

Bird Street Evaluation Strategy

To maximise the potential for demonstrating the success of the Bird Street project New West End Company is proposing to measure footfall, dwell time, Air Quality and commercial revenue. All four of these measurements are key strategic objectives of New West End Company.

Footfall

Footfall is already measured across the New West End Company footprints, from 37 different cameras plotted along 18 key streets, with data going back to 2006. There Bird Street will be the first street in the area to trial a new biometric camera that will enhance the data sets that can be analysed.

Dwell time and Demographics

People in Places is a new camera technology that uses facial recognition giving far more representative data than the current systems, gives vital qualitative data and when matched with footfall an sales gives much more insight. This technology will be used to measure the dwell time and demographics of the visitors to Bird Street. (Appendix 1)

Footfall and Movement

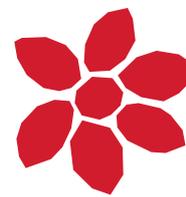
The Pavegen technology will also be used to measure footfall during the life of the project, as the Pavegen tiles captures every person that walks across them and which directions that have come from and too. This will give good insight into the entry and exit points for the street and which are used more. This technology will be capturing data from the electricity that is generated over the course of the project. Options to have a temporary area of Pavegen before the launch is being looked at, but may be too difficult with the build.

Air Quality

Air Quality will be monitored through using springboards new Sense Monitoring in External Locations (SMEL). This technology will be trialled on Bird Street to assess the impact the oases space has had on the quality of the air. The monitoring system will be in pace to monitor before, during and after the project. (Appendix 2)

Sales and Revenue

Commercial revenue and sales will be monitored on weekly basis through the kiosk booking process that will be managed by New West End Company. The contract for each kiosk tenant will have to reports on the weekly takings for the durations of the contract.



Technology	Data Set	Start date	End date
Springboard Footfall cameras	Footfall	Immediately	Ongoing
Springboard facial recognition	Visitor demographics/Dwell time	January Week 4	4 weeks after closure
Springboard S M E L	Air Quality	January Week 4	4 weeks after closure
Pavegen technology	Footfall/Movement	February Week 3	TBC
Healthy Streets Audit	TFL requirement	December 2016	During /after



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