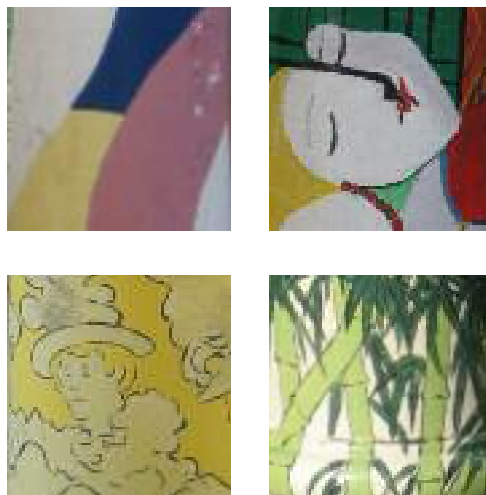


The Whitchurch Bollards a Community Art Project

PAINT AND DECORATE
THE POSTS
AND DUMP THE RUST



what a loada bollards

A proposal by A Whitchurch Resident: Town Art Concept



Presently the Town Centre is Drab
with a Capital 'D'
So here's an idea

Let's Paint the Posts and Dump the Rust

"Bollards" you may say

Exactly, loadsa Bollards! 20+ of 'em



Aren't they a nice feature
falling over, rusting
...and an eyesore

So let's *paint* them

And who will do this?

Why, all of us of course

THE CONCEPT?

Good ideas are always worth improving.

Yes, several towns have painted bollards but Whitchurch can go a step much further and make our bollards something to be proud of.

The main concept is that this would be carried out by local people with local funding and put the Town on the Map.

These can enhance the Town with

- An **ONGOING ANNUAL DESIGN COMPETITIONS** to be held for each bollard, open to all individuals, community groups, schools, churches...
- Bollards painted in **WINNING DESIGNS** by local people, or community groups
- The designs could be part of an overall 'Story' and **A VISITORS' ROUTE**
- Routes themes and designs can be **EDUCATIONAL**
- The routes to have associated **LEAFLETS FOR VISITORS**
- A dedicated **BOLLARD WEBSITE** to be set up for visitors
- The exercise would be a **COMMUNITY-WIDE ACTIVITY**, and by involving local people and groups it would help encourage community spirit
- Local businesses or groups could **SPONSOR INDIVIDUAL BOLLARDS** with their name included within the design
- They would encourages 'ownership' of the town centre fabric, and **GENERATE PRIDE** in the Town Centre
- Community groups could '**ADOPT A BOLLARD**'
- The colourful result would **ENHANCE THE TOWN CENTRE**
- Designs could **CHANGE FROM TIME TO TIME**, adding interest and variety
- The painting would **REPLACE THE EXISTING MAINTENANCE**
- A grand **UNVEILING CEREMONY** could be arranged
- They will be an **ATTRACTION TO VISITORS** and local residents and become an added recognisable feature for Whitchurch.

**There are presently 20+ dark drab rusting bollards.
Let's improve them creatively**

Bring life, vibrancy and colour into the Town

Let's make it Our Town



These are examples from a small scheme in Winchester

'Adopt' a bollard...and its so easy to do

What does Whitchurch deserve?

Lets 'Paint the Posts'...



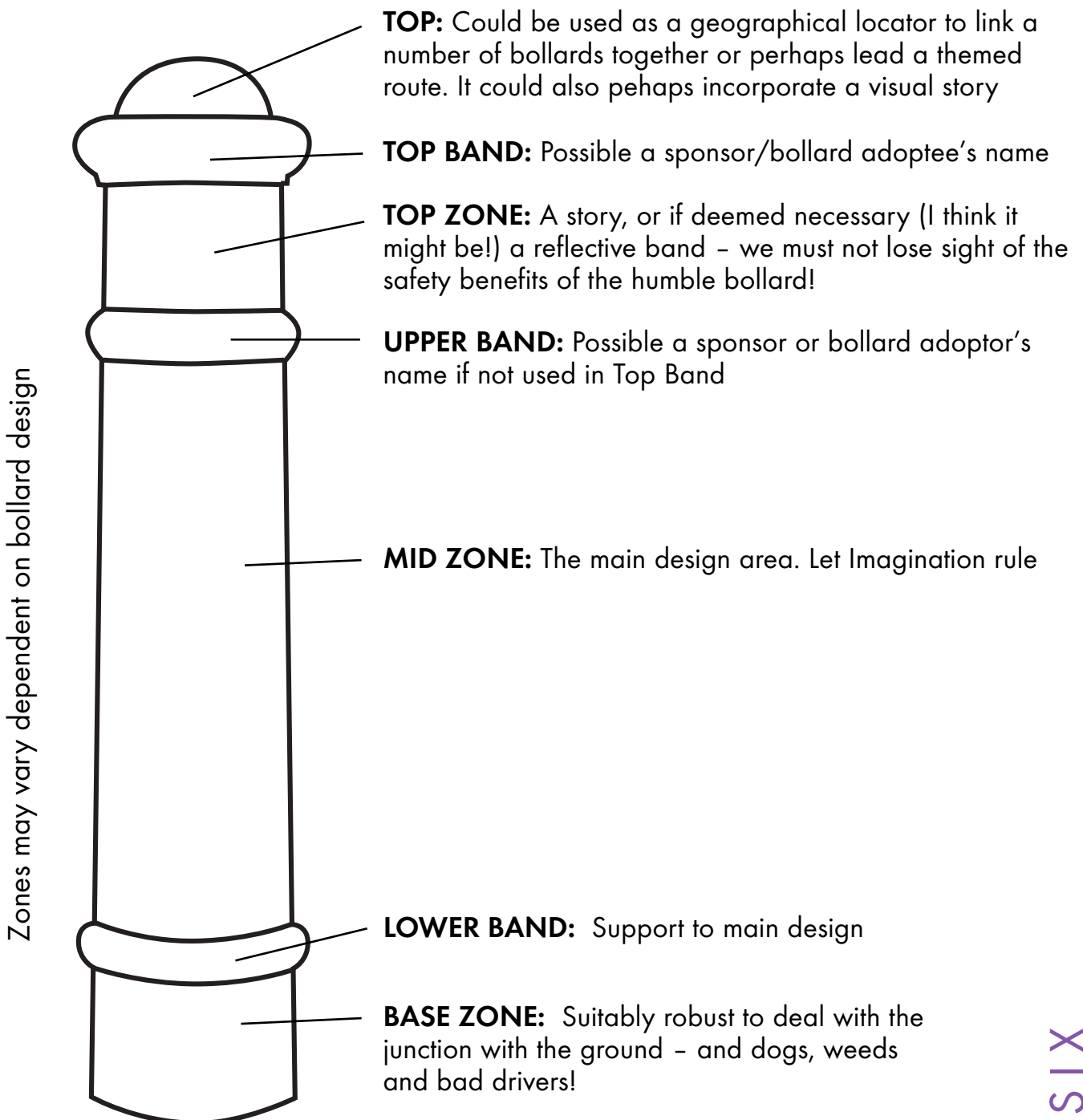
...and 'Dump The Rust'

How could a bollard be used...

Bollard Arty Zones!

A Bollard may be made up of several 'Zones' or 'Bands' which can all be used for better uses than the default rusty patch.

There are of course many types and shapes of bollards so the uses suggested may differ - but you'll get the idea!



Where next?

Costing/Funding?

The COST of this project other than relatively minor administration and start up costs for the bollard aspect are planned to be

Close to Zero - it is Self-Funding

In addition it is NOT seen as a One-Off but as an

Ongoing Project

with

**Ongoing Community
Involvement**

and back up

Website and Leaflets

(for which limited funding would be required)

main requirement is assistance with the Start up.

**Put the Whitchurch Bollard
on the Map!**

THE PROPOSAL BRIEF?

With all Projects that are to involve others and to be placed in the public area there need to be certain controls, administration and where funding is to be used, accountability.

This looks at the main aspects of what in this project has been called the

PROPOSAL BRIEF

Requested and added April 2009 • Revised July 2009

- 1** ADMINISTRATION. The administration of the Whitchurch Bollards Project both in the initial installation and in the continuing sustainability is to be handled by the Project Manager in conjunction with local residents. Those involved have considerable professional experience in design and project management roles including those in street architecture.
- 2** USEAGE SPLIT. It is envisaged that there will be a split in use between sponsored bollards and community use bollards. At the outset this will be at approximately 50:50 but will be dependent on actual take up. A small number (2-3) will always be reserved for ongoing competition/community promotional activity eg Christmas events.
- 3** STAGING OF WORKS. It is envisaged around five bollards would initially be offered during the Summer of 2009. Further batches would be released once these were completed.
BOLLARDS are to be made available for periods from 6 months upwards with one year being the preferred period.
- 4** SPONSORSHIP from LOCAL BUSINESS & GROUPS. preliminary contact has been made to a selection of local businesses and organisations to determine possible support. Generally the response has been very encouraging and positive.
- 5** SUPPORT from LOCAL BUSINESS & GROUPS. The project was placed on display for four hours during a public exhibition held on a Sunday in the Town. The support was enthusiastic and is given at the end of this Brief. Both business and community interest was high with statements of intent in involvement.
- 6** COST OF PAINTING/DECORATION. This is estimated to be no more than £120 per bollard. In some cases it would include an extra sum if a

professional sign writer were required, particularly for any specific logos and promotional aspects. This would be determined at the time of the commissioning.

7

DECORATION. This would be carried out either by a professional or under professional advice. A detailed specification and a risk assessment will be produced for each activity.

Materials will be quick-drying and sourced from reputable suppliers with advice taken from the Highways Department. Where possible local suppliers will be given preference.

Surrounding paving and other materials will be suitably protected from spillage or splashing.

8

HEALTH & SAFETY. Contact has been made with Hampshire Highways regarding what could be arranged at the time of any works so that the operation can proceed in a safe and controlled manner. A response is awaited.

Bollards will be protected from passers-by during the works and any drying time. Advice is awaited from the County Council.

(note: this would be normal during previous maintenance of the existing bollards so no problems are envisaged as we will comply with their current practices).

9

FINANCIAL CONTROL. Financial control will be under Whitchurch Association.

Accounts will be made available to the funders together with reports on Project progress.

10

FINANCIAL BREAKDOWN. A draft breakdown of all categories has been formulated.

11

INSURANCE. As the bollard with its coloured livery will be more visible the risk of traffic damage will be much reduced. HCC will cover insurance.

12

QUALITY. Design quality control will be managed by the Project Manager. All proposals will be carefully considered as to their merits for inclusion in the scheme so that they comply with the basic aims.

All designs approved by the Project Manager will be lodged for 21 days in advance of commencement of painting with the Town Council.

13

WEBSITE. A Website will be produced to both promote and publicise the project as well as to make the scheme an attraction to visitors to Whitchurch. Estimated set up cost is £500 with an approximate £100 annual ongoing charge which, after establishment of the scheme is

expected to come from sponsorship.

- 14** LEAFLETS. An promotional leaflet will be produced to launch the scheme at an estimated £300. This will be followed by a subsequent tourist-focussed leaflet tied in to the website.
- 15** LAUNCH. A Public Launch will be held at the painting of the first Bollard to obtain maximum publicity for the scheme and to promote Whitchurch as an attractive locatuon.
- 16** LOCAL SUPPORT. The following comments on the Project were received when on display for half a day.

Brilliant Idea - Go for it!!! Now!

Go for it!

Brilliant idea. Would like to be included.

Waiting to happen!

Yes - a good fun idea

Definitely a good idea. 'Blooming Digital' would love to contribute a design.

Same as above. Personally I don't think they need a reflective strip - would look much more attractive without.

Great idea!!!

Beavers would take a bollard.

Excellent idea! Not only posts, but bike holders too.

First saw this idea in Bern in Switzerland - really brightened up the streets, especially in winter. - Go for it!!

We have seen painted bollards in many countries. Let's brighten things up a bit!

What are we waiting for!

Yes - Great Idea!!

Brilliant idea - Why hasn't it been done before.

Good fun, good idea, go for it.

A great idea!

These look great in Winchester. This would be a nice feature in Whitchurch

It would be great to brighten up the town centre and make them more visible so less-knock-over-able!

Go for it. Let the local artists loose.

Excellent idea.

Great idea. Go for it.

KEY OUTPUT

The Whitchurch *What a Load of Bollards* Project will through wide community involvement ranging from individuals and groups to local businesses, aim to deliver a colourful streetscape feature that will be an sustainable attraction.

Life, vibrancy and colour will provide an environment conducive to increasing visitor and business activity while providing an going art-based community activity.

Added 7 July 2009
following request from HCC

Acknowledgements

Acknowledgement within publicity material will be provided to all who support to the Project, including to SEEDA for the initial funding.

Added 7 July 2009
following request from HCC

This will be included on printed literature.
In addition the website will include dedicated pages provided to promote all supporters and bollard sponsors with details of how they have assisted the project.
It is envisaged that some 'special' bollards may even have their own pages.

Added 7 July 2009
by project designer