Open Streets

How to Collect Data on Your Open Streets Event: Guidance for Organisers

This part of the Open Streets toolkit explains why gathering data is an important part of running your event, and how you can easily do this on the day.

Why collect data on your event?

Collecting data on your event can help you understand how it went, and show what the impact of the event was. For example it can:

- Show support for your temporary street closure.
- Show what the benefit of the event was for the people who came along.
- Show how any people not attending the event were affected.
- Provide feedback for future events.

What data to collect and how?

There are lots of ways you can collect information on your event. We would recommend:

- **Take photos before, during and after the event.** These will capture the difference in the way the street is being used, and can really bring to life the story told by the rest of the data. Always ask permission with people who are in the photo before you take it. This will help avoid any confusion or problems.

- **Ask people to fill in a feedback form.** This will let you know how they felt about the event, and whether there is appetite for another event on your street. They may even give you some new ideas about what could be done at a future event.

- **Count the number of people on the street.** Regular counts (e.g. once an hour) give information on how many people were out on the street during your event.

  To see whether this is different from what the street is normally like, it's important to do some counts on a day when the event isn't taking place as well. We would recommend doing this at the same time and on the same day of the week as the event, but one week earlier (so if your event is from 2-5pm on a Saturday afternoon, you would do some counts over the same time period the Saturday before). Although this is an extra task in the run-up to your event, it shouldn't take long and also offers a good opportunity to give the street a final check ready for your plans for the following week.

- **Record any vehicle movements.** Whether it's residents arriving or leaving the street, or non-residents being turned away from your street while the event is going on, keeping track of how the event affects vehicles adds an important dimension to the overall picture. As with counting the number of people on the street, collecting some information on vehicle movements the week before the event is important to show what is different on the day of the event. We would recommend doing a one-hour count at each entrance to the street a week before the event as a proportionate way to collect this information.

Tools to help you collect data on your event

To help make it as easy as possible for you to collect this important information on your Open Streets event we have some template forms which you can use for the feedback form, attendance counts and vehicle counts

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One of the most important things (as with any part of an Open Streets event) is having volunteers to help out before, during and after the event. The data collection we have suggested here can easily be integrated with other volunteer activities. For example, the vehicle counts can be done by volunteer marshalls at each entrance to the road, and the attendance count and feedback survey can be done as part of the general running of the event on the day. Make sure everyone knows what they are doing before the event starts and you are headed for a successful data collection exercise for your event.

How did you feel the event went?

As well as you collecting feedback and information on your event, we would really like to hear how the event went and how you felt your Open Streets event went.

This is a new programme for Greater Manchester, and anything we can learn from you about how it is all going in practice will be really valuable.

For more advice and information on collecting data, or to have an informal chat about how your event went contact the Sustainable Journeys Team at Transport for Greater Manchester

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Good luck and happy data collecting!