

Mount Florida Community Council surveyed residents neighbouring Hampden Park in the weeks following the major football events in January to March 2015. The survey questions centred on the topics that had previously been identified as persistent issues in relation to Hampden events. MFCC hopes that the survey results and the insight they offer will help Hampden Park Ltd, parking enforcement, Police Scotland, GCC, and other agencies to improve the organisation of future events for the benefit of fans and residents alike.

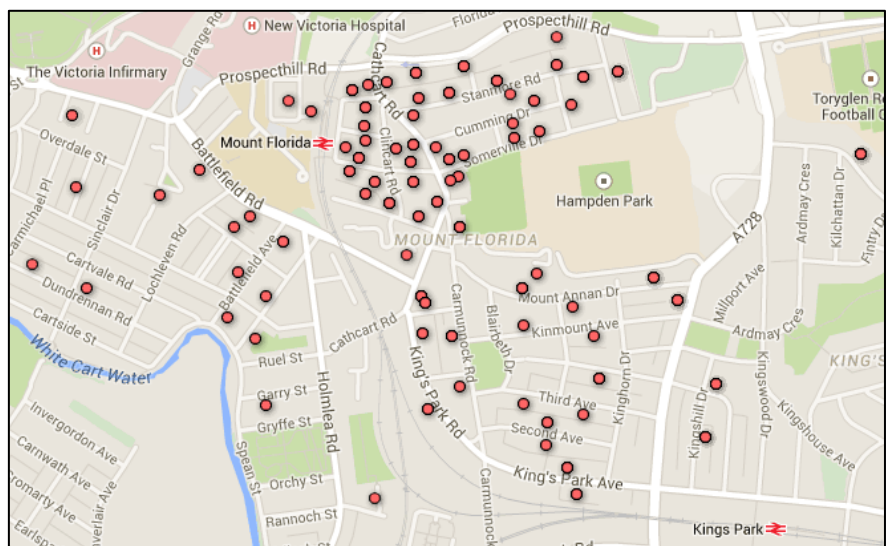
Summary

- There were 218 responses including 14,000 words of comments for the 5 events.
- **66% agreed that “Hampden Park is generally a positive asset for my neighbourhood”.**
- **Only 50% felt notification was sufficient**, although 68% of drivers knew in advance of the Event Day Parking Zone restrictions. Residents recognised MoFloCoCo’s efforts to alert residents to matches.
- **The Event Day Parking Zone was not well enforced (44% positive)**, leaving many residents unable to park in the vicinity of their homes. **59% of residents know how to get replacement or additional permits.**
- **Anti-social behaviour was a problem (67% positive)**, especially for the Celtic vs Rangers match (52% positive). Public urination, alcohol consumption, littering and offensive language were major problems. Many residents reported that this behaviour was often not challenged by Police. Mounted Police in back lanes was reported as effective. Residents would like more support, especially in dealing with fans invading back courts and closes.
- **LES was complimented for the efficiency of the litter clean-up operations despite high levels of littering (67% positive)**, however un-cleared Police horse manure was a common complaint (53% positive).

Suggestions:

- Distribute to every address in the EDPZ an annual letter with dates of major events, details of EDPZ enforcement timings, advice on applying for replacement or additional permits. Set up email reminders that residents can sign up for.
- Inform fans of parking restrictions on tickets and on the website.
- Enforce the EDPZ more consistently across the entire zone.
- Continue mounted Police patrols in back lanes.
- Clarify on-call support available for residents, for example regarding drinkers in closes. Do residents call 101?
- Portalos, Community Safety Glasgow officers and/or CCTV in urination hot spots, e.g. McLennan Street.
- More litter and glass bins on the street.
- LES to check its plans for clearing horse manure. Can street cleaners retrieve litter from front gardens?

The map indicates the approximate location of the 218 respondents. One dot = one or more responses.



More information

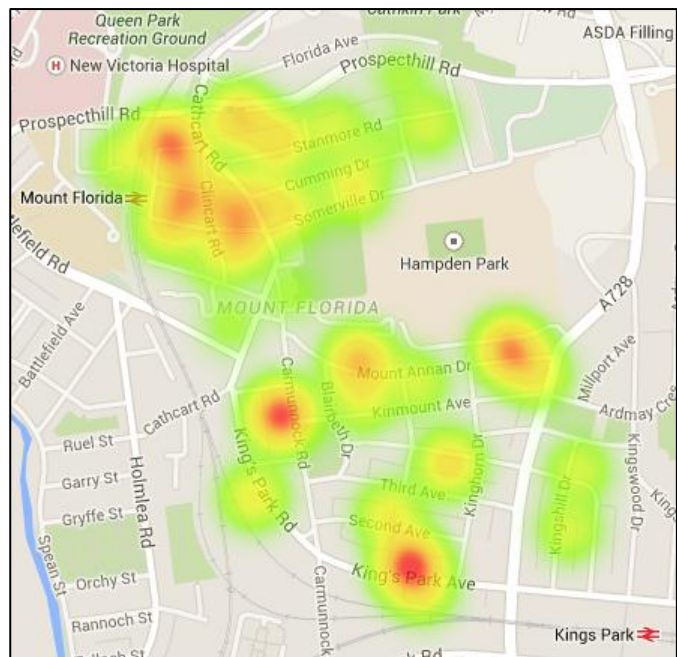
Only 50% felt notification was sufficient, although 68% of drivers knew in advance of the Event Day Parking Zone restrictions. Example comments and suggestions:

- Many residents are not football fans and find out about events by chance at a late stage through the media or from MoFloCoCo's Facebook.
- The text affixed to parking signs has improved but is too small for many people to read, and does not catch the attention of residents.
- Some residents receive letters or emails from Hampden and are very appreciative of this information. These seem to be only the residents immediately adjacent to the stadium although no geographical pattern can be found in the results.
- The Hampden website does not carry a complete fixture list. For example, in early-March the mid-April William Hill Cup fixtures were not listed.
- Residents' suggestions include annual letters, email alerts and larger temporary yellow information signs.

The Event Day Parking Zone was not well enforced (44% positive), leaving many residents unable to park in the vicinity of their homes.

- The root cause of the problem is that fans are either turning up unaware of the restrictions or are willing to pay for a parking ticket.
- Fans could be better informed of the restrictions before travelling.
- Signage for visitors has improved but is still insufficient.
- There were over 80 comments about illegal parking going unchallenged and un-ticketed due to a lack of enforcement officers.
- Kings Park Avenue is supposed to be a clearway during events – a no-parking zone – but it is full of cars picking up spectators after the events. The drivers were not challenged regarding the restrictions.

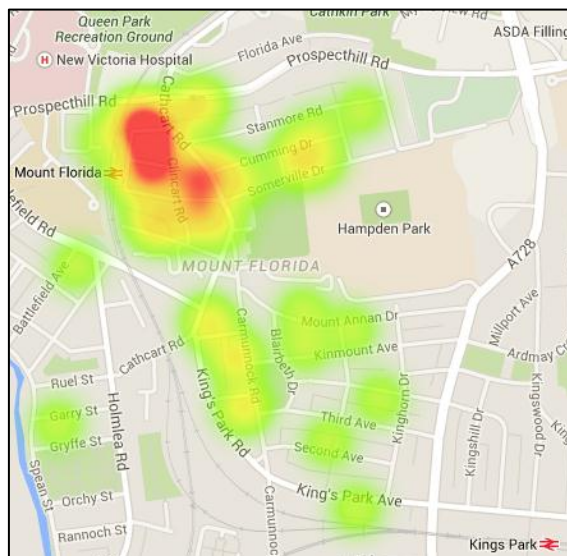
Heat map indicating postcodes of respondents who indicated EDPZ is not enforced fairly and consistently.



Anti-social behaviour was a problem (67% positive), especially for the Celtic vs Rangers match (52% positive). Public urination, alcohol consumption, littering and offensive language were major problems. Many residents reported that this behaviour was often not challenged by Police. Mounted Police in back lanes was reported as effective. Residents would like more support, especially in dealing with fans invading back courts and closes.

- Problems are concentrated in the streets taking fans from Mount Florida station to the stadium.

Heat map indicating locations of respondents who suffered unacceptable anti-social behaviour.



LES was complimented for the efficiency of the litter clean-up operations despite high levels of littering (67% positive), however un-cleared Police horse manure was a common complaint (53% positive).

- Un-cleared horse manure was not reported as an important problem but residents believe it could be resolved relatively easily.
- Residents suggested putting more bins, including glass recycling bins, on the streets.
- Residents asked whether LES can retrieve litter from front gardens.

Methodology

- Respondents were self-selecting, all giving their postcodes as either G44 4xx or G42 9xx.
- Almost all of the responses were received online, having been attracted via social media and email.
- The survey was in the form of mandatory tick boxes with space for optional comment.
- All of the survey questions were asked in the positive sense, e.g. "I agree that X was good".
- The total cost of the survey was £5 for some leaflets and around 70 hours of unpaid effort by Community Councillors.

Locations of respondents

- 263 responses from G42 9xx – mainly tenements to the north and west of the stadium
- 114 responses from G44 4xx – mainly houses to the south of the stadium

Full results

Question	Date Event Participants	31 January Scottish League Cup Semi Final Dundee Utd vs Aberdeen	1st February Scottish League Cup Semi Final Celtic vs Rangers	15 March Scottish League Cup Final Dundee Utd vs Celtic	25 March Challenge match Scotland vs Ireland	29 March European Qualifier Scotland vs Gibraltar	Total	
(Total number of responses)		136	136	59	23	23	377	
Were you at home during the events?	All results	Yes	75	99	39	18	18	249
		Part of the time	44	31	18	4	3	100
		No	17	6	2	1	2	28
Hampden Park is generally a positive asset for my neighbourhood	All results	Agree	87	87	44	16	16	250
		Not sure	30	30	10	7	7	84
		Disagree	19	19	5	0	0	43
Sufficient information about the events was available sufficiently early	Exclude 'don't know' or 'not applicable'	Agree (acceptable)	59	59	31	16	16	181
		Marginal	47	47	21	2	2	119
		Disagree (unacceptable)	24	24	7	5	5	65
I knew in advance when the EDPZ restrictions would be in force	Exclude 'not applicable'	Agree (acceptable)	80	80	35	17	17	229
		Marginal	24	24	12	4	4	68
		Disagree (unacceptable)	16	16	6	1	1	40
I know how to get replacement or additional EDPZ parking permits	Exclude 'not applicable'	Agree (acceptable)	66	66	36	13	13	194
		Marginal	29	29	7	2	2	69
		Disagree (unacceptable)	23	23	11	5	5	67
The EDPZ was enforced fairly and consistently near my home.	Exclude 'not applicable'	Agree (acceptable)	51	51	26	8	8	144
		Marginal	24	24	8	8	8	72
		Disagree (unacceptable)	42	42	19	6	6	115
I did not suffer from any significant event-related anti-social behaviour	All results	Agree (acceptable)	115	71	42	13	12	253
		Marginal	9	29	12	5	6	61
		Disagree (unacceptable)	12	36	5	5	5	63
Litter near my home was cleaned up within 24 hours of the event	Exclude 'Don't know'	Agree (acceptable)	82	64	38	15	16	215
		Marginal	22	25	10	2	2	61
		Disagree (unacceptable)	12	15	8	4	4	43
Police horse manure near my home was cleaned up within 24 hours of the event	Exclude 'Don't know'	Agree (acceptable)	52	43	18	6	7	126
		Marginal	15	15	6	4	2	42
		Disagree (unacceptable)	19	20	18	6	7	70
I was able to access local businesses and services	Exclude 'Don't know'	Agree (acceptable)	78	43	34	18	15	188
		Marginal	29	44	14	3	5	95
		Disagree (unacceptable)	13	25	2	1	0	41