

HELLO

PARK

Hello Park enhances public trust and reputation with a transparent two-way communication platform, available for visitors 24/7.

CHALLENGE

London Legacy Development Corporation (LLDC) is committed to developing a dynamic new heart for east London, creating new opportunities for local people and driving innovation and growth in London and the rest of the UK. LLDC has an ambitious goal of transforming and integrating one of the most challenged areas of the UK into a “world-class, sustainable and thriving neighbourhood” in order to leave a lasting legacy of the Olympics infrastructure for generations to come in the local community.

The LLDC site, over 500 acres in size, is one which is undergoing continual change after hosting the Olympics in 2012. It is a mixture of commercial, residential and public realm development. Now more than ever, there is a requirement to keep the public informed of changes which are being made and others that are due to come, while also allowing visitors to freely explore the Park’s amenities and points of interest.



SOLUTION

Hello Park is a Hello Lamp Post deployment contained within the Queen Elizabeth Olympic Park in Stratford. It is a reference point for the public to gain information on a number of development sites in a meaningful, yet playful way, using the Hello Lamp Post platform.

Hello Park is the technological platform that successfully engages the community. With a low barrier to entry (via any mobile device), and available 24/7, Hello Park adds a playful digital layer to the Park while allowing LLDC to increase engagement, building trust and improve reputation with its audience.



RESULTS

4,165
INTERACTIONS

1,228
ON-STREET
CONVERSATIONS

1,090
CITIZENS
PLAYED

IMPACT

- 1 All public queries can now be dealt with, no matter where they originate from.
- 2 Increased park staff capacity, as Hello Park handles visitor queries on location at the park.
- 3 Hello Park ensures park comms remain inclusive and accessible which was previously not possible.

TESTIMONIALS

‘We have been working with the Hello Lamp Post team since 2017 on innovative community outreach in the Olympic Park. This has allowed us to continuously feedback to them and to include the public during all stages of construction. We are currently in the process of scoping the next phase of this valuable partnership.’

Ben Edmonds - IT Programme and Change Manager, LLDC

Want to take your public engagement strategy to the next level with engagement automation and perception gathering?

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CONTACT@HLP.CITY

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LAMP POST

2020