The Client

The Sky Garden at 20 Fenchurch Street, which commands impressive views over the City of London, opened to the public in January 2015.

Designed by renowned architect Rafael Viñoly, it is known as the ‘Walkie Talkie’ because the floor sizes become higher towards the top, creating a distinctive shape in the city skyline.

Standing at 115-metres, above 690,000 sq foot of office space, this is the highest public garden in London and includes landscaped green spaces, observation decks and an open-air terrace.

The Sky Garden is the fifth tallest building in the City of London and is also home to four restaurants – Fenchurch Restaurant, Darwin Brasserie, City Garden Bar and Sky Pod Bar.

The Challenge

Land Securities, which manages The Sky Garden, could only open the attraction once an occupancy counter was in place.

This was to enable the security team to monitor the flow of footfall traffic and ensure that the complex was not exceeding maximum capacity. After going out to tender, Ipsos Retail Performance won the contract to install their Occupancy system.

The Solution

Sensors were installed at 20 Fenchurch Street to measure occupancy at The Sky Garden at the end of 2014.

This included one sensor at ground level to measure footfall from members of the public, one at level 20 for workers in the offices visiting the leisure complex and another at level 35, which is The Sky Garden entrance.

Using a traffic light system, Land Securities have been able to gain real time insights into current occupancy levels and control visitor numbers in The Sky Garden. Green indicates that the venue is below capacity and can accommodate more people, while amber signals that it is reaching capacity. A red light indicates that the venue is full and cannot accommodate any more visitors.

The system sends an email alert to team members when a colour signal is about to change so they can act on it without having to consult the dashboard each time. Managers at Land Securities can also access historic data on the maximum and average occupancy levels as well as the total number of visitors and can drill down to a 15-minute time frame.
What we did

As part of the installation process, the Ipsos Retail Performance team carried out extensive site surveys.

The systems were installed and set up ahead of The Sky Garden being opened to the public.

The Outcome

The new system has given Land Securities the tools it needs to monitor visitor numbers and control traffic flow. It also means the security team does not have to carry out manual counts on a regular basis – something that could prove very difficult when there might be in excess of 500 people, including staff, moving around the garden.

Feedback from the client has been overwhelmingly positive, with one manager describing it as ‘a great product backed by a great team’.

About Ipsos Retail Performance

Ipsos Retail Performance is one of the world’s leading retail consultancies specialising in footfall monitoring, shopper tracking and in-store behavioural research. Monitoring over 3.1 billion store visits per year, Ipsos Retail Performance is constantly evolving and innovating to deliver performance improvements for clients. With over 25 years’ experience of delivering increased revenue for clients, decreased operational costs and improvements in customer service, Ipsos Retail Performance has long-term relationships with the world’s biggest brands.

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