

City of London Corporation: Tower Hill Playground

Give My View Executive Summary
29.11.24 - 22.12.24



Overview data

4,502
Votes



612
Voters



600
Written
feedback



91
Emails



Segmentation data

What is your relationship to Tower Hill Garden?

44%

I am a visitor
to the area

29%

I am a local
resident

23%

I work in
the area

4%

I study in
the area

Key headlines

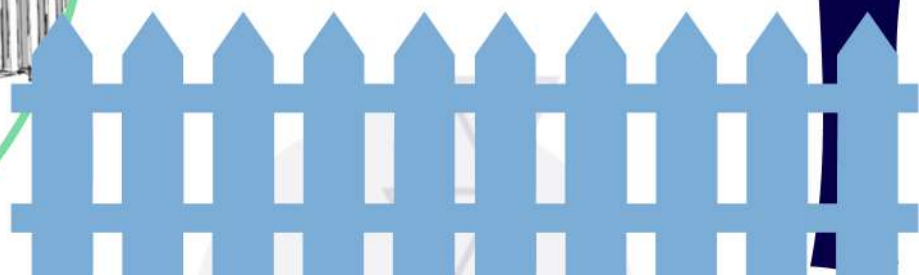
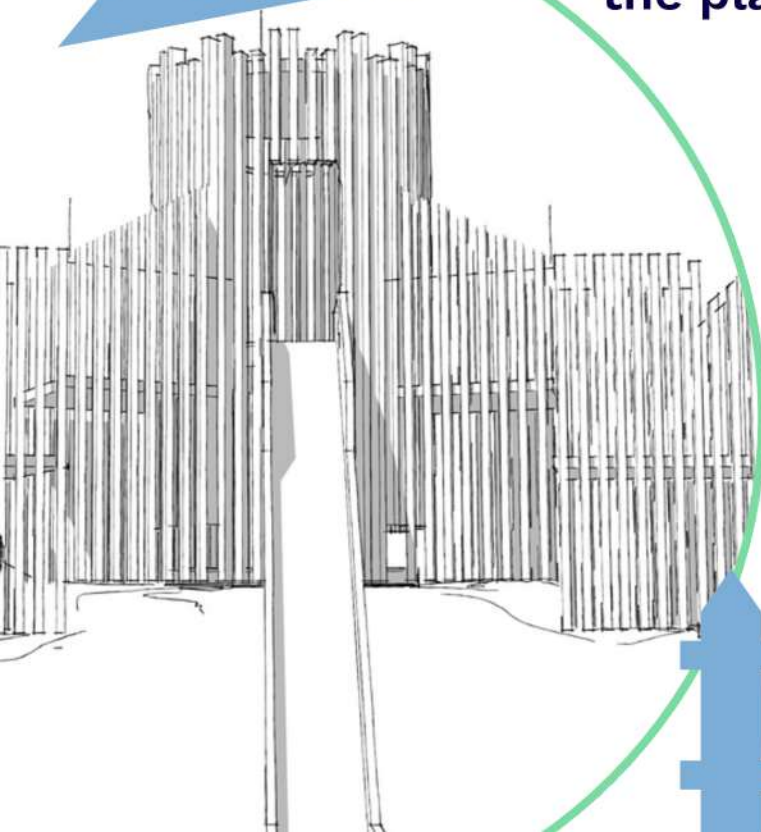
Fort is the

winner!



The community also want
the playground to:

- Be fenced
- Be reflective of the immediate area
- Include an obstacle course, as well as swings & a climbing frame
- Include more trees & planting in the park

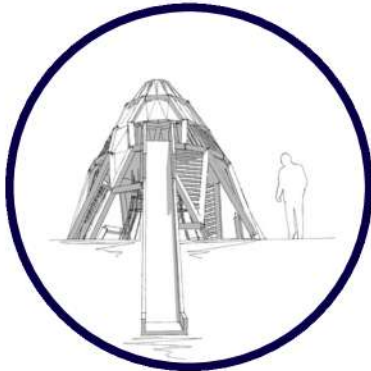


Survey results

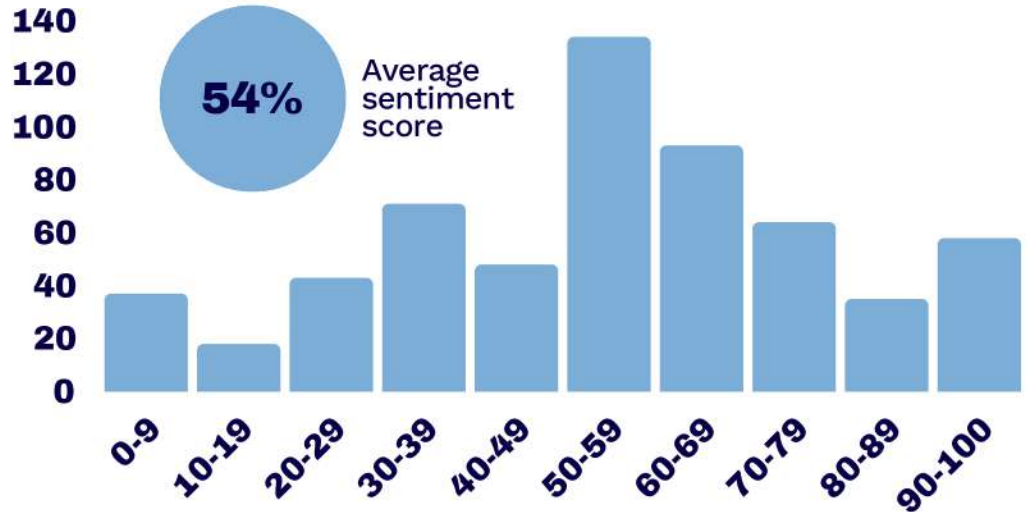


How do you feel about the _____ design option?

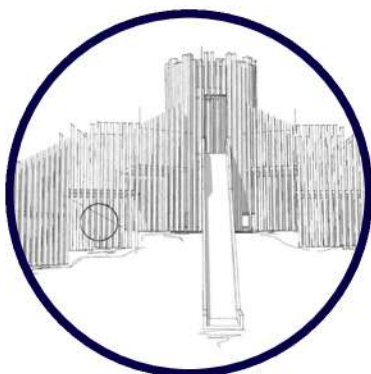
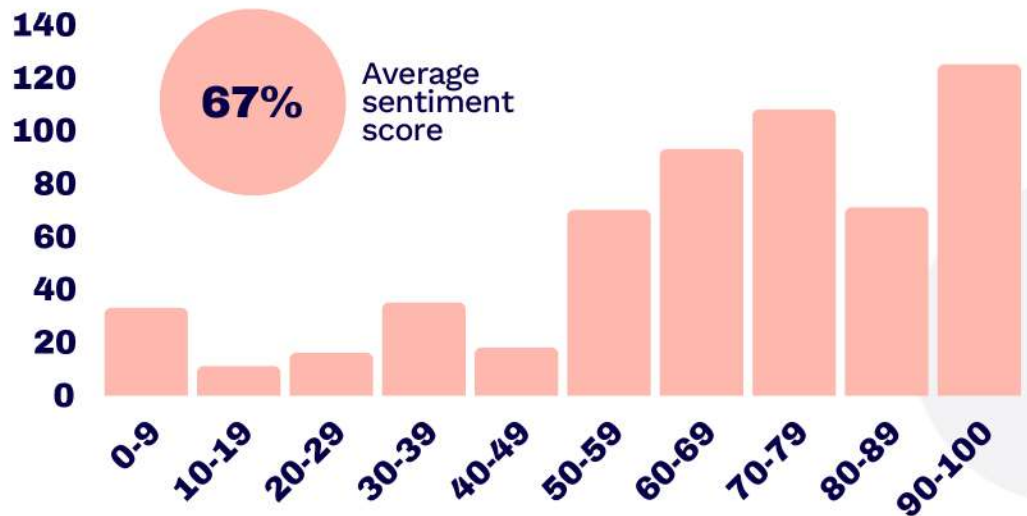
The community was asked 3 questions consecutively in the above format. For each question a new design was detailed. The question was set up as a sliding scale of 100 with an emoji associated with each.



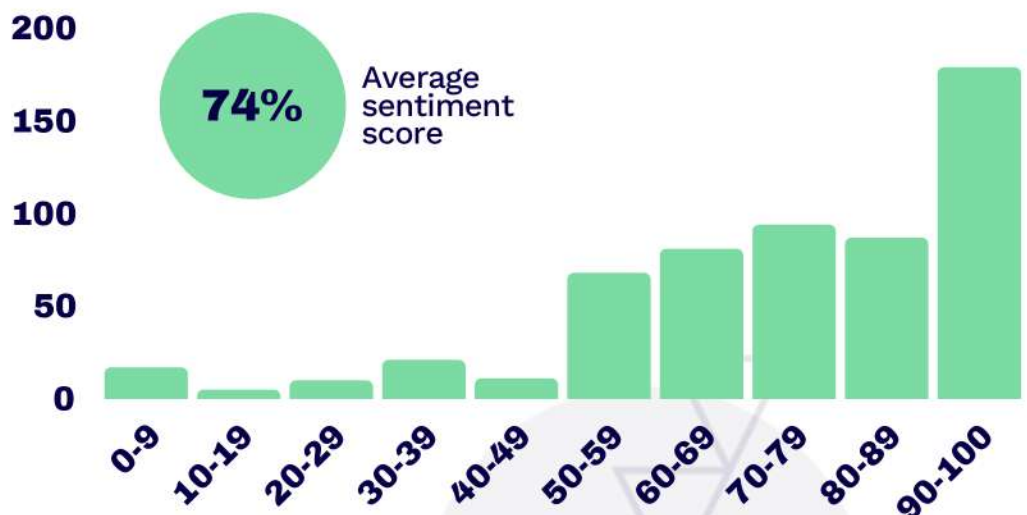
Cityscape



Dragon



Fort

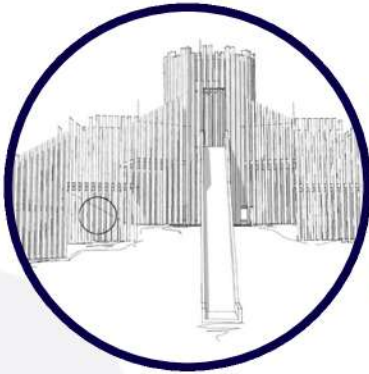


Survey results



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:



Fort

48%
of votes

209
comments

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

37%
of votes

138
comments

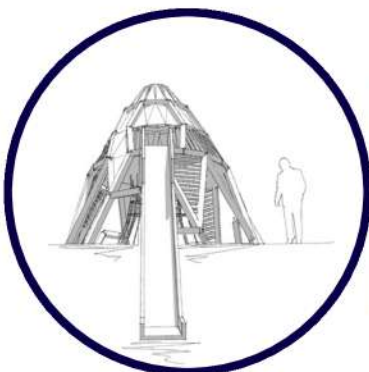
Reasons for choosing the Dragon design:

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

15%
of votes

67
comments

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

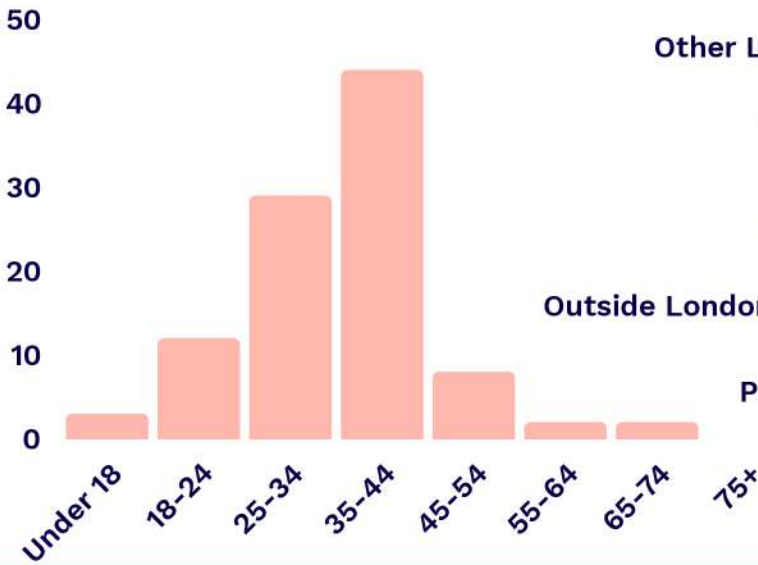
Over Fort:

- **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.

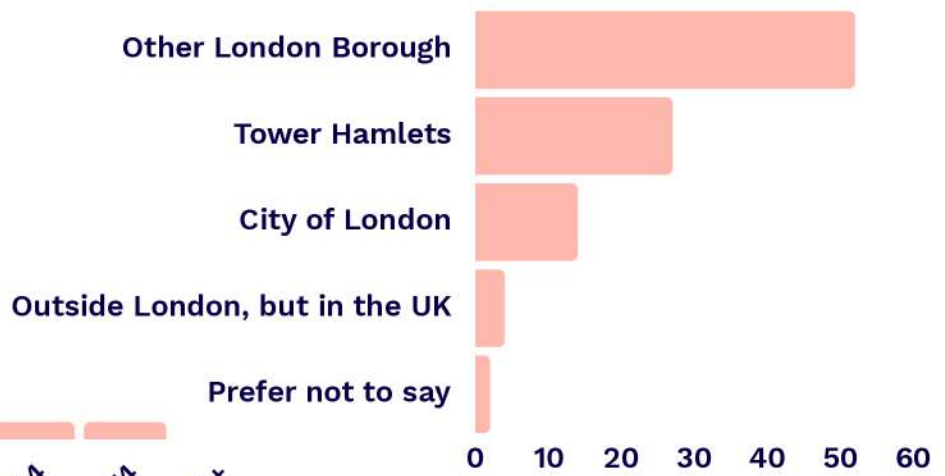
Demographic breakdown



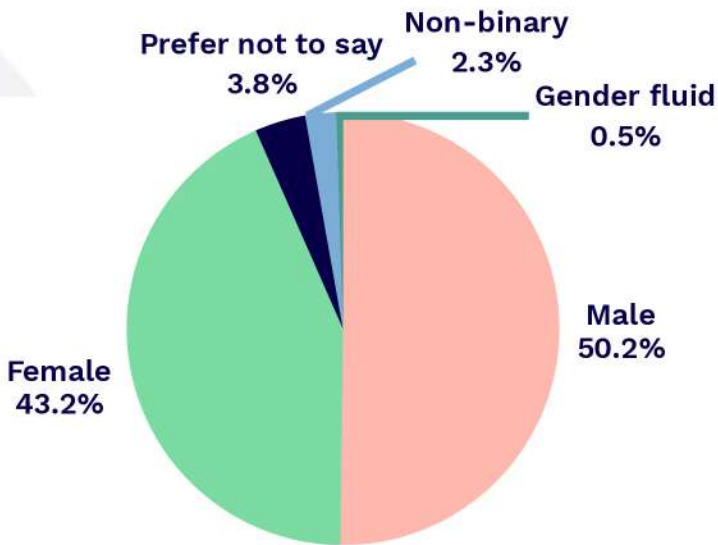
What age are you?



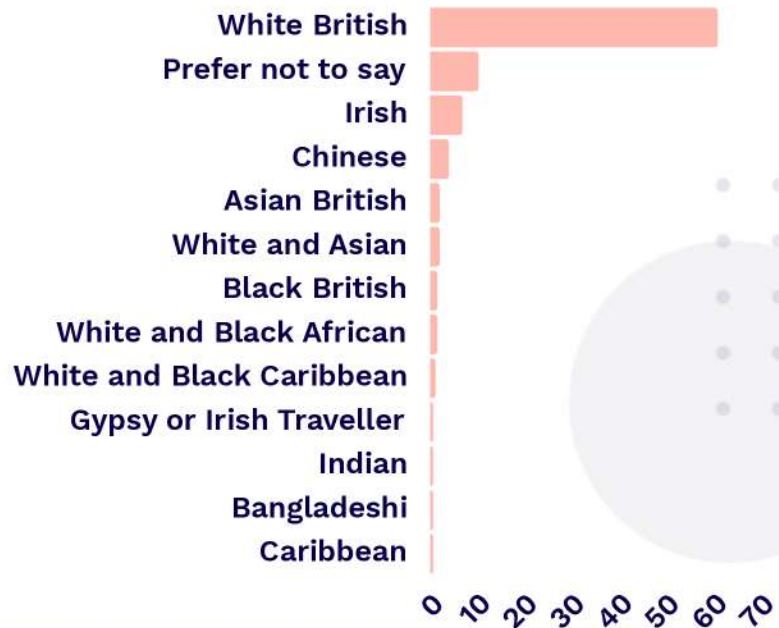
Where do you live?



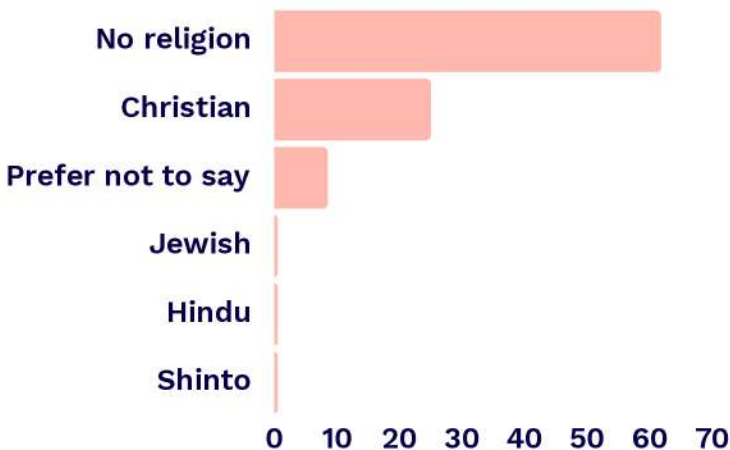
What gender do you identify as?



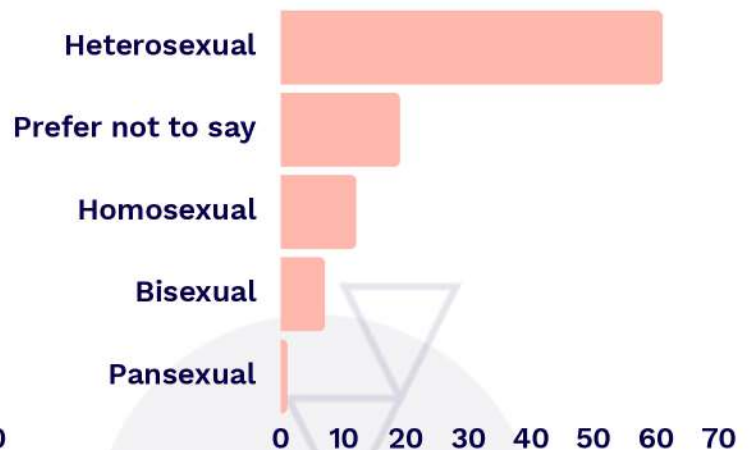
How do you describe your ethnicity?



What is your religion?



What sexuality do you identify as?





Digital Marketing Results

Facebook & Instagram



7,052

Link Clicks

From the digital advertising



199,335

Reach

The amount of people who were shown the ads at least once



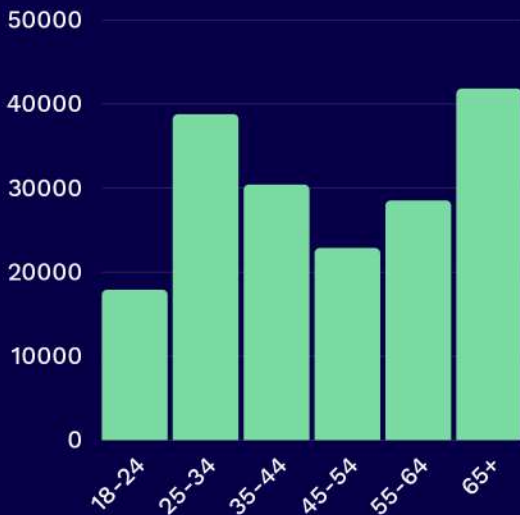
375,926

Impressions

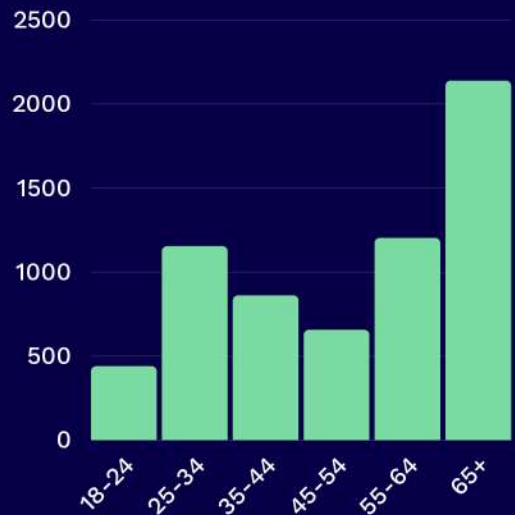
The number of times that adverts were viewed in total

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

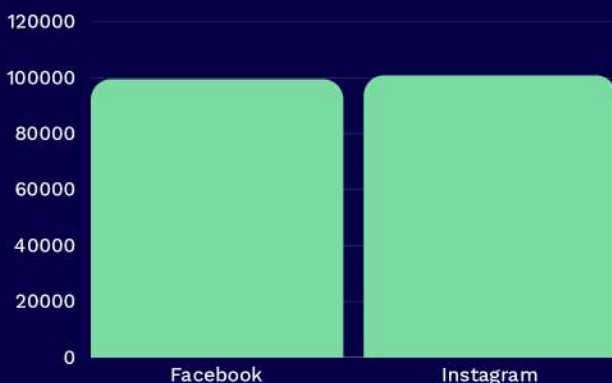


Reach

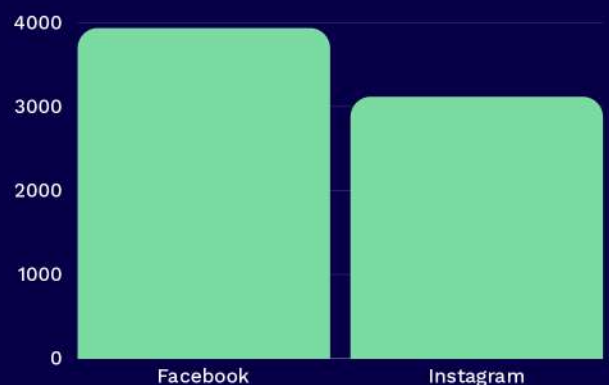


Link Clicks

Ad Placement



Reach



Link Clicks

