

Persona template

Tower Hamlets

Location: London, UK

Background: Mid-to-low income, with a few highly urbanised areas (Canary wharf), but generally two-storey dwellings are most common. Considerable number of small parks and greening projects (i.e., Queen Elizabeth Olympic Park) sprinkled throughout.

Goals and motivations

- Improve existing open spaces
- Consider the possibility of adding more open spaces
- Improve and expand tree canopy cover

Lifestyle

Residents are mostly young, with the 46% falling in the 20-39 age range (Tower Hamlets, 2020). The borough hosts significant populations of students and young professionals.

Nature of work

Borough of Greater London, with responsibilities that include greening and development and maintenance of open spaces.

Experience and training

A large organisation with employees with different skills and experiences

Environment

Urbanised, with some green spaces. Ranked as the most densely-populated authority (Tower Hamlets, 2020).

IT skill level

Advanced, with experience in using sophisticated applications for city management purposes

Attitude towards technology

- ☒ Great – it's easy to use and saves me time
- ☐ I like it but it often falls short
- ☐ I don't like it but I have to use it

IT equipment

Desktop computers, personal laptops, mobile phones, etc.

How will this person use the web site?

This organisation can use the GreenStreet app to examine how they compare to other boroughs within Greater London when it comes to tree canopy cover and open spaces, especially boroughs with similar environments (i.e., Wandsworth), and make decisions regarding those two factors accordingly.

Key tasks

1. **Examine the proportion of open spaces and canopy cover**
2. **Compare to other boroughs with similar characteristics**
3. **Make an informed decision about if the borough could accommodate more open spaces and tree planting**