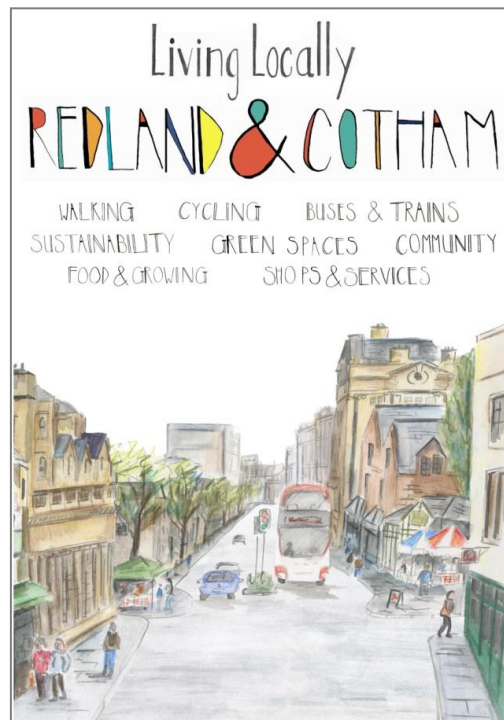


# Living Locally - Redland & Cotham

---

## Final Report on our Neighbourhood Maps Project

This is the final report of the Sustainable Redland Neighbourhood Maps Project. It provides a description of the creation, distribution, and financial outlay involved in the project, as well as discussing its impact.



The front cover of the finished map leaflet

## Background

Sustainable Redland was formed in 2005 to promote a more sustainable approach to living in our locality. It is part of Transition Bristol and the Transition Network and has a representative on the Bishopston, Cotham and Redland Neighbourhood Partnership. It has inspired many initiatives, including the Whiteladies Road Farmers and Fair Trading Market, currently held twice a month.

The Neighbourhood Maps Project was proposed as part of the Bristol City Council Active Neighbourhood Transport Grants Round 2, in March 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.

## Origins

A meeting was organised by Sustainable Redland on 6<sup>th</sup> February 2013, at the prompting of the local Neighbourhood Partnership, who had been informed that there was the potential for projects to be supported under the Bristol City Council Active Neighbourhood Transport Grants Round 2.

At that meeting, attended by people from a range of organisations as well as individuals, several ideas were proposed, including that of a neighbourhood map to encourage local access to local facilities. Other ideas suggested at the meeting, such as promoting local bus and train services, seemed to be compatible with the idea of a map. The meeting concluded with Sustainable Redland accepting the task of proposing this for funding.

The proposal for a neighbourhood map project was submitted in March 2013. The project was approved in late May 2013, and funds made available in early September 2013.

## 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 map. 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. Unfortunately, a more specific project, to get some students to help collect data for the map during their lunch break, did not generate the interest we had hoped.

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. They are currently working on a walking map 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, which could be freely reproduced with an appropriate level of detail.

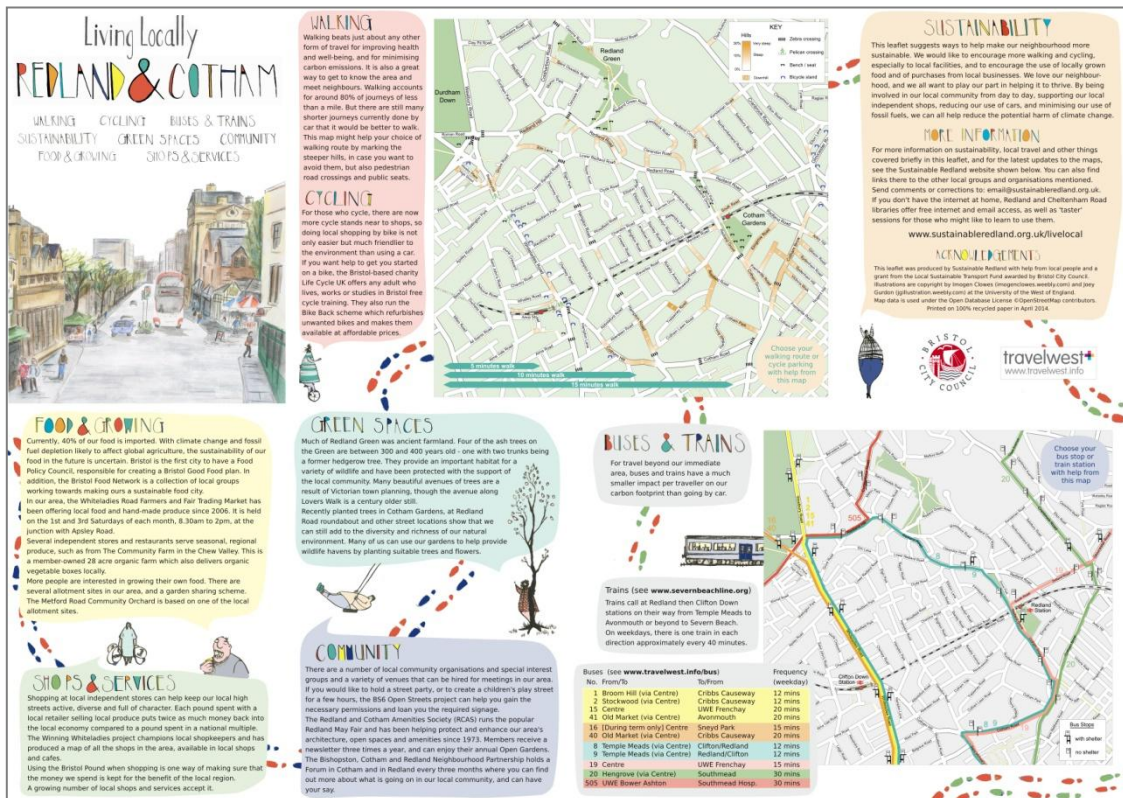
The basic maps were overlaid with data we gathered ourselves. In particular, the data on steep hills was collected by direct survey using an inclinometer app on a mobile phone. This information is useful for cyclists, walkers and those who need to use mobility vehicles, and is not easily obtainable from other sources.

Other information, such as the locations of cycle stands (useful for cyclists when using local facilities), and the locations of street benches (useful for walkers wanting a rest while out and about) was also compiled by direct survey since other sources were not up to date.

## Appearance

The final printed version is shown below at approximately a quarter actual linear size.





The outside of the completed map leaflet (before folding)



The inside of the completed map leaflet

## Production

We integrated the student artwork, textual information and detailed maps to produce a final print-ready leaflet design in late March / early April 2014.

Printing onto 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 approximately the same price originally proposed for 15,000 copies on A3. The printing paper used was 100% recycled, and the inks were water-based, to minimise environmental impact.

## Distribution

The first distribution of the map leaflet took place on Saturday 3<sup>rd</sup> May 2014 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 leaflets were handed out to members of the public.

The main distribution occurred in the following week when 8000 leaflets were delivered to houses in the Redland and Cotham areas along with the Redland, Cotham and Westbury Park Directory.

Further copies have been given to local cafes, shops and libraries in the area on a regular basis over the following months. They have also been handed out at Redland and Cotham Neighbourhood Forums and at the Super Forum run by the Neighbourhood Partnership.



First distribution of the map leaflets at Whiteladies Road Market



## Website

An area on the Sustainable Redland website was created where links have been provided to further information, including local groups and organisations mentioned in the leaflet. See:

**[www.sustainableredland.org.uk/livelocal](http://www.sustainableredland.org.uk/livelocal)**

The website has also been used to update information contained on the printed maps, such as when some bus routes were changed in September 2014.

## Results

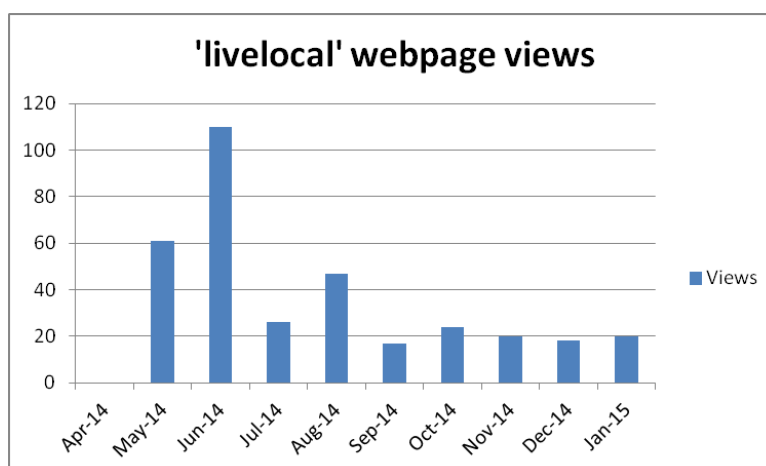
Anecdotal evidence of the success of the leaflet design has come from feedback from individual recipients, either when giving out the leaflet in person, or when talking to people who had received a copy delivered to their home. In addition, the design has proven to be acceptable to local libraries, shops and cafes, with copies being willingly picked up by their customers.

However, it is very hard to gauge what effect the distribution of the leaflet has had on the habits of local residents. Given the wide distribution and also the potential impact across a wide range of behaviours, we made no attempt to come up with a measure that might be statistically significant of, for example, car journeys saved.

Measuring the effect would have been made more difficult as the availability of the leaflet complemented and supported several other road changes that were happening at the same time. For example, over this period Whiteladies Road bus facilities were improved, the road layout was changed, and 20mph speed limits and residents' parking were introduced.

One factor that we were able to measure with relative ease was the use of the web pages associated with the leaflet.

A specific webpage ([www.sustainableredland.org.uk/livelocal](http://www.sustainableredland.org.uk/livelocal)) had been set up just prior to the first distribution of the printed leaflet and its web address was prominently displayed on the back. It was therefore possible to obtain the number of clicks made to this webpage month by month. This data is shown in the following graph.



Distribution of the leaflet started in early May 2014, with 8000 copies being delivered to homes in the area. It can be seen that clicks on the website started that May, but peaked in June despite there being no significantly increased distribution taking place that month. The implication is that, of those who clicked on the website, a significant number had retained the leaflet for at least a month.

## Spending

The final amounts spent on the project are shown below in comparison to the amounts proposed in the grant application.

Budget item	Amount proposed	Amount spent	Comments
Materials for prototype map creation: paper, pens, folders, photocopying etc	£350	£217.02	Includes materials for stall display of the finished leaflet
Sponsorship of 3 student projects to create artwork	£900	£900.00	Two UWE students contributed to the final map
Public liability insurance	£150	£79.50	Obtained from Zurich via Tennyson Insurance
Printing 15,000 maps (A3 sheets, double-sided, full colour, folded to A5)	£1500	£1481.00	14,000 maps (A2 sheets folded to A5) by Whitehall Printing
Door-to-door distribution of 10,000 maps	£700	£336.00	Distributed to 8000 houses across Redland and Cotham with local directory
<b>Total</b>	<b>£3600</b>	<b>£3013.52</b>	

It can be seen that the project has come in well within budget. The original grant was £3600, of which £586.48 remains to be returned to Bristol City Council.

## Conclusion

The map seems to have successfully captured the essence of Redland and Cotham as a locality, based on the kind of appearance and features found to be most popular with residents. It has provided a useful summary of the facilities available within walking or cycling range, as well as of public transport connections to other parts of the city.

It is difficult to know whether it has helped reduce car journeys or increased the use of local shops and other services, as its distribution coincided with a number of other transport initiatives in the area.

We hope to keep the website pages associated with the project up to date as a local resource.

Overall, the project has been very well received, and we consider it a piece of work that has been well worth while undertaking.

We would like to thank the Active Travel team at Bristol City Council for giving us the support to enable us to encourage our locality to be more sustainable.

Roger Gimson

Sustainable Redland

25 February 2015



travelwest+  
[www.travelwest.info](http://www.travelwest.info)

Supported by an Active Neighbourhood Transport Grant awarded by Bristol City