



### Appendix 3

#### **he Garden at 120 – Winter Weekend Trial Report for the City of London**

In accordance with the Section 106 dated 14<sup>th</sup> February 2019 between the Mayor and Commonality and Citizens of the City of London and Saxon Land BV and the Master Wardens and Commonality of Freemen of the Art of Mystery of Clothworkers of the City of London, The Department of the Built Environment have requested a review of the Winter Weekend Trial Period at The Garden at 120.

#### **Numbers per day:**

<b>Weekend Dates</b>	<b>Opening Times</b>	<b>Total Numbers</b>
Sat 16 <sup>th</sup> February	10:00 – 17:00hrs	548
Sun 17 <sup>th</sup> February	10:00 – 17:00hrs	1145
Sat 23 <sup>rd</sup> February	10:00 – 17:00hrs	1735
Sun 24 <sup>th</sup> February	10:00 – 17:00hrs	1439
Sat 2 <sup>nd</sup> March	10:00 – 17:00hrs	1424
Sun 3 <sup>rd</sup> March	10:00 – 17:00hrs	613
Sat 16 <sup>th</sup> March	10:00 – 17:00hrs	860
Sun 17 <sup>th</sup> March	10:00 – 17:00hrs	1068
Sat 23 <sup>rd</sup> March	10:00 – 17:00hrs	1672
Sun 24 <sup>th</sup> March	10:00 – 17:00hrs	1699
Sat 30 <sup>th</sup> March	10:00 – 17:00hrs	1665
Sun 31 <sup>st</sup> March	10:00 – 17:00hrs	1218

#### **Dwell times:**

Dwell time can only be calculated using the knowledge of the members of the Roof Safety Team who work within and monitor activity at The Garden at 120 throughout the day.

A walk around the edge of the garden takes around 2mins30secs.

Members of the public tend to stay for approximately 15-20 minutes (Timings vary in good/bad weather).

#### **Managing and maintaining the space:**

Detail of what the garden costs cover: Management fees, Staff costs and associated office costs; Risk Assessments and Audits; Utilities including consultancy; Roof Safety Team and cleaning including windows; Security systems; Landscaping; Mechanical and electrical equipment relating to garden including water feature; Life safety systems maintenance and repairs; Lift maintenance and repairs and consultancy.

#### **Publicity regarding weekend opening:**

GRE and EPA issued a press release and press pack during a joint PR launch on the 14th February 2019.

Various journalists went on to issue some press articles e.g: the Telegraph, the Guardian... which also widely publicized the roof garden opening and Winter Weekend Trial hours.

Saxon Land BV provided physical signage on the window of the Roof Garden ground floor security room which advertised the opening of the Roof Garden at weekends.

Notifications were sent out to all users of BNP Paribas Real Estate portals in the city which amounted to 19,000 users notifying them of the Winter Weekend Trail.



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It was noted that within a few days the social media reach was significant as well known and popular you tubers and instagrammers began advertising the space to their thousands of followers.

Other articles and press

<https://www.theguardian.com/artanddesign/2019/feb/21/fen-court-review-london>

<https://londonist.com/london/great-outdoors/the-garden-at-120>

<https://www.telegraph.co.uk/gardening/gardens-to-visit/best-skyline-gardens-escape-across-uk/>

<https://www.dailymail.co.uk/news/article-6733671/Blue-sky-thinking-Londons-newest-green-space-ncredible-public-rooftop-garden.html>

**Visitor feedback:**

We do not receive much direct feedback on The Garden at 120 via the portal \_ [ww.TheGardenat120](http://www.TheGardenat120).

It appears that members of the public like to comment on social media or to the Roof Safety Team directly rather than via websites.

The Roof Safety Team have regular comments regarding provision of refreshments, when the restaurant is due to open and are constantly told how the atmosphere is welcoming and calming. The security process doesn't seem to put anyone off and in fact people respond positively to the polite manner in which the process is executed.

### Queuing arrangements:

The digital counting system (IPSOS) recorded dates and times where the numbers reached their highest spike during that hour. This is to identify when we reached the 200 capacity.

This happened on two occasions on 21<sup>st</sup> February at 13:00hrs and 16:00hrs. This is shown in red on the following page.

The report shows the maximum occupancy during each hour.

Whilst a level of queuing is required to process visitors when many arrive at the same time, queueing doesn't extend outside of the delineated zone.

To add to this, queuing occurs when there is a critical mass of people arriving at a certain time rather than visitors having to queue because The Garden at 120 has reached capacity.

We continue to monitor and the Summer Weekend Trial will be key to further understanding trends.

NB: The IPSOS system looks like it was experiencing issues on the 15th, 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> February as numbers are not in line with what we would expect.

## History

### for 10 Fenchurch Avenue, Rooftop

Date					15/02/2019	16/02/2019	17/02/2019	
					Friday	Saturday	Sunday	
					Max Occ.	Max Occ.	Max Occ.	
					10:00	4	20	44
					11:00	8	44	81
					12:00	28	55	89
					13:00	4	57	109
					14:00	0	55	128
					15:00	0	75	80
					16:00	0	68	44
17:00	0	23	0					
18:00	0							
Date	18/02/2019	19/02/2019	20/02/2019	21/02/2019	22/02/2019	23/02/2019	24/02/2019	
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
Time	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	
10:00	24	16	19	69	41	63	51	
11:00	27	21	9	100	98	63	74	
12:00	4	0	0	178	166	151	100	
13:00	3	0	0	208	176	153	109	
14:00	6	0	0	164	160	187	132	
15:00	0	0	0	173	180	194	149	
16:00	0	0	18	200	173	175	164	



17:00	0	0	38	194	189	41	29
18:00	0	0	24	192	166		

Date	25/02/2019	26/02/2019	27/02/2019	28/02/2019	01/03/2019	02/03/2019	03/03/2019
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Time	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.
10:00	28	29	37	27	24	37	17
11:00	45	48	44	17	44	88	24
12:00	182	190	147	38	53	129	22
13:00	171	184	139	45	91	140	36
14:00	114	111	90	17	49	160	46
15:00	76	90	116	22	81	182	37
16:00	88	95	80	30	73	157	49
17:00	107	120	105	50	59	60	10
18:00	57	89	94	35	54		



Date	04/03/2019	05/03/2019	06/03/2019	07/03/2019	08/03/2019	09/03/2019	10/03/2019
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Time	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	CLOSED SITE WORKS	CLOSED SITE WORKS
10:00	18	21	27	55	35	0	4
11:00	22	56	22	18	42	4	4
12:00	45	88	28	33	66	4	5
13:00	40	92	38	36	63	0	4
14:00	10	61	27	21	38	1	4
15:00	25	61	19	4	42	0	6
16:00	22	53	16	12	39	0	1
17:00	35	54	26	0	43	0	0
18:00	28	50	27	0	20		

Date	11/03/2019	12/03/2019	13/03/2019	14/03/2019	15/03/2019	16/03/2019	17/03/2019
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Time	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.
10:00	27	11	27	13	30	23	33
11:00	36	28	25	13	26	45	70
12:00	62	41	30	28	44	51	58
13:00	77	5	23	39	43	69	52
14:00	47	25	36	29	41	78	71
15:00	52	9	46	27	42	80	31
16:00	47	12	34	32	55	81	57
17:00	72	9	24	40	43	29	14
18:00	72	6	23	40	39		

Date	18/03/2019	19/03/2019	20/03/2019	21/03/2019	22/03/2019	23/03/2019	24/03/2019
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Time	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.
10:00	38	17	17	24	28	47	40
11:00	45	29	18	29	38	87	82
12:00	62	79	50	51	63	118	137
13:00	64	86	49	74	70	134	141
14:00	62	50	37	58	48	166	162
15:00	46	30	40	38	55	184	177
16:00	46	28	34	40	49	167	150
17:00	63	29	67	37	63	90	55
18:00	66	27	27	36	76		



Date	25/03/2019	26/03/2019	27/03/2019	28/03/2019	29/03/2019	30/03/2019	31/03/2019
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Time	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.
10:00	29	34	22	19	36	58	34
11:00	40	57	42	55	68	117	75
12:00	142	123	69	84	177	136	68
13:00	165	132	71	104	182	192	80
14:00	109	73	54	79	136	189	102
15:00	100	79	62	75	151	199	142
16:00	95	84	73	85	172	194	184
17:00	88	80	98	81	181	102	80
18:00	94	86	98	79	167		