

Community Streets



How to collect data on your Community Streets event: Guidance for Organisers

First and foremost, congratulations on setting up your Community Street!

This part of the Community 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?

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 during the day**
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.
- **Ask people to fill in a Residents Community streets 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 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 about your community street

To help make it as easy as possible for you to collect this important information on your Community Streets event we have some template surveys you can use.

We have provided printable versions (on the main webpage) that you can print and fill in before and during the event, or you can use the online versions.

Event feedback

People Counts

Vehicle Counts – BEFORE

Vehicle Counts – DURING

Completed printed surveys and counts can be sent to:
Active Travel Team
(Community Streets)
Transport for Greater Manchester,
2 Piccadilly Place,
Manchester, M1 3BG

Organisers Survey – How did you feel the event went?

Please complete our **online survey** and let us know how it went.

For more advice and information on collecting data, or to have an informal chat about your Community Street contact the Active Travel Team at Transport for Greater Manchester.

E Active.Travel@tfgm.com

Good luck and happy data collecting!