

SafeCount™

The Langton Greenhouse and Garden Centre is a family run business located in Leicestershire, UK. Spread out over a large 17,000sqft site, the garden centre also features a range of retail concessions and a café that was popular with shoppers until the recent UK COVID-19 lockdown.

Since then, these areas have remained closed, however a small part of the garden centre was able to stay open as it sold food and was therefore classed as an essential business.



Langton Greenhouse and Garden Centre Keeping customers safe by restricting occupancy

As well as signage promoting social distancing and installing plexiglass screens around the tills, owner and manager DJ Byrne advises that one of the main ways they are keeping employees and customers safe is by restricting occupancy. This is a measure also advocated by the Horticultural Trades Association (HTA) in their safe trading guidance⁽¹⁾ for garden centres wanting to reopen and adhere to UK Government guidelines on social distancing.

Prior to installing an Irisys SafeCount system, this was done manually. A staff member would stand at the doors and actively manage occupancy within the store by telling customers to queue outside until it was safe to enter.

Speaking about the benefits of the SafeCount system, DJ explains that whilst freeing up staff members and reducing the number of man hours spent controlling occupancy is a great benefit, the biggest benefits are for the customer.

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About this installation

The SafeCount installation at Langton Greenhouse and Garden Centre uses two SafeCount sensors to monitor both the entrance and exit doors. Together, these sensors calculate the store's real-time occupancy and present this data on a display screen visible to customers at the door, and on a tablet for staff members at the checkout.

As staff members are frequently entering and exiting the building to help customers with heavy items to their cars, this SafeCount system makes use of the built-in staff detection technology that excludes staff members from the occupancy count.

“Customer confidence is really important”

DJ continues, “It’s your customers and the way they feel safe or unsafe. For example, if you have too many people in or they can see you’re not controlling it. Customer confidence is really important.”

And it’s not just customers that DJ says benefit, employees do too. Controlling occupancy at the door can be “very stressful” for staff members. Most customers have generally responded well to queuing outside and the occupancy controls they have implemented, however a small number can be “quite aggressive at times”.

The SafeCount system installed in the garden centre is connected to large display screen at the stores entrance. According to DJ, this ability to connect to a display and show a “safe to enter” or “do not enter” message is the best feature of SafeCount as “people are just so used to screens that if it says do not enter, they won’t enter”.

For staff members, a tablet kept beside the checkout allows them to see the stores occupancy in real time, as well as alerting them to take action when occupancy limits are exceeded.

Future potential and long term value

Prior to the SafeCount system being installed, DJ admitted they had “never actually considered or counted how many people came in each day”.

Now though, she is already thinking about the future and other areas where SafeCount technology could measure occupancy and usage, such as the café. “A lot of people bypass everything else and head straight to the café” DJ explains.

Being able to understand their customers journey and how they use the garden centre will be “really helpful” for DJ as she has ambitious plans to grow the fledgling business.

Learn more about SafeCount
irisys.net/safecount

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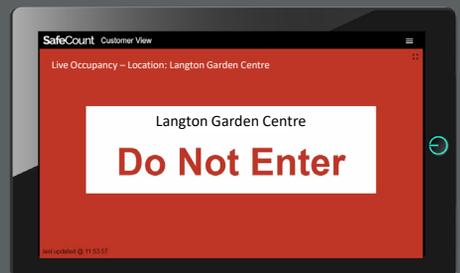
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About SafeCount

SafeCount is a live occupancy monitoring solution that helps businesses comply with social distancing guidelines and occupancy restrictions by anonymously counting people as they enter and exit your building.

Suitable for buildings of any size and with multiple doors, a SafeCount solution can deliver clear warnings and alerts when occupancy limits are approached or exceeded.

- Visual warnings and alerts
- Fast and easy, self-install solution
- Buildings of all sizes
- Single or multiple entrances/exits



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