



‘Peoples’ Park Bench’

Celebrating 15 years of Wellbeing Enterprises in the
Liverpool City Region

Summary Report

Mark Swift

Introduction

This report provides a summary of the findings of a Peoples' Park Bench Project funded by Wellbeing Enterprises CIC (WE) with support from the following local authorities:

- Halton Borough Council
- Knowsley Borough Council
- Liverpool City Council
- St Helens Borough Council

Participative decision making

Aligning with one of WE's values; 'People Powered' the organisation has agreed to donate a park bench to each borough and invited local citizens to decide their locations using a Twitter voting method. A shortlist of parks for each area was determined with the support of each council's Parks and Regeneration Teams.

Successful parks

The successful parks for each area are as follows:

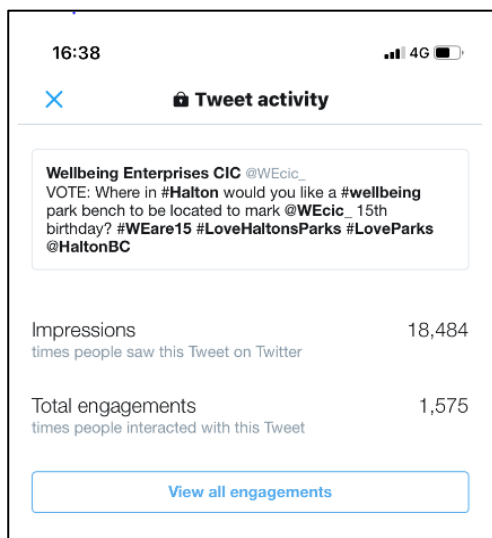
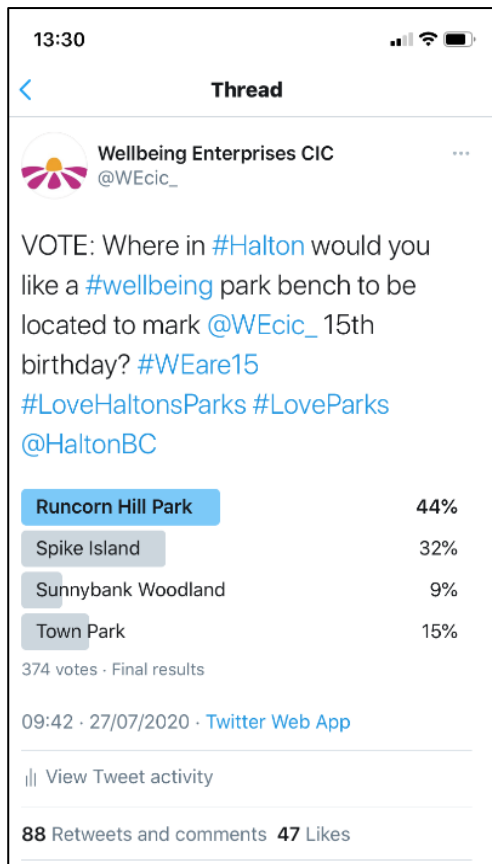
- Halton - Runcorn Hill Park
- Knowsley – Saxon Green
- Liverpool - Everton Park
- St Helens – Mesnes Park

Key statistics

Across all four areas:

- Social media reach: **69,668 people**
- Social engagements: **5633 people**
- Total votes: **1819**

Halton statistics



Tweets:

'Please support this lovely idea from our friends in Halton @WEcic_ and chose from one of four local areas in Halton #Happy15thBirthday'

'Come on @RuncornLinnets people vote for somewhere in Halton. Runcorn Hill for me'

'Nothing best to find a bench to have a break during a walk and what a great way to mark a "benchmark" birthday @WEcic_ '

'#pleaseshare and vote to help the local community to choose the best place for a bench in the park @ActiveCheshire'

'Give this a vote and keep our community strong and well'

'Reppin' Spikey'

'Have your say and vote today'

'Please share and vote #peoplepoweredchange'

'If you could click below and vote Runcorn Hill Park, I would appreciate it'

Knowsley statistics



Tweets:

'My vote goes to Saxon Green!! What an amazing park xxx'

'I've placed my vote what's yours?'

'Please vote for Court Hey Park below so we can have a new bench in our local park'

'Would you like a new bench in Halewood Park? You can vote for Halewood to have a new bench by casting your vote below'

'Please get voting for Henley Park'

'Vote for Saxon Green people. It is great to see the park being used by the community for wellbeing activities'

'Please vote for Saxon Park to win a much-needed park bench'

'Woop woop to celebrate @WEcic_ 15th birthday they will be installing a bench in a #Knowsley park and you can choose which one i.e. Henley Park'

Liverpool statistics



Tweets:

'Voted. Lovely idea!'

'Everton Park for the view you could get lost in for hours'

'Oh, come on Everton Park supporters, the park has the most fabulous views over the city and the river. It enhances your wellbeing just looking at them'

'This is such a generous gesture. Vote for a new #wellbeing bench from a shortlist of Liverpool parks...'

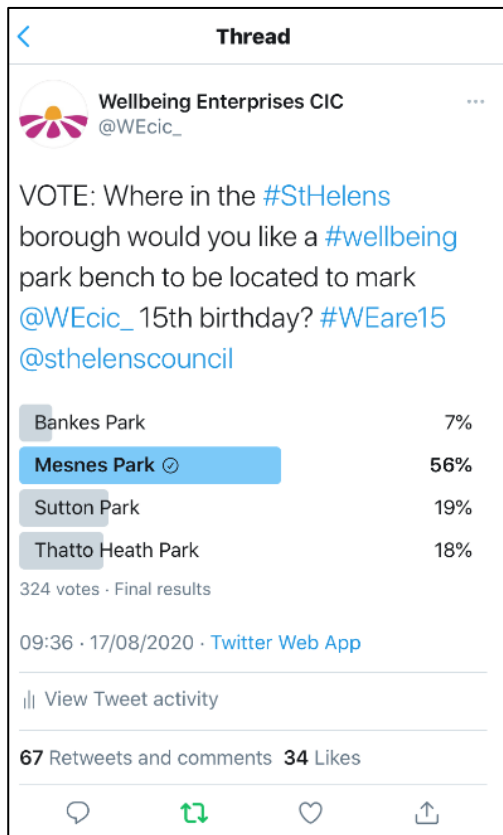
'A vote for Newsham Park would be greatly appreciated although all the parks are very lovely, we do seem to get left behind'

'@GHLabourParty support the bench being in Clarke Gardens. Have your say'

'RT and please vote for us for a bench for our park. It's a fantastic project and one we're involved with for our visitors to rest and take in the scenery @waltonhallpark'

'I used to live by Everton Park and the amazing city scape skyline views of Liverpool City Region are most definitely worthy of this #wellbeing bench'

St Helens statistics



Tweets:

'Please click on the tweet below and vote for Mesnes Park'

'Vote Sutton'

'Why not have your say on where you'd like to see a wellbeing park bench #getvoting'

'Vote Mesnes Park'

'This is a great idea. Have your say on where you'd like this special bench to be'

'Vote #SuttonPark'

'Vote for where you want a #wellbeing bench donated in one of St Helens' wonderful parks'

'#StHelensFolk get involved'

'Beautiful #suttonpark #localpark #wellbeingbench'

Please vote on where in #StHelens you would like a #wellbeing park bench'

Concluding Remarks

There was significant interest from citizens in all areas to have their say and participate in a vote to determine the location of park benches.

The winning locations typically had more citizen champions promoting awareness of the vote.

All councils were most supportive in raising awareness of the project through their social media platforms.

All councils' Parks and Recreation teams were very welcoming of our offer and were most helpful throughout the project.

We believe more citizen participation in deciding where and how local resources are allocated will help enhance community action and democratic accountability.

With thanks to:

- All participating councils
- Elected members
- Voluntary, community and social enterprise partners.

Key contact:

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