

 Northwards Housing North Manchester's Council Homes	Report to: Northwards Housing Board 11 November 2008	Item No: 10e
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Title:	It's a Northwards Knockout Evaluation
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Date:	25 October 2008
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Confidential:	No
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For: (Please tick action required)	NOTING ✓	DISCUSSION	APPROVAL
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PURPOSE OF REPORT

To advise the Board of the "It's a Northwards Knockout" event held on 13 September 2008.

RECOMMENDATION

That the Board notes this report and gives comments on the event.

IMPLICATIONS

Equality & Diversity:	All Northwards Residents were invited to the event. Provision was made for individual's requirements
Financial:	Funded via Resource Pool and Partner Sponsorship
Staffing:	Staff were involved in the Steering Group and volunteered on the day
Decency Target:	n/a
Governance:	Improved the visibility of Northwards Housing. Board Members were fully involved in planning and participation of the event
Risk Assessment:	Full risk assessments were carried out for the event

Equality & Diversity Implications (Please tick where relevant):

BME	<input checked="" type="checkbox"/>	Lesbian/Gay/Bisexual/Transgender	<input checked="" type="checkbox"/>
Gender	<input checked="" type="checkbox"/>	Single Parents	<input checked="" type="checkbox"/>
Age	<input checked="" type="checkbox"/>	Domestic Violence	<input checked="" type="checkbox"/>
Disability	<input checked="" type="checkbox"/>	Alcohol/Drug Mis-users	<input checked="" type="checkbox"/>

Consultation/Consideration:

	Yes, No or N/A:	Name:	Date:
Sub-Committee:	N/A		
Area Panel:	Yes		Throughout
Task Groups:	Yes		Throughout
Ward Councillors:			

Introduction

The aim of the event was threefold; to bring all Northwards residents together for a large scale event for the first time, to promote Northwards as a major participant in the north Manchester community and to obtain the views of our customers on their neighbourhoods and consult them on improving our engagement with the community.

The Event

A steering group of residents and staff members, chaired by Jim Burke, a Higher Blackley resident, was formed in January 2008. The Group decided to hold a fun event as a way of bringing the communities together.

It was decided to hold a focus for the day and the It's a Knockout game was chosen, renamed "It's A Northwards Knockout" for the day. To compliment this main event, information stalls and other activities were planned.

Our partners were invited to attend on the day to provide information to visitors to the event. These included:

- Zest
- Groundwork
- Seddons
- Lords
- Area Panels
- Police
- Wates

There were activities for children and a stage with acts and music provided further entertainment. A resident and member of staff also created a pod cast of the day from interviews with visitors to the event; this can be heard on the Northwards website.

www.northwardshousing.co.uk

Manchester City Council allowed the use of Boggart Hole Clough at a reduced rate and Manchester Leisure were key on the day to ensure that facilities were available and that the event ran smoothly. The Lord Mayor also kindly agreed to open the event.

The event organisation was structured and professional, with a full risk assessment and health and safety plan in place.

Resources

The total cost of the event was £12,500. As well as sponsorship, Northwards contributed £7,000 from the Resource Pool.

Our principal sponsor was Manchester Working Ltd who sponsored the main event, "It's A Knockout", at a total cost of £2878. We also obtained sponsorship for:

- £1400 T-shirts for volunteers and BBQ food (Wates)
- £600 Bags for giveaway items (Seddons)
- £100 prize for "Hunt the Boggart game" (Enlighten Consultants)
- £50 Prize Draw (Eon)
- £350 Clown and Face Painting (Lords)
- £100 Programme sponsorship (Johnstones Paints)
- Personal contributions to the Tomobola from staff and residents

A number of staff were involved in the Steering Group and gave a lot of time to the event. Key individuals were Samantha Fernandez, Yvette Newton, Sharon McBride and Julie Goreham. All four worked extremely hard to ensure that the event was as well organised and successful as it was.

Diane Roberts and Claire Tyrrell were responsible for the event and the planning and execution took up a considerable amount of time. Thought may need to be given to how any future events would be planned to limit the impact on individual's workload.

Outcomes

Over 600 people attended on the day and we received limited feedback from 250 visitors. Detailed feedback was only received from 20 people. This feedback has been collated by the resident involvement team and will be used to design future events and planning on resident involvement initiatives.

Key comments from those who attended was their desire to see more children and youth based activities in North Manchester. Partly this is to be expected due to the demographics of those who attended; mainly young families. But, also matches with feedback we have had from other events.

The three Area Panels were well represented and had the opportunity to talk to residents and advertise the role of the panels.

The event also raised £480 for North Manchester Talking Newspaper, the late Vera Salvatore's charity

Conclusion

The event was successful in publicising Northwards Housing as a key contributor in the north Manchester community. The event was well run and the staff and residents who volunteered to take part on the day were professional, well organised and most importantly friendly.

The Steering Group, with its mixture of Board Members, residents and staff worked well and shared the workload.

A de-brief was held after the event and a number of “lessons learnt” were noted which will be used to help in future event organisation. Key to this was the low feedback. Suggestions as to how to improve feedback will be used to hopefully increase responses at future events.

Publicity for the event also needed to be more focused. Again, suggestions for improvements have been fed back. One key way of doing this was to increase the budget for publicity and pay for targeted advertising.

The Steering Group would like to organise a similar large-scale event next year. Discussion needs to take place about the viability of this considering the lessons learnt and also looking at other events that Northwards has organised (eg International Day).

Recommendations

That the Board notes this report and give comments on the event.