



Appendix 3

The Garden at 120 – Summer Weekend Trial Report for the City of London

In accordance with the Section 106 dated 14th 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 Summer Weekend Trial Period at The Garden at 120.

Numbers per day:

Weekend Dates	Opening Times	Total Numbers
Saturday 10/08/2019	1000hrs - 1700hrs	534
Sunday 11/08/2019	1000hrs - 1700hrs	519
Saturday 17/08/2019	1000hrs - 1700hrs	858
Sunday 18/08/2019	1000hrs - 1700hrs	472
Saturday 24/08/2019	1000hrs - 1700hrs	744
Sunday 25/08/2019	1000hrs - 1700hrs	652
Saturday 31/08/2019	1000hrs - 1700hrs	780
Sunday 01/09/2019	1000hrs - 1700hrs	651
Saturday 07/09/2019	1000hrs - 1700hrs	664
Sunday 08/09/2019	1000hrs - 1700hrs	659
Saturday 14/09/2019	1000hrs - 1700hrs	851
Sunday 15/09/2019	1000hrs - 1700hrs	825

To recap on both trial total visitors: -

The Winter Weekend Trial = 15,086 visitors

The Summer Weekend Trial = 8,209 visitors

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 2 mins 30 secs.

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

Managing and maintaining The Garden at 120 in 2019

We will be able to submit the actual cost of running the garden when the 2019 service charge reconciliation is completed in March 2020.

However, for the purposes of this report we have worked upon 10.5 months of open time and the budget figures agreed in advance in late 2018.

The garden opened on 15 February 2019. By 31 December 2019 the garden will have been open for 243 days (including the trial days)

The annual cost for managing and maintaining the garden for 10.5 months: £574,496.52

Daily cost for managing and maintaining the garden for the days it was open (243): £2,364.18.

The cost for the Summer Weekend Trial (12 days): £28,370.19.

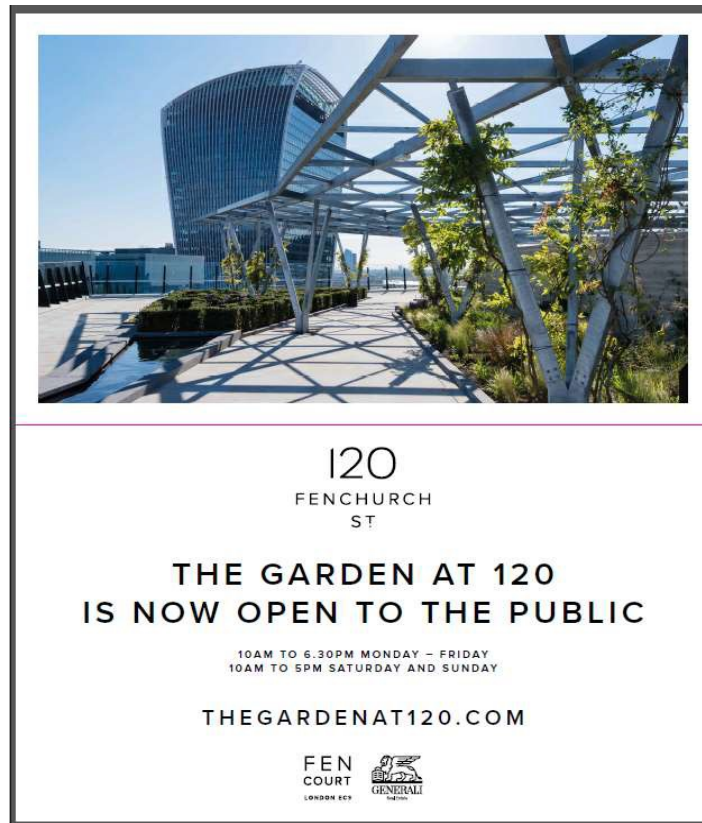
The total costs cover:

- Management fees,
- Staff costs and associated office costs,
- Risk assessments and audits,
- Utilities including usage and consultancy fees,
- Roof Safety Team, (Security),
- Cleaning including windows and refuse removal,
- Security systems cameras and access control,
- Landscaping,
- Mechanical and electrical equipment relating to garden including water feature,
- Life safety systems maintenance and repairs,
- Lift maintenance and repairs and consultancy.

Publicity and Marketing regarding weekend opening:

Signage installation

Generali Real Estate provided physical signage on the window of the Roof Garden ground floor security room which advertised the opening of the Roof Garden at weekends.



Fen Court Portal

The Fen Court portal is designed to provide information and invite people to sign up to an account using their email addresses to be given access to building information as well as allowing us to provide information for them to engage with the wider community, providing offers and local information.

BNPPRE have these portals set up for many buildings in the city and when interesting events happen within our portfolios we send notifications to other sites so their occupants get the benefit. The opening of the Summer Weekend Trail was such an instance. We estimate that up to 19,000 people would have seen this information.

In these cases push notifications are used to send a text to members. One was sent out to all users of BNP Paribas Real Estate portals on August 6th notifying them of the Summer Weekend Trail start and end dates. We also sent out another message to remind people that it was still open and when it ended.

Hits to our landing page to date are 64,300.

Google Information Page

Based on the number of reviews Google appears to be a popular go to for information on The Garden at 120. The dates and times were updated by BNPPRE for the Summer Weekend Trail so anyone searching for details on the Roof Garden would find information there. We continue to update opening times.

Agreed strategy with City of London



Generali Real Estate met with City of London marketing and comms team to agree how the City were going to market the Weekend Trials in addition to signage, the Portal and the Google information page.

<https://www.timeout.com/london/attractions/garden-at-120>

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

Visitor feedback:

Members of the public like to comment and review via the Google information page.

The Google rating is currently 4.8 out of 5 and there are 494 reviews to date. Google is an excellent source for comments and reviews.

TripAdvisor has 97 reviews and a visit to us is ranked #54 out of 2204 things to do in London.

Both formats score highly and the resulting data useful to us.

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.

As you will see from the following data we did not reach 200 during the period from Saturday 10th August to Sunday 15th September (including weekdays).

The report on pages 6 and 7 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 still doesn't extend outside of the delineated zone.

Queuing occurs when there are many people arriving at a certain time rather than visitors having to queue because The Garden at 120 has reached capacity.

We should draw your attention to 14th August where we had an issue with the IPSOS people counting system. The data clearly drops off.

Please also note the low figures on the Bank Holiday as we were closed and the figures relate to site staff/security patrolling.

History - by Maximum occupancy for 10 Fenchurch Avenue, Rooftop

Date
Time
10:00
11:00
12:00
13:00
14:00
15:00
16:00
17:00
18:00
19:00
20:00

10/08/2019 Saturday	11/08/2019 Sunday
Max Occ.	Max Occ.
30	33
32	35
34	41
30	40
51	51
59	56
82	74
16	37



Date	12/08/2019 Monday	13/08/2019 Tuesday	14/08/2019 Wednesday	15/08/2019 Thursday	16/08/2019 Friday	17/08/2019 Saturday	18/08/2019 Sunday
Time	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.
10:00	50	36	19	33	38	33	7
11:00	45	64	18	57	58	57	35
12:00	96	147	11	158	49	70	52
13:00	38	140	5	181	45	83	28
14:00	44	120	22	133	26	93	48
15:00	50	98	9	145	24	115	67
16:00	38	87	0	142	25	124	68
17:00	42	81	0	126	15	44	20
18:00	34	97	0	145	18		
19:00	53	88	0	111	2		
20:00	70	62	0	101	1		

Date	19/08/2019 Monday	20/08/2019 Tuesday	21/08/2019 Wednesday	22/08/2019 Thursday	23/08/2019 Friday	24/08/2019 Saturday	25/08/2019 Sunday
Time	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.
10:00	37	23	41	28	38	15	33
11:00	52	69	75	70	71	35	49
12:00	74	144	169	175	153	89	33
13:00	44	155	180	164	176	67	28
14:00	93	113	100	121	91	68	32
15:00	115	99	104	122	91	67	47
16:00	139	90	105	132	110	74	60
17:00	115	92	99	113	105	53	25
18:00	116	111	101	136	112		
19:00	100	98	81	135	136		
20:00	82	95	69	104	82		



Date	26/08/2019 Monday (Bank Hol)	27/08/2019 Tuesday	28/08/2019 Wednesday	29/08/2019 Thursday	30/08/2019 Friday	31/08/2019 Saturday	01/09/2019 Sunday
Time	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.
10:00	3	27	54	73	57	28	22
11:00	11	72	76	116	79	30	31
12:00	4	148	160	158	138	50	73
13:00	5	133	182	190	169	61	61
14:00	5	46	93	101	100	82	70
15:00	6	44	94	98	99	94	59
16:00	6	34	99	88	97	88	65
17:00	6	73	85	83	120	14	18
18:00	7	71	78	71	131		
19:00	1	74	76	109	140		
20:00	0	78	63	83	141		

Date	02/09/2019 Monday	03/09/2019 Tuesday	04/09/2019 Wednesday	05/09/2019 Thursday	06/09/2019 Friday	07/09/2019 Saturday	08/09/2019 Sunday
Time	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.
10:00	47	23	1	25	25	20	16
11:00	48	51	6	19	36	28	22
12:00	92	103	0	70	55	42	21
13:00	95	110	0	82	52	49	41
14:00	62	79	5	53	30	69	47
15:00	62	109	14	41	46	75	82
16:00	70	110	12	42	51	96	121
17:00	24	69	98	25	53	35	8
18:00	14	75	142	45	48		
19:00	16	69	135	47	38		
20:00	11	65	83	44	49		

Date	09/09/2019 Monday	10/09/2019 Tuesday	11/09/2019 Wednesday	12/09/2019 Thursday	13/09/2019 Friday	14/09/2019 Saturday	15/09/2019 Sunday
Time	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.	Max Occ.
10:00	16	34	17	33	47	39	27
11:00	15	51	18	71	51	79	38
12:00	20	65	56	131	133	73	56
13:00	24	72	79	142	148	78	59
14:00	25	26	26	133	95	95	68
15:00	31	18	23	96	45	130	86
16:00	27	14	42	84	57	157	91
17:00	20	15	31	87	80	100	14
18:00	15	14	49	86	104		
19:00	22	26	52	102	117		
20:00	25	7	31	67	105		



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