

Appendix 3 – Monitoring and Evaluation key findings

1. Parklets – Smithfield, Billiter St and St Martin's le Grand

In Spring 2019, Arup were commissioned to determine whether three parklets (two in Culture Mile and one in the Eastern City Cluster) had an impact on walkability, wayfinding, sense of place, social activity, wellbeing and diversity of users. DBE recruited UCL students as research assistants to carry out the research, guided and overseen by Arup professionals. Eight days of surveys were carried out on each parklet to understand the area use and perceptions both before and after the introduction of the parklets. Research findings were as follows:

- There was a 41% increase in self-reported feelings of wellbeing after the introduction of the parklets
- 100% of business surrounding the parklets were supportive of them, and 70% said the parklets had a positive impact on business
- Pedestrians clustered near the parklets and there was a 25% increase in pedestrians dwelling for more than 10 minutes
- Pedestrians found the installations improved their knowledge of the area and wayfinding as the streets with the parklets were much more distinguishable

2. House of Wayward Plants – Smithfield Rotunda

In Summer 2019, The Nursery were commissioned by the Culture Mile Marketing workstream to undertake monitoring and evaluation of the Play the Mile programme. As part of this, The Nursery also completed a deep dive into House of Wayward Plants installation in Smithfield Rotunda Garden. Research findings were as follows:

- 91% of visitors felt it made the most of the green space
- 90% felt it was welcoming
- 86% felt it had a positive impact on the surrounding area
- 78% said they had a feeling of well-being when they spent time there
- 61% felt it was relaxing
- 73% said it encouraged community participation
- 54% felt it fitted in with the other activities along Culture Mile

3. Colourful Crossings

Two Colourful Crossings were installed outside Barbican Station in 2018 and monitoring and evaluation was undertaken in early 2019. The colourful crossings were installed to test their impact on perceptions of the area, wayfinding, navigation and walkability. Research findings were as follows:

- There was a 19% increase in ease of wayfinding to Museum of London and a 12% increase in ease of wayfinding to the Barbican
- Reading street signs and intuitive wayfinding to the Barbican increased 31%
- There was a 25% decrease in reliance on mobile apps to support wayfinding
- There was a 23% reduction in vehicle speed on Aldersgate Street