

Respondent Comments and Suggestions

- **“Still having problems with football supporters urinating in lane between Kings Park Road and Carmunnock Road at Ballogie Road.”**
- **“No police presence on Bolton Drive meaning football fans free to drink alcohol and urinate.”**
- “More police presence in Kings Park Road/Ballogie Road/Cathcart Road/Clincart Road/Bolton Drive/Stanmore Road/Hampden Terrace/Hampden Lane/Cumming Drive/Mount Annan Drive when coaches arriving and departing to crack-down on anti-social behaviour”
- “Police to utilise their power to confiscate alcohol.”
- “Great to see addition of portaloos – can more be provided at Letherby Triangle and around the stadium – football games too?”
- “Police parked van at McLennan Street at entrance to station can this continue as prevented fans urinating here when they got off at the train station.”
- “Lochleven Lane, off Battlefield Road is becoming a gathering area for people before events at Hampden. Can Hampden contribute towards the cost of putting gates up in the area to prevent entering on game days?”
- “More police presence in Kings Park Road/Ballogie Road/Cathcart Road/Clincart Road/Bolton Drive/Stanmore Road/Hampden Terrace/Hampden Lane/Cumming Drive/Mount Annan Drive when coaches arriving and departing to crack-down on anti-social behaviour”
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- “Police parked van at McLennan Street at entrance to station can this continue as prevented fans urinating here when they got off at the train station”
- “Police to utilise their power to confiscate alcohol.”
- “Lochleven Lane, off Battlefield Road is becoming a gathering area for people before events at Hampden. Can Hampden contribute towards the cost of putting gates up in the area to prevent entering on game days?”
- “Better signs directing people to queue for train station”

Litter, Police Horse Manure

Results

- The score for litter clean-up deteriorated from 67% in 2015 to 36% in 2016. There is a comprehensive clean up with street cleaning machines but comments suggest the problem seems to be litter left in gardens and door ways.
- Land & Environmental Services (LES) agreed to take full responsibility for cleaning up manure in 2016. Previously Police Scotland was required to report manure to LES. Residents reported a deterioration from 53% to 36%.

Respondent Comments and Suggestions

- “Pavement of Carmunnock Road still littered with buckfast bottles and beer cans more than 24 hours later.”
- “Cleansing costs [should be] met by Hampden Park and not Glasgow City Council”
- “Maybe some big bins en route from the Train Station to Hampden and more recycling bins in the area on event days.”