

openspace

art • public • places

28 SPOKES, A PROJECT FOR NEWHAM



www.openspaceuk.org

Open Space UK is a registered Charity in England and Wales No. 1157952

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Mission Statement

openspace is a non-profit arts development organisation that integrates artworks into the fabric of an urban landscape. We create a stimulating environment that makes a direct contribution to the personal, economic and community well being of local residents and the wider public.

Vision

The public spaces of the city are becoming less segregated and are shared by pedestrians, cyclists, car drivers, goods vehicles, taxis, buses, party-goers, joggers, dog-walkers, traders and trees. We want to nurture a vibrant public life for all, by investing in and celebrating London's great outdoors.



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Proposal:

Working on improvement of the urban landscape, **openspace** targets areas of London where residents' engagement in the arts is a priority.

In collaboration with a commissioned artist, **openspace** will create a series of designs for unique outdoor bicycle stands. By bringing elements of innovative design into the area, **openspace** intends to improve the environment in line with the Local Plan for Newham, as well as promote cycling and a healthy lifestyle.

Where:

- London Borough of Newham.

When:

September- November 2014.

Provisional timeline:

14 -30 September 2014: Scoping

- In consultation with the council, identify potential sites
- Set up a steering group that comprises representatives of Newham Council, community members (The Newham Cyclists) and **openspace**.

1 October – 20 October 2014: Shaping

- Development of the artist's brief
- Hold a competition to select the artist
- Commission the artist according to the brief.

21 October – 14 November: Realising

- Support and produce the commission.

Main educational element:

What:

-Promotion of innovative urban design and creative thinking.

How:

- During the project's launch a photo exhibition will explain its background, introduce the design ideas and the materials used.

Access and benefits:

- The project is for the benefit of cyclists who will be able to use the racks in public places, as well as for wider local community as part of urban design
- Improve the wellbeing of all local residents by making public spaces feel safer and more welcoming
- Cycling is healthier and often quicker and more convenient, especially for short local trips
- Reduction of traffic on local roads
- Increased footfall creating a boost for businesses
- Improvement of air quality and less transport related emissions.

Evaluation:

The impact of the project will be examined through a survey conducted in co-operation with the Newham Cyclists. The survey will cover the community's network, customers and employees of local bike shops (EA Cycles, Rob's Cycles, Bronx Performance Cycles, Little Biker Boyz, Etty&Tyler) and members of public in close proximity to the sites.

Testimonials of a similar project:

Ealing Broadway Cycling Hub, Winner of London Cycling Awards 2013:

"Besides its many and varied practical uses, our judges admired the EBCH for its aesthetic design, which makes it stand out, yet blend in with the immediate environment. Beyond its immediate service to Cycle-Rail passengers, the EBCH is already fulfilling its remit to benefit the wider community. Cycle theft levels have dropped 32%; pedestrian footfall has risen by 20% and cycle parking usage stands at an impressive 88%."*

* <http://cycle-rail.co.uk/project/winner-ealing-broadway-cycle-hub/>

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Funding strategy:

openspace will raise funds for the project from private and public sources.

Provisional Costs:

Based on the installation of 4 new bespoke bike stands in 7 locations (28 stands for 56 bikes in total).

Artists' (designers') fee	7,000
Production cost	28,000
Delivery and installation	7,840
Artists' management	7,000
Administrative expenses and PR	1,000
TOTAL:	£50,840

Human Resources:

Project Producer (8 weeks, full time, 40 h/per week), Communications Co-ordinator (8 weeks, part-time, 10 h/per week), Project Co-ordinator (8 weeks, part-time, 20 h/per week, voluntary).



There are at least 28 Spokes in a bike wheel

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The images used in this presentation are for demonstration purposes only.
Open Space will work with the commissioned artist(s) to create bespoke designs.

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