



**FitzPark:** How **small** green spaces can have a **big** impact on wellbeing

Camilla Dottini

ARUP



# Now and then



Oxford Street 1882



Oxford Street 2017



Oxford Street 2100

# Our streets today



# Drivers for Change



Changing demographics



Health



Climate change

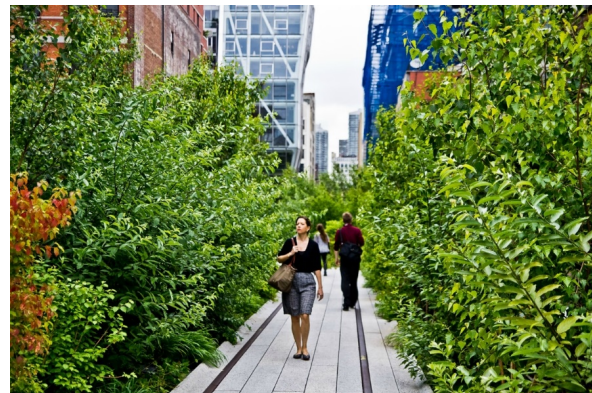
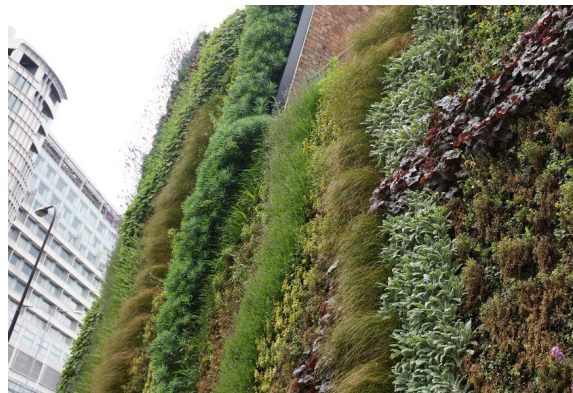
# Changing Demographics



# Health

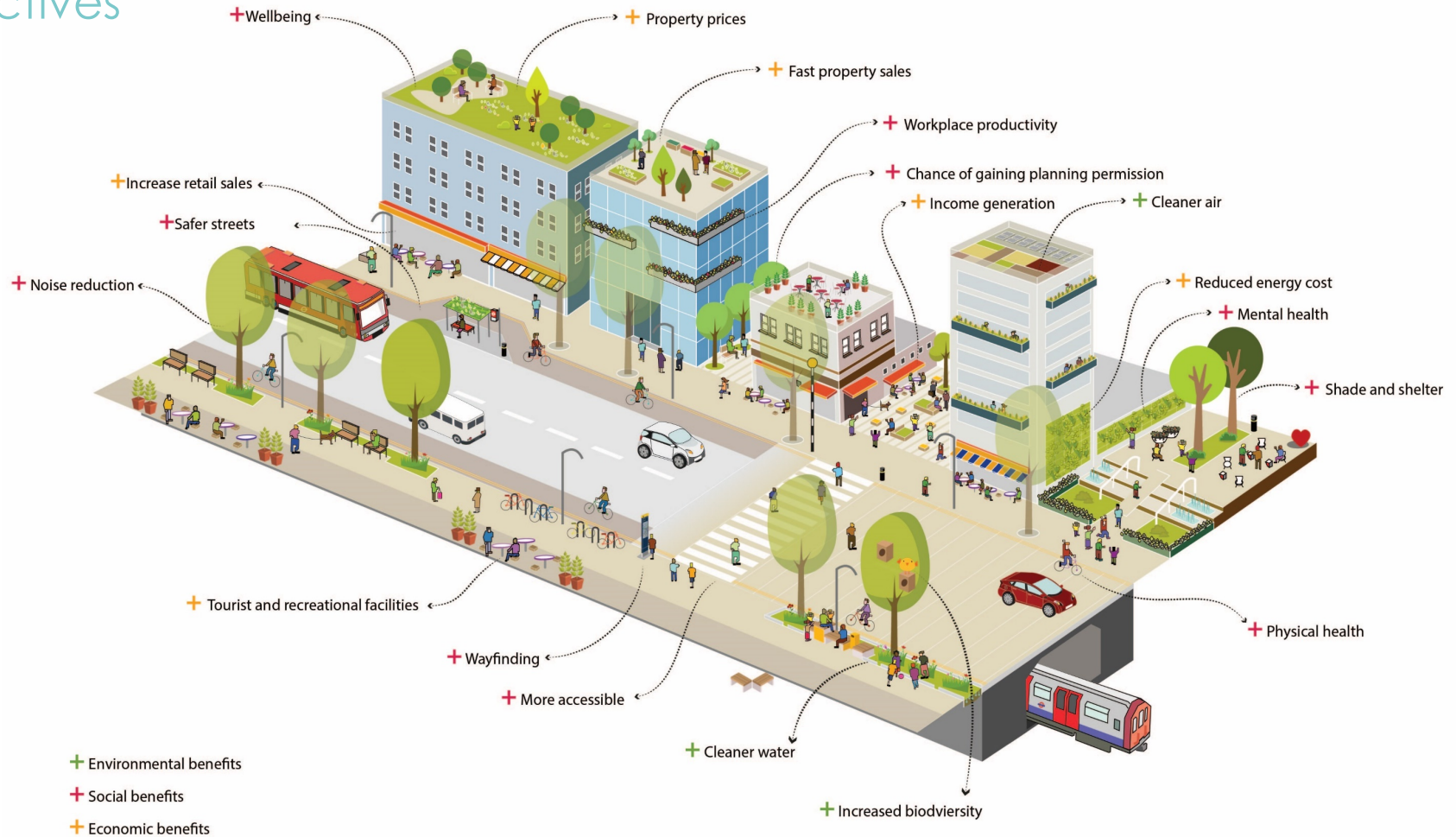


# Climate Change

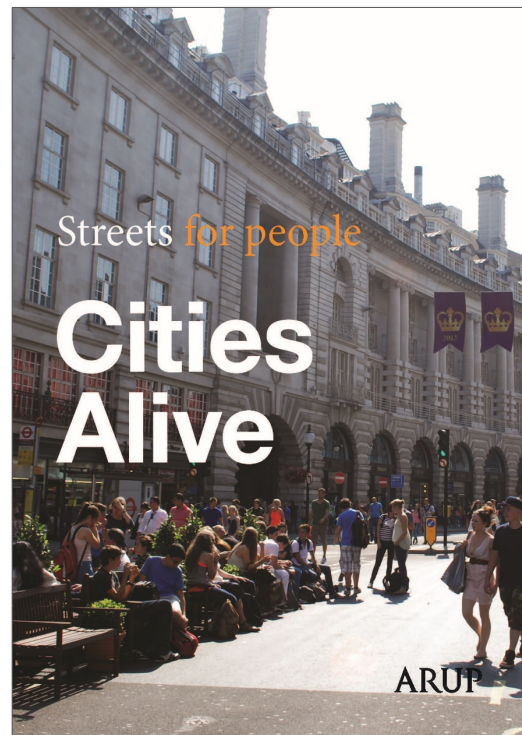
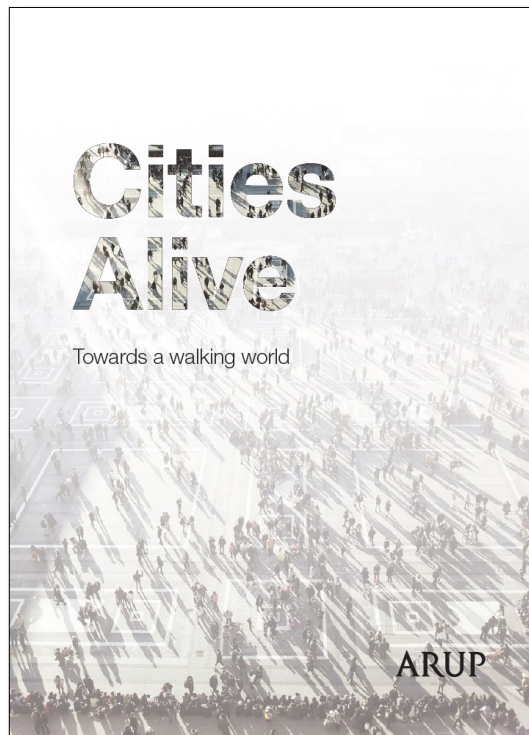
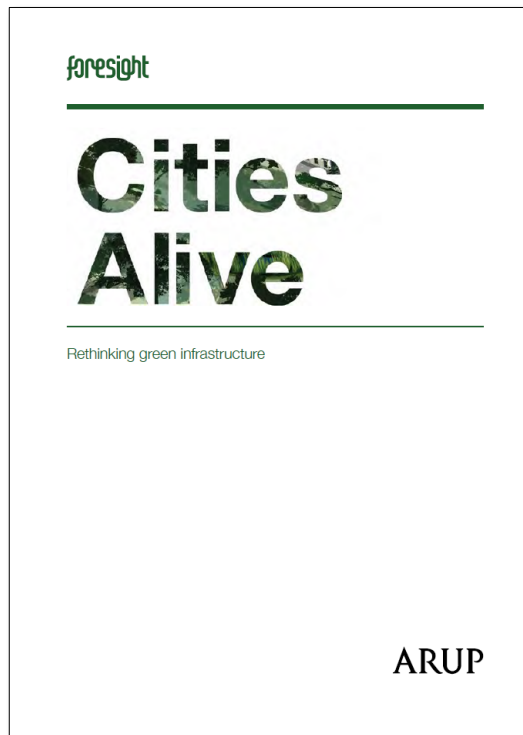




# Objectives



# Cities Alive: Streets for People



# Short term solutions to inspire long term change



TIMES SQUARE – NEW YORK

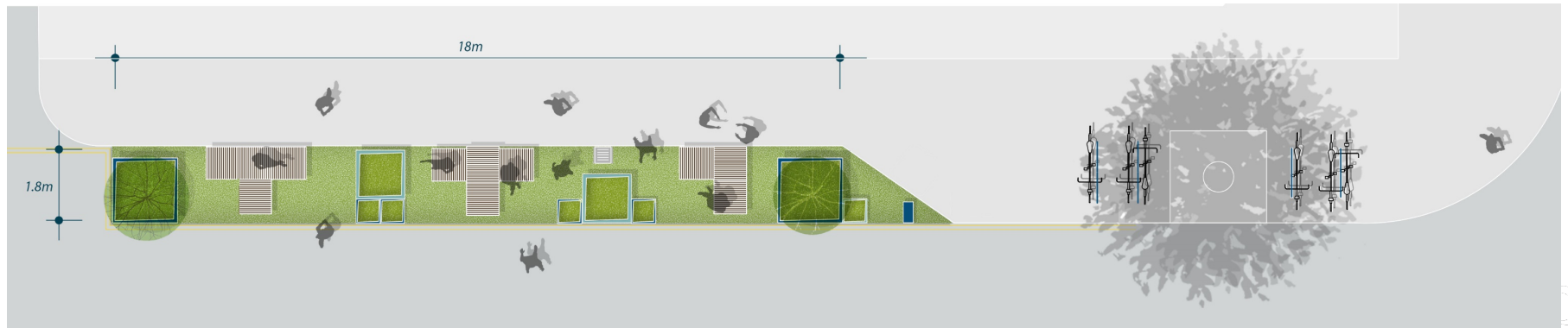
# FitzPark

## A year long collaboration between:

- Arup
- The Fitzrovia Partnership
- Vestre street furniture
- Camden Council
- The Mayor of London
- The University of Manchester

## Jointly funded by:

- Arup (Invest in Arup initiative)
- The Fitzrovia Partnership
- Vestre street furniture
- The Mayor of London (Clean Air Better Business Fund)



# Construction (July 2017)

Base



Astroturf



Furniture



Soil



Planting



➔ FitzPark!





# Monitoring methodology

## Aims:

- Provide evidence of the value of parklets for people and the environment
- Raise awareness and encourage the creation of new parklets across London and beyond
- To strengthen the case for Fitzpark becoming a permanent feature in Fitzrovia

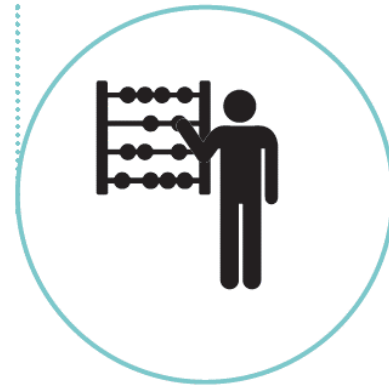
### STEP 01

#### OBSERVE



### STEP 02

#### MEASURE



### STEP 03

#### ASK



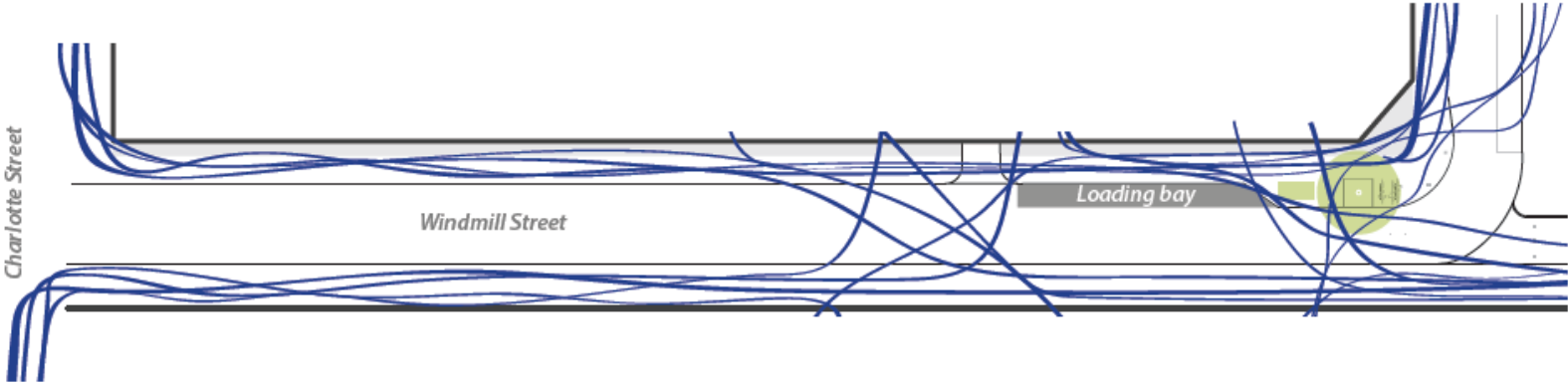
### STEP 04

#### RESPOND

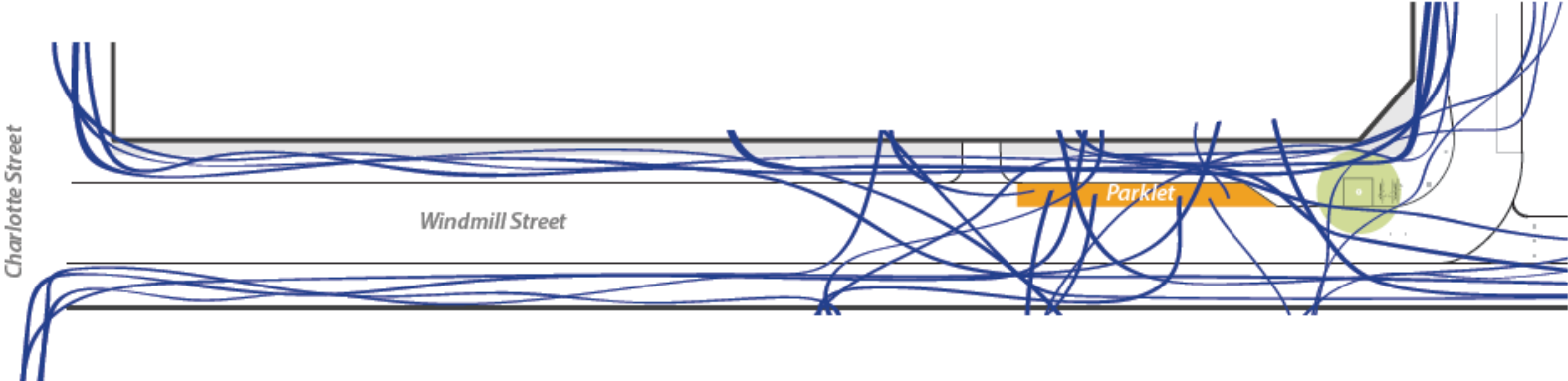


# Movement

PRE installation



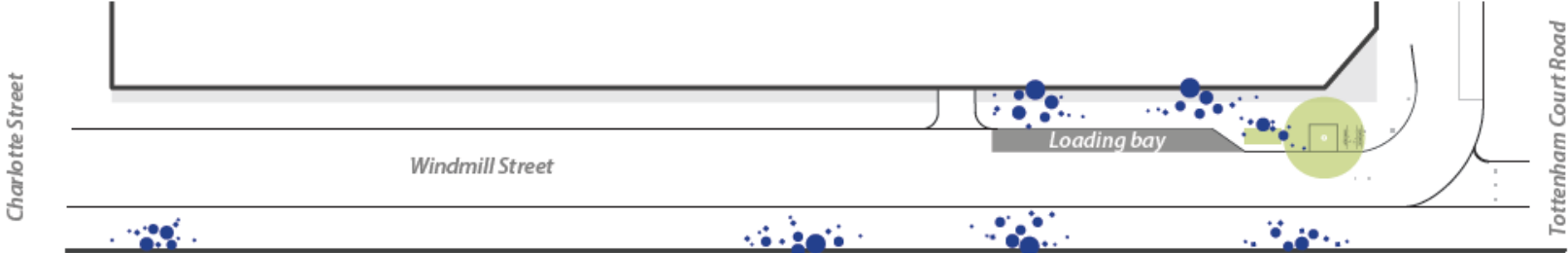
POST installation



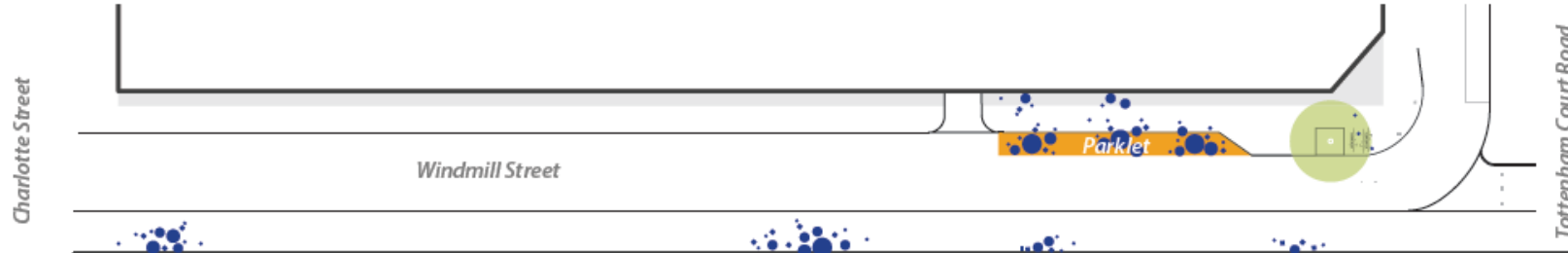


# Dwell locations

PRE installation

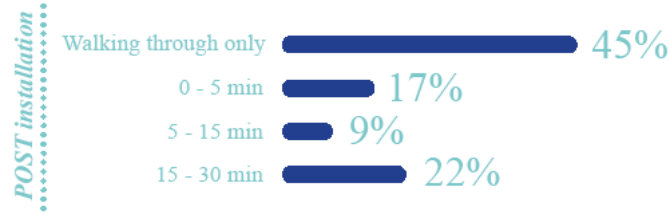
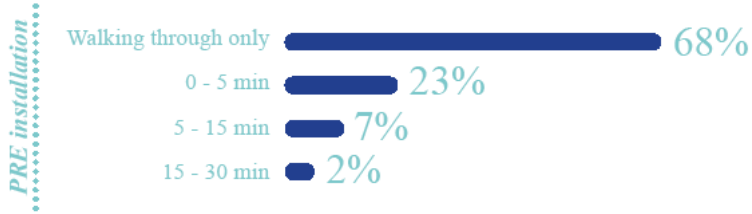


POST installation

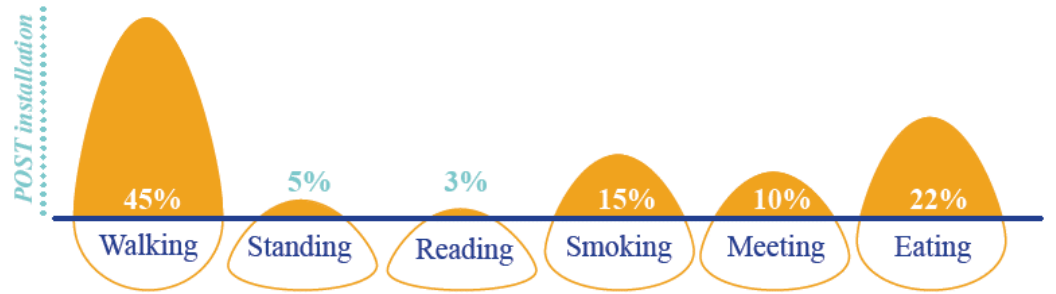
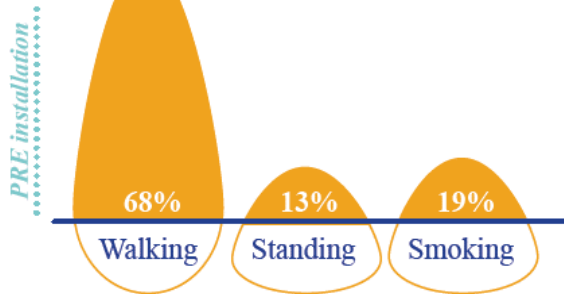


# Dwell time and activities

## TIME SPENT STUDY

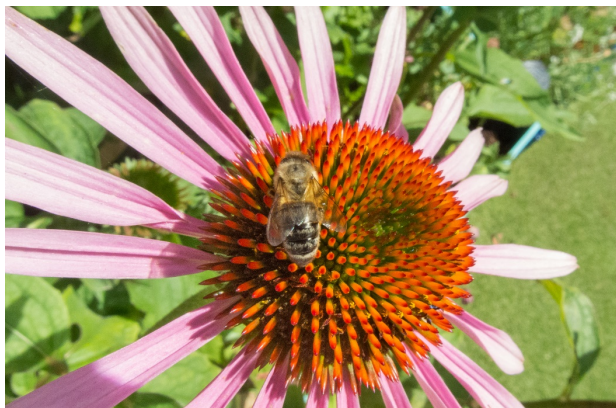
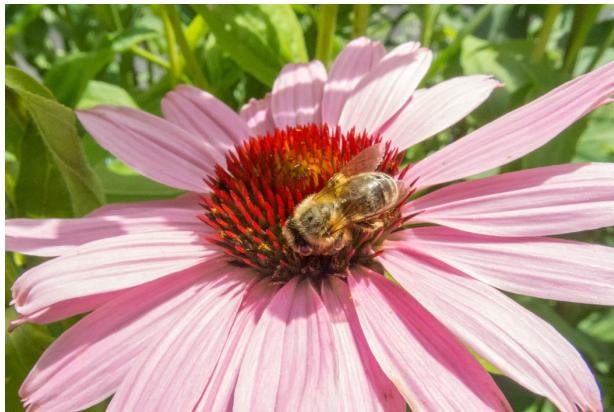


## USER ACTIVITIES STUDY



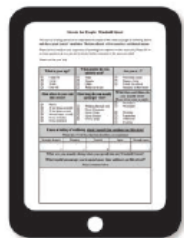


# Ecology Survey



# Wellbeing evaluation

## USERS QUESTIONNAIRE



PRE-INSTALLATION :



10<sup>th</sup> May



16 people

POST-INSTALLATION :

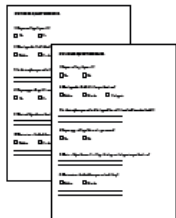


19<sup>th</sup> July



29 people

## BUSINESS OWNER QUESTIONNAIRE



POST-INSTALLATION :



29<sup>th</sup> August



9 owners

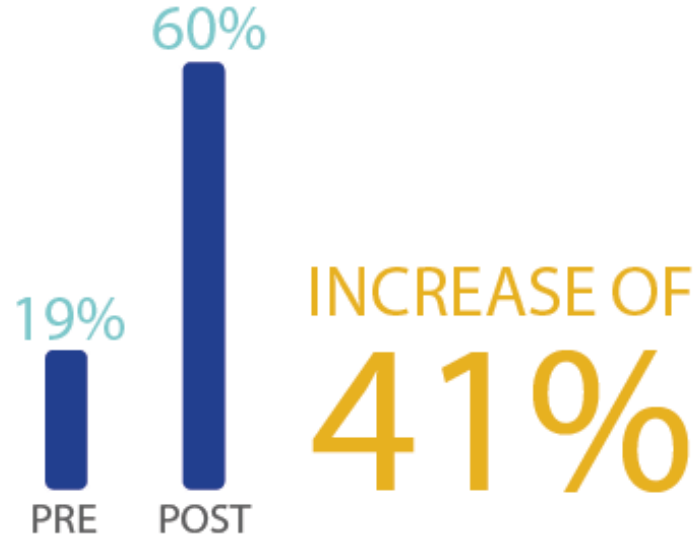


## Wellbeing evaluation

*“Well-being is a positive psychological state in which people are able to function effectively, or flourish.*

*This definition is based on five subcomponents of well-being: satisfaction, affect, competence, relatedness and autonomy. The built and natural environment plays an important and often overlooked role in people’s well-being.”*

Kelly Watson – University of Manchester



## Local business feedback

Do you personally use FitzPark?

In what way have you realised the impact?

What impact has FitzPark had on your business?

Do you support Fitzpark becoming permanent?

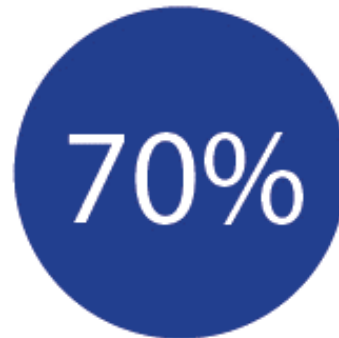
What customer feedback have you received, if any?

What would you change about FitzPark to improve its impact on your business?

*Parklet supporters*



*Positive impact on business*



## Measuring success

**Enhanced walkability** and opportunities for seating have resulted in a 41% increase in self-reported wellbeing of local residents, workers and visitors

**An increase in the number of users** that spend up to 30 minutes per visit in Windmill Street to help foster community interaction and economic benefits

**A rapid colonisation of wildlife** to help with climate change adaptation and increased biodiversity

**Improved look and feel of the local environment** with 100% of local businesses supporting the scheme.

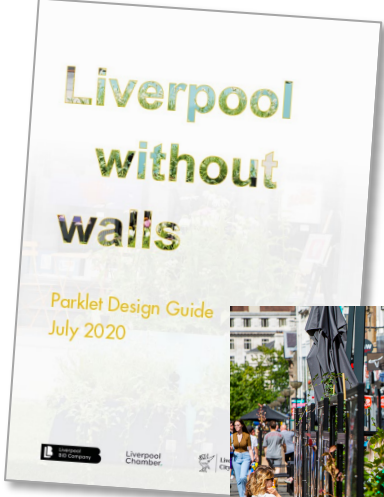




# Lessons learned and next steps



WWE garden



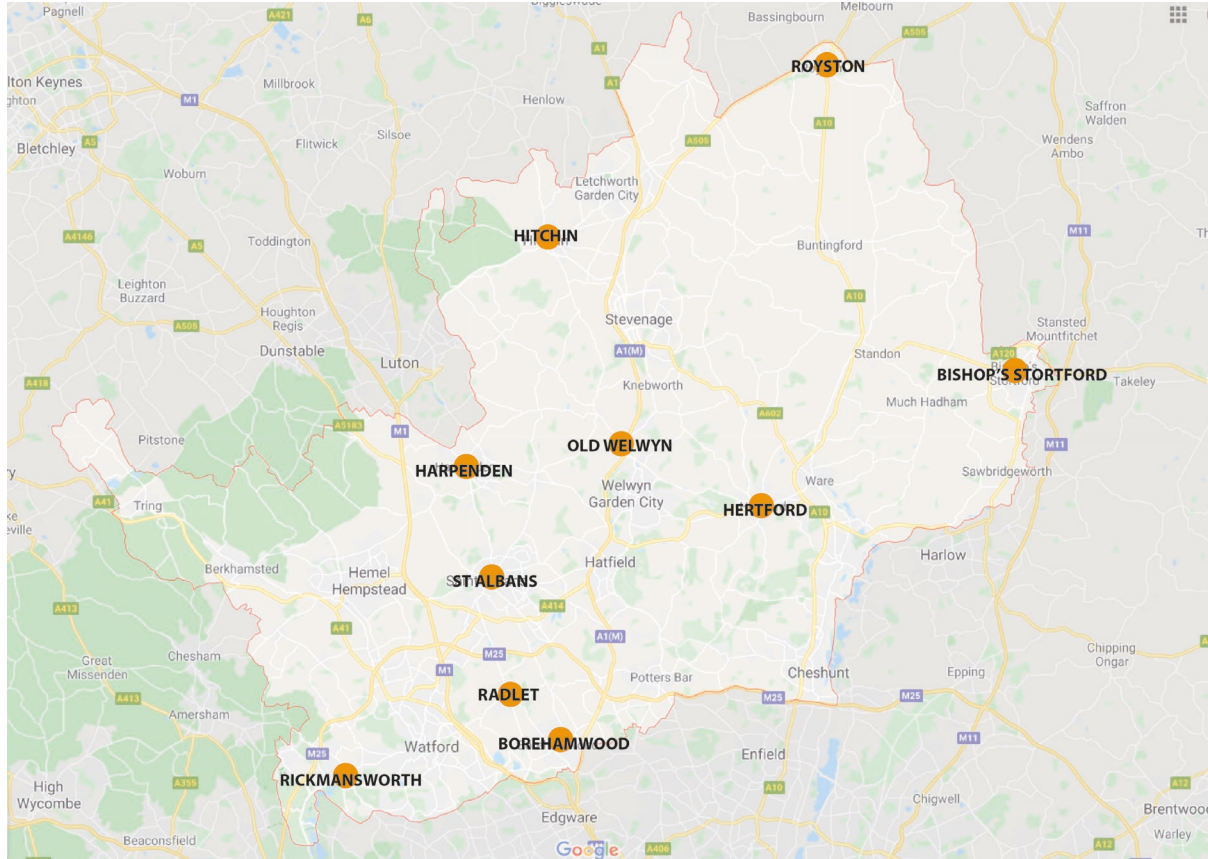
Liverpool



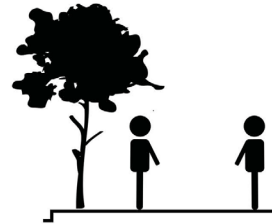
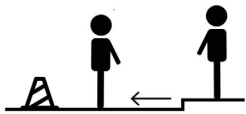
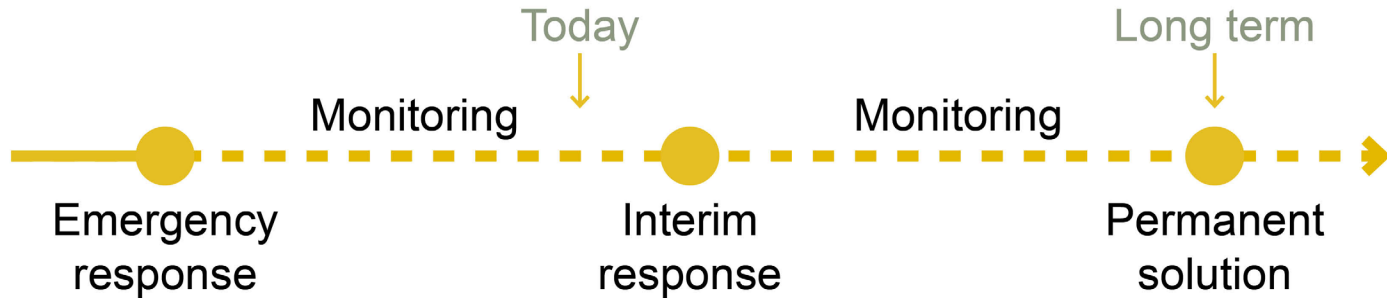
LFAParklets –City of London



# Temporary high streets



# The opportunity





Thank you!

ARUP