

Living Locally - Redland & Cotham

Interim Report on our Neighbourhood Maps Project

6 May 2014

We provide a summary of the consultations and events which led to the recent publication of our neighbourhood map, titled 'Living Locally – Redland & Cotham'.

Background

The project was proposed as part of the Bristol City Council Active Neighbourhood Transport Grants Round 2, in March 2013. The project was approved in late May 2013, and funds made available in early September 2013.

The goal of the project was to produce a map of the Redland / Cotham area which would encourage residents to use local facilities and to access them by walking or cycling rather than by car.

Consultations

In order to find out what significant features should be included on the map, we used a stall at the Whiteladies Road market to engage with passers-by, including those using the market. We showed people examples of local maps that had been produced for other parts of Bristol or elsewhere, to get an idea of what kind of appearance would be appealing. We also asked people to list features that they thought it would be important to show on the maps. An initial list of features was refined at a later session by asking people to indicate their top choices from the list.

We approached local schools to see if they would like to run any projects related to the theme of local maps. A geography teacher at Redland Green School used their internal media to gather ideas from students. These included features that should appear on the map, shortcuts and quiet routes to school, and local points of interest. Sadly, a more specific project, to get some students to help collect data for the map during their lunch break, did not produce usable results.

With Sustainable Redland already having a place on the BCR Neighbourhood Partnership, we talked with their Street Scene group. This was useful to check that we had not missed topics of current concern, and has led to potential collaboration on a walking map that they have subsequently proposed for the Bishopston area.

Design and data collection

Through the Department of Creative Industries at the University of the West of England, we made contact with two final-year students of Illustration who provided different initial ideas on design. These led to the conclusion that we do not try to fit all the information onto a

single map, but have an overview map on one side and maps of specific features on the other, together with supporting information. It was also clear the opened-out map would have to be A2 rather than A3 size to make the details readable. Since the styles of the two students were complementary, we decided that we would combine their artwork in the final design.

The data displayed on the maps was collated from a number of sources, and checked by local experience and direct observation. For the more detailed walking/cycling and bus/train maps, we based the street plans on Open Street Map data, overlaid with data we gathered ourselves. In particular, the data on steep hills was collected by direct survey using a mobile phone inclinometer app.

Production

We integrated the student artwork, textual information and detailed maps to produce a final print-ready design in late March / early April 2014. Printing onto 100% recycled A2 paper, and folding down to A5 leaflets was carried out by Whitehall Printing. We were pleased to find we could print 14,000 copies onto A2 at the same price originally proposed for 15,000 copies on A3.

Distribution

The first distribution of the map took place on Saturday 3 May at a Sustainable Redland stall at the Whiteladies Road market, which was also the first event in our local Neighbourhood Partnership's annual Community Festival. Around 280 maps were handed out to members of the public.

8000 maps will be delivered to houses in the Redland and Cotham areas within the next few days along with the Redland, Cotham and Westbury Park Directory.

It is planned to distribute further copies to local shops and businesses in the area.

An area on the Sustainable Redland website has been created where links can be provided to further information, including local groups and organisations mentioned in the map. See:

www.sustainableredland.org.uk/livelocal

A final report, including responses to the map, will be produced later in the year.

Roger Gimson, Sustainable Redland



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