

Public Art Grant for Greater Bedminster Community Partnership

A grant of £5,000 has been made available to Greater Bedminster Community Partnership to fund a Public Art Project. This grant comes from Bristol City Council's "Bristol Better's at 20" project.

The art piece would be located along a traffic "hotspot" where drivers regularly exceed 20mph and negatively impact the local community. The location would also ideally be near a local school/sheltered accommodation/community buildings/health centre, to tangibly improve the experience of those travelling to or from these community hubs on foot or by bike.

The piece of street art would educate, enlighten, engage and encourage drivers to reduce their speed to 20mph (see page 4 for further info on these approaches). It would increase their awareness that they are passing through an area which is primarily a place for people to live, work, play or shop. It would champion 20mph and the wider benefits to all ages – safer roads, more people walking and cycling, the positive impact of vibrant streets, less social isolation and cohesive communities.

The piece of art would be a powerful message from the local community to passing drivers that 20mph is supported and championed by residents for the benefits it brings them. It would be designed through engagement with the local community, so that it speaks with their voice, incorporates their ideas, creates ownership.

This engagement process would be supported with education on the wider benefits of 20mph, helping community members to become aware and articulate these real and tangible improvements to their neighbourhood. Participants are then more likely to comply with the speed limit themselves, both in the local area and across the city. Through the engagement process participants are equipped to act as messengers through word of mouth on the benefits of 20mph to those in their social circle.

Further details of how the Public Art project will fit into the wider approach to **Community Engagement & Behaviour Change for 20mph** can be found on page 4 and **The Background to 20mph - Locally, Citywide and Nationally** can be found on page 3.

Budget

£3 000 Artist costs for the mural (including equipment and materials)
Delivery of public engagement events

£1 500 Public Arts Co-ordinator (100 hours)

£ 500 Contingency to cover necessary additional costs (more hours may need to be allocated for the Public Arts Co-ordinator)

Timescale

		Key Dates to Tie Into
January	GBCP decision on Public Arts Grant	
February	Grant awarded	
	Recruitment of Public Arts Co-ordinator	
March	Artists Brief created	
April	Location found and permissions gained	
	Artist contracted	
May	Public engagement	Southville Arts Trail
June	Equipment and supplies bought	
July	Delivery of Public Art & Celebration	Upfest

Roles

Public Arts Co-ordinator:

- Creation of a detailed artist brief
- Locating suitable sites for the artwork and gaining permissions
- Commission and contract the artist
- Design, promote & facilitate the public engagement events
- Project management
- Identity and gain buy in from local stakeholders
- Event management of celebration event to “open” the street art
- Evaluation of the impact of the public art – qualitative and quantitative

This position to be filled by an experienced Public Arts Co-ordinator on a freelance basis

Artist

- Design & delivery of permanent mural through engagement with local residents, community groups and stakeholders

Due to the tight time constraints the artist to be selected by competitive interview or direct invitation

GBCP

- Administrator of the Grant
- Timely payment of invoices from Public Art Co-ordinator and Artists
- Key stakeholder in project

Bristol’s Better at 20

- Provides detailed project brief to Public Arts Co-ordinator
- Approval of final design required
- (Regular updates from Public Arts Co-ordinator to enable promotion across media platforms)
- (Supports at engagement events to widen information on benefits of 20mph)

Items in brackets are only in the eventuality of the Community Engagement Officer role being continued past March 31st 2016

The Background to 20mph - Locally, Citywide and Nationally

The 20mph speed limit was introduced in Southville, Bedminster, Windmill Hill and Lawrence Hill in May 2010. It was one of two pilot areas in central Bristol as part of a scheme funded by Bristol City Council's Cycling City project and Active Bristol. The reception has been extremely positive with 82% of local residents supporting the scheme since it has been in place.

Following the success of the pilot areas, Bristol's 20mph scheme was rolled out with in 6 further phases between January 2014 and September 2015. This followed extensive consultation with local residents and resulted in nearly all of the 30mph residential roads, in most of areas being reduced to 20mph.

On a national scale half of the largest 40 urban authorities in the UK have a policy of setting 20mph as the default for all their streets including Bristol.

The Key Benefits of 20mph for our Streets

Health Encourage more people to walk and cycle and increase mobility for children and older people

Safety Help reduce the rate and severity of injuries

Community Streets with lower traffic speeds have higher levels of sociability and greater social cohesion.

Achieving safer streets is a truly democratic endeavour, making streets safer for the young and the old makes them safer for everyone including drivers. With lower speeds, walking, cycling and outdoor play are more attractive options, all of which have a positive impact on the health of the community.

Below is the vision of what a 20mph street will look like in 2026 from Bristol consultation in 2012, (source "[Delivering soft measures to support signs-only 20mph limits](#)" UWE)

Box 1: Vision for 20mph streets in 2026

- Children laughing
- Playing in the street like when it snows
- Greener streets
- On-street food growing
- More people chatting
- Front doors open
- More reliable public transport
- No formal crossings
- On-street bike parking for residents
- Local shops
- Less stress
- Smoother traffic flows
- Happy and healthy
- Sense of community
- Fewer cars
- More choice

Community Engagement & Behaviour Change for 20mph

Creating a shift in driving speeds to 20mph is based on 5 Es, which address the behaviours & underlying attitudes of drivers who don't comply with 20mph

1. **Education** - Helping people to understand why 20 is important

Overcoming misperceptions that “20mph doesn't bring any benefits over 30mph” or “I'm a safe driver and able to assess the risks for myself”

2. **Enlightenment** – Developing a broad vision for 20mph & selling the vision to win over residents, visitors, local workforce and community members

“20mph is just about road safety”. There are wide reaching benefits for 20mph alongside road safety, there is an increase in public health through active travel becoming more attractive and far reaching benefits to local communities by building vibrant local communities who don't “retreat from the streets” due to the dominance of fast moving cars where they live.

3. **Engagement & Empowerment** - helping communities to change the driver behaviour on their streets and across the city

Research shows that the people that we listen to, value and are most receptive to are from social groups that we identify with as “people like us”. Too often drivers only identify with other motorised road users and quite literally they want to “keep up with Joneses” and keep in the flow traffic at the speed it is moving. To counter this, messages that convey “Local residents want you to drive at 20 along here” work to remind drivers of other social groups that they identify with and is an incredibly effective message on residential streets.

4. **Encouragement** – Visual reminders and rewards for keeping to the limit

Driving like most of our behaviours is observationally contagious. To get to a position where driving at 20mph is the norm, requires reaching a tipping point. 82% of Bristol residents are in favour of 20mph however there is a gap between this stated support and driving speeds on our roads. Habit of driving at 30mph, belief that speeding is an accepted norm, being late, extremes of emotion, belief in one's ability to correctly assess risk, and the misconception that 20mph is not enforced are all factors which can consciously or unconsciously influence drivers speed. Creating “Nudges” that remind drivers of their intention to drive at 20mph dismantles these external influences. A domino effect is created as the drivers who then comply with 20mph influence other drivers to keep to 20mph.