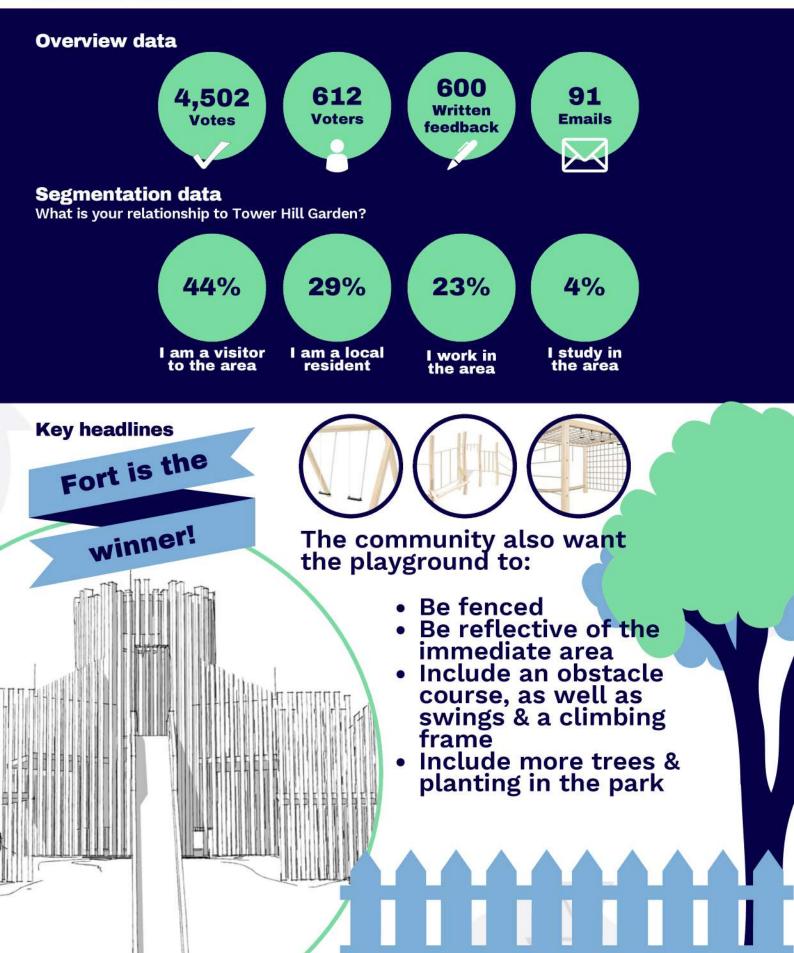
# City of London Corporation: Tower Hill Playground



Give My View Executive Summary 29.11.24 - 22.12.24



### **Survey results**



#### How do you feel about the \_\_\_\_\_ design option?

The community was asked 3 questions consecutively in the above format. For each question a new design was detailed. The question was set up as a sliding scale of 100 with an emoji associated with each.





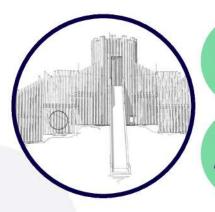


### Survey results



#### Which playground theme do you like the most?

The community was asked to pick which they preferred, they were then asked a follow up qualitative question asking why they like this one over the other options available. Below is a brief summary of what they said:



48% of votes

209 comments

Fort

Reasons for choosing the Fort design:

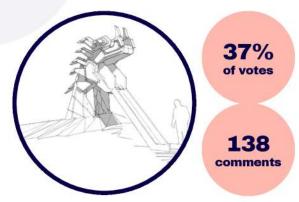
Over Dragon:

- Historical Relevance: The connection to Tower
- Hill's heritage appealed to many.
  Educational Potential: This was seen as better for teaching children about local history.
  Structured Play: It offered more organised
- play opportunities compared to the

- imaginative Dragon theme.

  Over Cityscape:

   Cultural Fit: The Fort aligned better with the
  - area's identity than the modern Cityscape. Timelessness: Commenters viewed the Fort as timeless, while Cityscape felt trendy and short-term.



Dragon

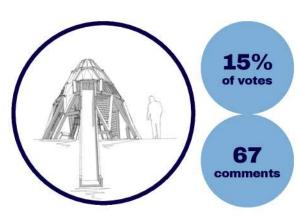
Reasons for choosing the Dragon design:

Over Fort:

- Imagination and Playfulness: This design is viewed as more fun and imaginative.
- Visual Appeal: It is seen as captivating and visually striking.

Over Cityscape:

- · Uniqueness: This theme is considered more
- unique and special. Child-Focused Design:It is better suited for younger children, in contrast to the Cityscape.



Cityscape

Reasons for choosing the Cityscape design:

Over Dragon:

- Urban Relevance: Commenters liked that this theme reflected the surrounding urban environment.
- Modern Aesthetic: Described as more sleek, contemporary and advanced vs a more whimsical Dragon

Over Fort:

- Forward-Looking: Perceived as progressive and innovative, compared to the Fort, which can be described as old-fashioned or overly traditional.
- Neutral Theme: Appreciation of the neutrality of the Cityscape, as it felt more inclusive than the historical Fort.

### **Survey results**



## What play equipment would you like to see in the playground? (Choose up to 3)

The option with the highest number of votes was Obstacle course with 59% of people selecting it, followed by Swing & Climbing frame, both with 58%.

There was an option to select 'Other' which was selected least, by only 8% of respondents. They were given the opportunity to write what other equipment they'd like to see in the playground. Here is a snapshot of what they said:



## Do you think that the play area should be fenced?

66% of people responded to this question with Yes showcasing that a majority agree it should be a fenced playground.

# Should this project reflect the immediate surroundings or the wider City?

84% of people selected Immediate surroundings in response tothis question, with only 16% selecting Wider City.

## Which are the most important new additions to Tower Hill Garden?

More trees and planting gathered the highest votes, with 49% of people voting for it. Play equipment was voted in second with 40%.

#### Let us know if you have any further ideas for Tower Hill Garden playground

Respondents were given the opportunity to free-type any more ideas they'd like to share. 156 people responded, here is a snapshot of what they said:

## Variety of play equipment "Options for climbing, swinging, and balanci

"Options for climbing, swinging, and balancing would make the playground more fun for kids." "Include some unique play structures that kids don't find in every park."

#### Community engagement

"It would be great to involve the local community in designing the space." "Hold workshops to gather input from local families about what they'd like to see."

#### Focus on children

"The playground should be designed with children's fun and creativity in mind."
"Kids need a space where they can play freely and have fun safely."

#### Water features

10

8

8

5

"Adding a water fountain or splash pad would be a big hit with kids." "A small water play area would make the playground unique and exciting."

#### Green space

27

13

Add more trees and shaded areas so it's comfortable in the summer."
"Include natural features like logs or rocks for kids to interact with."

#### Historical theme

"A fortress playground themed like the Tower of London would be iconic." "Make the design historical to reflect the area's heritage."

#### Safety features

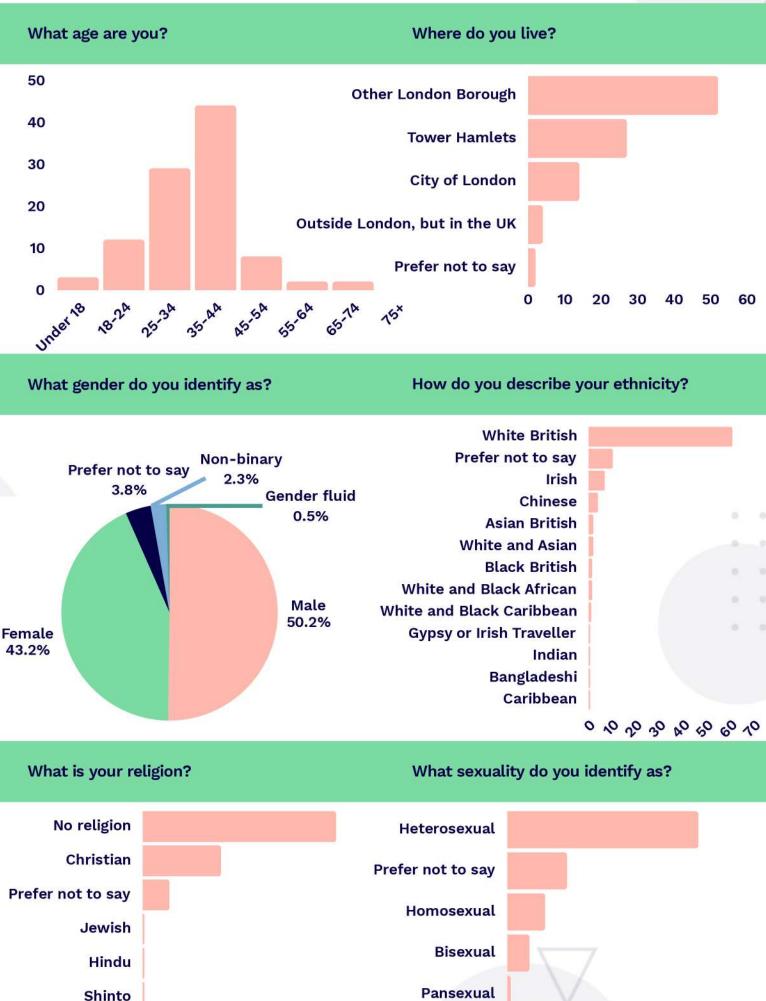
"Safety is crucial—ensure there are no sharp edges or hazardous materials."
"Parents would feel more comfortable if the play area were enclosed."

#### Accessible play

"Include play equipment that can be used by children in wheelchairs." "Focus on making the playground inclusive for all abilities."

### **Demographic breakdown**





10 20 30 40 50 60 70

0

10

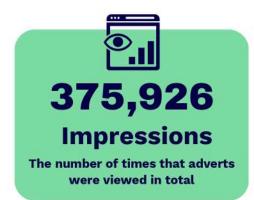
20 30 40 50 60 70

# Digital Marketing Results Facebook & Instagram





199,335 Reach The amount of people who were shown the ads at least once



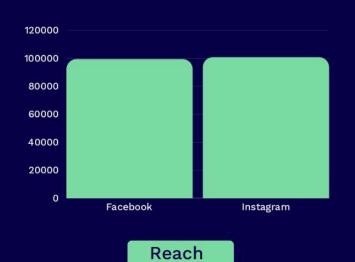
Link clicks are any interactions like clicks, taps, or swipes on the ad's text, media, or call to action that lead to destinations or experiences.

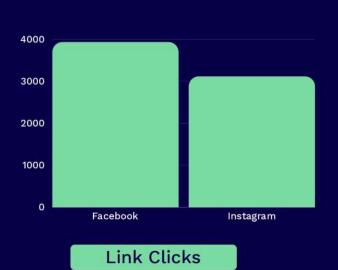
#### **Ages Targeted**





#### **Ad Placement**





# Top Performing Ads Facebook & Instagram

















## Digital Marketing Summary 📆



This campaign had the highest engagement in terms of clicks from senior community members; those aged 65 and over showed the greatest level of engagement, closely followed by those aged 55 to 64.

This shows older voters were easier to engage with.

We also observed that the most cost-efficient age group was 55-64, as their cost-per-click was the lowest.

Facebook was the most successful platform in terms of engagement. Although Instagram had more reach, Facebook still outperformed, showing that it is more cost-effective.

The first ad shown in this summary received the highest number of clicks and was also the most cost-efficient among the top three. Due to the slow pacing of voters, we wanted to try out different ads to push more people to vote. Although we tried different colours, all topperforming ads featured lighter tones.

Additionally, the best-performing ads called out parents in the City of London, which showed that this demographic may have been more interested in the survey.