

**BRISTOL CITY COUNCIL
ENVIRONMENT, TRANSPORT AND LEISURE EXECUTIVE**

To be determined on – 5 September 2001

Title: BRISTOL LEGIBLE CITY; PROGRESS REPORT

Ward: Citywide

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Report Summary

1. To inform the Executive on the progress with the first phase implementation of Bristol Legible City.
2. To inform the Executive of other elements of the work programme for 2001/02 together with other projects that are to be developed subsequently.
3. To inform the Executive of the required funding programme for the financial year 2001/2002, including details of projects to be funded through the 2001/2002 Local Transport Plan Settlement for Bristol and other public and private sector sources.
4. To inform the Executive of the staffing implications of above work programme.
5. Bristol Legible City is a unique concept to improve people's understanding and experience of the city through the implementation of identity, information and transportation projects. It is the most significant project of its kind in Europe and has been the subject of an International Conference: Building Legible Cities, hosted in Bristol (A conference evaluation report is attached as Appendix A).
6. The initiative has been developed by Bristol City Council and is backed by the major partners in Bristol's regeneration strategy:

South West Regional Development Agency, Bristol Chamber of Commerce and Initiative, Broadmead Board Ltd, the Harbourside Sponsors Group and Public Art South West (South West Arts). Following consultation, the concepts behind the initiative have met with widespread support.

7. The initiative will help make Bristol more welcoming, accessible and “readable” for all users and will, if fully developed, have a significant impact on the daily lives of residents, visitors and businesses. It will encompass a range of elements including: a pedestrian signing system, car park signing, touch screen kiosks, audible signs, vehicular direction signing, transport maps and information projects, transport infrastructure (for bus, cycling, taxi, light rapid transit and ferry landing stages) and neighbourhood enhancements and arts projects to promote a unique sense of place through out Bristol. The result will be a more fully integrated transport and information system with a clear and consistent identity, making travel easier, whilst improving environmental quality and positively encouraging more sustainable forms of transport.
8. The first phase, a fully integrated pedestrian signage system designed to improve movement and access across the city centre has been implemented, together with a limited number of outdoor high quality advertising units, touch screen information kiosks (I Plus) and related web sites providing information about Bristol. In addition, several small scale projects have been completed including a car park signing scheme for the Millennium Square Car Park, the first of the specially designed Bristol “Blue Plaques”, signing for the new Tourist Information Centre in Anchor Square, public arts projects and the commencement of a programme to reduce superfluous street furniture and redundant signs.
9. The next phase of Legible City is to improve vehicular movement to and within the city and the development of an identity to underpin the development of integrated transport services in Bristol over the next ten years. The first stage will be implemented in conjunction with proposed Showcase Bus Routes commencing with the 76/77 service. The initiative is a key element in the delivery of the Local Transport Plan 2000/1-2004/5.
10. Appendix B gives details of the proposed Legible City project programme for 2001/2002 and sources of public and private sector partnership funding.

RECOMMENDATION:

11. **That the strategy for the further implementation of project elements outlined in the report for 2001/2002 be approved.**

Policy

12. The following policy objectives are relevant:
 - (a) To develop Bristol as a major European City.
 - (b) To ensure increasing accessibility to the City Centre.
 - (c) To extend the use of new technology in service provision.
 - (d) To provide services and facilities to achieve aims for equality and social inclusion.

Consultation

(a) Internal

13. Consultations have been held with the Traffic Transport Division, the Local Plan Team and Central Planning Area Team.

(b) External

14. These proposal were agreed by the Client Consultation Group including representatives of the Sponsors Group for Harbourside, Broadmead Board, The Bristol Cultural Development Partnership and Public Art South West.

Background and Project Assessment

15. On 9 June 1999 the Planning Transport and Development Committee welcomed the detailed design stage in the proposals for Bristol Legible City and agreed to approve the design, content and graphic proposals for the components of the Pedestrian Signage Strategy.
16. It was also agreed to accept in principle the car park signage strategy and cycle strategy and public art strategy for circulation for comment by other relevant Committees and Directorates. It was further agreed to approve the selection of Adshel as the preferred outdoor advertising company and to seek approval of

the Finance and Property Joint Sub Committee of up to £350,000 towards pedestrian and vehicular signing components and other related work.

17. On 13 October 1999 the Planning Transport and Development Committee received a report on progress and approved the strategy for the implementation of the pedestrian signage and related outdoor advertising components. It was agreed that tenders be sought for the pedestrian signage and information system contract and the Chair be delegated to open tenders.

Issues for consideration by the Executive

18. Proposed signing and information projects for implementation during 2001/02

Pedestrian Signing

19. The first phase of the Pedestrian Signing System has been implemented with 90 units containing over 640 direction signs and approximately 120 maps installed in the city centre on selected routes linking Broadmead, Temple Meads, Harbourside and the West End. The design approach developed for the pedestrian signing system is based on the consistent use of information planning and design elements to provide the system with a recognisable identity. The identity is characterised by the use of a range of sign structures and through the consistent use of graphic elements. It comprises wall-mounted and finger post directional signs and free standing monolith units with maps and local information. The structures are designed to be easy to read and use, durable, adaptable and configured to deliver high levels information whilst keeping visual clutter to a minimum.
20. A project evaluation programme is presently underway with early indications suggesting the system has been well received by visitors, businesses and residents alike. It has also has received national and international acclaim from a number of organisations.
21. It is proposed to consider expanding the system to include connections to Temple Quay, Stokes Croft, Old Market, Bedminster, Clifton Village the area in the vicinity of Bristol Zoo Gardens and a pilot project in relation to Blaise Castle Estate. In addition, it is proposed to implement "Welcome Point" signs within the city centre at Temple Meads, the Tourist Information Centre and the Bus and Coach Station and to add additional direction "fingers" to selected signs within the city centre.

£150,000 for the design, manufacture and installation of this phase of works is allocated through the Bristol Local Transport Plan 2001/02. Funding for the maintenance for the system will be the responsibility of Adshel, the details of which have yet to be agreed.

Audible Signs

22. A detailed assessment of aids to assist the blind has been prepared by the RNIB's Joint Mobility Unit and the Council's appointed product designers. A report and presentation of their findings have been made to the Bristol Royal Society for the Blind. The report recommends prototyping a system of "audible signs". The Prototypes will be installed within selected sign panels in the city centre. If successful further work on this aspect of the project will commence in April 2002, subject to the allocation of Local Transport Plan funding, with the audible sign system retro fitted to the installed pedestrian signing system.

Pedestrian Signage System Management Guidelines

23. To reflect new developments and changes to the transport infrastructure of the city, elements of the pedestrian sign system will require periodic updating. To ensure the quality of the system is maintained Pedestrian Signage Guidelines are being prepared by the Council's appointed consultants in partnership with the Visual Technology section of the Department of Environment Transport and Leisure. It is envisaged Visual Technology will be responsible for the day-to-day management and updating of the system for a minimum period of ten years.
24. The cost of changes to the system in future will be paid for by developers and secured through planning agreements.

Bristol Legible City Web Site

25. To provide information to the public, businesses and inform the public a web site is required. The site will initially assist with dealing with enquiries about the project. A second phase will be the development of a technical resource containing design

guidelines, fonts, images maps and other material to enable residents, visitors and businesses to access information.

Walking Map

26. To complement the pedestrian sign system it is proposed to produce a “pilot” companion walking map that will be freely available at transport interchanges and other key locations.
27. In due course it is the intention to develop a royalty free mapping system deliverable at any size on request. This system will be of benefit to every Directorate and will be an essential component of developing Legible City as accessible to all printed and digital information being made available to the public. It will impact on many aspects of service delivery including information for pedestrians, cyclists and other transport users.
28. Within the context of developing the European dimension of Legible City, Bristol has submitted a bid to the European Commission as part of a consortium to develop the concept of the city as an open museum and a resource for studying and conserving architectural heritage and urban design.
29. Legible City will assist in providing a consistent approach to the interpretation for visitors across the European Union.

Vehicular Signing Plan and Strategy

30. The next phase of the Legible City Initiative is an extensive review of the existing road hierarchy, which is presently underway. Following this work it is proposed to commission a vehicular signing study. £50,000 has been allocated through the Local Transport Plan for 2001/02 to commence the work. The purpose of the study is to deliver a vehicular signing system that is clear, concise, and consistent in its application, in the interests of good traffic management and sustainability.

Proposed public art projects for implementation during 2001/02

31. The main aim of the arts programme for BLC is to enhance the identity of the city centre and surrounding neighbourhoods, its transport systems and information systems.
32. Projects include:

- (a) a temporary public art commission entitled Highlife for Queen Square involving eight local and national artists that are being asked to respond to the use, design and history of one of the city's finest public spaces.
- (b) artistic interventions along the City Centres "blue routes", which convey the connection between Broadmead, the Centre and Temple Mead. The work of the artists may take the form of posters within Adshel's poster sites, banners or events.
- (c) the display of local artists work on the LED advertising screens which are to be located at Broadmead and the Centre. The screen will show the work of filmmakers, photographers, writers and poets. Time is also allocated on the screens to enable the City Council and local arts and community organisations to promote themselves and their events programmes.
- (d) commissioning artist's to compose an attractive and effective solution to presenting advertisements on the Centre's Sail Structure.
- (e) the development of a Bristol Legible City website, which will enable additional public access to information about the city.
- (f) the commissioning of artists to enhance the users experience of the city's Park and Ride service by improving the display of information, the quality of the journey, and the appearance of the car parks which are important gateways to the city.
- (g) supporting initiatives undertaken by artists who wish to develop projects located in the city's open spaces and streets that aim to connect people with their surrounding environment.
- (h) supporting initiatives that are part of a programme of events that support the City's bid for the City of Culture 2008.

- (i) advocating the appointment of artists to work with other design professionals on building projects and environmental improvement schemes undertaken by the private sector, other public sector agencies and the City Council.
- (j) identifying opportunities for artists to realise the aims of Bristol Legible City as the initiative is introduced into the areas surrounding the City Centre.

Resources for 2001/2002

33. Funding sources for Legible City during 2001/2002 will include the private sector together with the following public funding sources. These include Local Transport Plan, Bristol one-off Capital Allocation, and the Environmental Improvement Programme. Revenue support for staff is provided by Adshel within the existing agreement. A detailed programme assessment has been carried out, detailing all schemes together with a brief description, timescale for completion and potential sources of funding (see Appendix B attached). Careful consideration has been given to dovetailing related transport planning aspirations included in the Provisional Local Transport Plan.

Conclusion

34. The next phase of Legible City supports the delivery of a fully integrated transport strategy for Bristol. It accords fully with current government thinking and puts Bristol in the forefront of identity and communications projects benefiting the users of all forms of transport at every stage of their journey.

Legal and Resource Implications:

Legal: Legible City is part funded under a legal agreement with Adshel. The provisions of that Agreement must be observed in the implementation of succeeding phases of the initiative.

Financial:

(a) Revenue Staffing costs are covered within the Directorates EIP budget or funded through the Agreement between the City council and Adshel.

(b) Capital EIP budget 2001/2002
Strategy Development £50,000
Project Development £25,000
Adshel Agreement:

Land: Advertising located in land adjacent to controlled by ET&LS.

Personnel: Funded through Adshel as part of the existing contract with the City Council.

A consultant co-ordinator (City ID Ltd)
Two posts: an arts officer, and a advertising enforcement officer.

Appendices: Appendix A - Bristol Legible Cities Conference Evaluation Report

Appendix B - BLC Programme Summary

LOCAL GOVERNMENT (ACCESS TO INFORMATION ACT) 1985 Background Papers:

Planning, Transport and Development Committee
City Centre Strategy Committee Report March 2000
Report to Executive 28 February 2001

Building Legible Cities Conference

Evaluation Report

Introduction

The Building Legible Cities conference took place in Bristol on 15th March 2001. It was organised by the Bristol Cultural Development Partnership. The conference attracted considerable interest. This report summarises the results of the evaluation undertaken after the conference and the action taken—or to be taken—to put right areas of activity where justifiable criticism was made. In total, 77 forms were returned, 60 percent of those sent out. This is an excellent response. In this report, all comments have been reported anonymously and results are recorded in aggregate form only.

Highlights

- Conference sold out
 - 93 per cent described the conference as very good and good
 - 95 per cent of paying guests called Building Legible Cities good value for money
 - Most keynote speakers received over 70 per cent good/very good ratings
 - 92 per cent of non-Bristol delegates described Watershed as easy to find
 - 95 per cent described the conference pack as good/very good
 - 97 per cent are interested in attending future Building Legible Cities events.
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Conference Objectives

There was a range of objectives for the conference. First, to broadcast widely the concept of Bristol Legible City (BLC), to show elements of the project in situ, and to promote a future shared vision for BLC. Secondly, the conference aimed to promote Bristol as an innovative city and to position Bristol as a leading city in terms of the urban regeneration agenda. Finally, part of the conference aimed to illustrate the partnership nature of BLC, in particular the innovative working arrangements with Adshel.

General Views of the Conference

93 per cent described the conference as very good and good. Five per cent thought it average and one per cent called it poor. This high level of satisfaction was repeated in the views expressed in terms of value for money. 95 per cent of paying guests called Building Legible Cities good value for money. Only three delegates felt it offered poor value.

Most delegates praised the conference in their comments: One said '*An excellent balance of practical, critical & visionary presentations.*' Another called the conference '*...a fascinating subject that was brought to life by a range of diverse but excellent speakers. It was thoroughly enjoyable as well as being informative and tight.*'

Other comments included:

It was a stimulating and provocative event, which conferences should be, but often aren't. The Watershed is still the best venue of its type in Bristol for this sort of event.

Great speakers—provocative and entertaining.

Enjoyed the provocative approach of your guest speakers, which provided rich material for debate.

I really enjoyed the conference and found it extremely useful, it had all the right ingredients of excellent and thought provoking speakers with different things to say and ways to say it and a good cross range of delegates. Well done for organising it.

Just a quick note to say thanks for the conference. It was professionally put together and a great opportunity to show off Bristol and what has been happening. Every one I spoke with talked about how much there was to think about. Good content.

A really successful conference. I thought the contributions were excellent —certainly stimulating and thought provoking! I really enjoyed it.

A very stimulating day. It was so refreshing to feel energised by such intelligent speakers. The first and last alone were worth many times the fee.

Not only interesting, but amusing, well organised and good for networking. Well done.

Generally very good speakers, well organised & informative.

The speakers were very good and offered different views which proved helpful.

A good initiative which could be followed through with further opportunities to develop the level of interaction with the audiences and opportunities to generate awareness around legible city good practice '.

As someone involved in the arts, I found the interaction between urban development & the arts of great interest. The presentation of views from both ends of the spectrum made the conference more stimulating. It was however very male oriented.

Well programmed —very good range of speakers. Programme 'balance 'was especially good; and of high quality, e.g. Richard Seymour, Douglas Kennedy; and, at times, controversial - eg. Stephen Bayley, Malcolm Miles.

I found it very inspirational and well planned —the mix & match arrangements gave variety.

Good venue, well organised. Plenty of opportunity to speak to those involved in the 'Legible Cities ' project. Very constructive day.

One, however, pointed to a problem with the number of speakers: *'There were almost too many speakers on the day. What was covered was interesting and pertinent but due to the quantity of speakers the content did at times become a little repetitive and almost all the sessions ran over.'* However, they continued *'Nevertheless, it was an interesting, enjoyable day with high quality speakers galore. It was a pity there was so little time left over in the breakout sessions for debate or questions.'*

Conference Speakers

Most conference speakers were praised and all keynote speakers achieved high marks. 90 per cent found Simon Cooper's chairing of the conference to be good or very good; 82 per cent described Richard Seymour as very good; 63 per cent found Roger Parry to be good/very good; 72 per cent found Helen Holland to be good/very good. 58 per cent found Leslie Gallery-Dilworth to be good and very good and, although her presentation was criticised by some for being too long, even some of the critics felt that the subject matter deserved the time allowed. 81 per cent found Douglas Kennedy to be good/very good. One commented: *'Ended on an inspiring note. Douglas Kennedy —great choice as*

conferences (good ones) are inevitably draining, so much information. A relaxed & unifying presentation led to a comfortable sense of completion.'

The speaker to split the audience in the keynote sessions was Stephen Bayley. Nevertheless, he achieved a rating of 45 per cent as good or very good. One described him as 'very provocative' another said 'good speaker but I hated his attitude.' Though he was not listed in the feedback sheet, some delegates said that the Mayor made a good presentation.

Workshops

Delegates were generally happy with the first workshop on the arts and legible cities: 73 per cent found Alan Livingston's chairing of the event good/very good; 69 per cent said Elizabeth Wilson's presentation was good/very good. All participants described Malcolm Miles as either good or very good, 62 per cent found John Punter good/very good, 63 per cent described Fram Kitagawa as good/very good. The presentations by the three BLC artists achieved good/very good ratings of 39 per cent (Geoff Wood), 54 per cent (Colin Pearce) and 81 per cent (Ralph Hoyte).

It was felt by some that there were too many speakers. One commented: '*I thought the conference was generally very good & well organised. I thought the workshop session I attended had too many speakers; even with tight chairing there wasn't enough time for discussion. Also, speakers 4/5 didn't add anything, one covering largely the same ground as an earlier speaker.*' Generally, however, most were satisfied.

The second workshop —marketing the city —attracted similar praise. Andrew Kelly's chairing was described as good/very good by 86 per cent of delegates. The speakers received the following good and very good ratings: Colin Mercer (81 per cent), Andrew Gibbins (75 per cent), Giles Ingram (50 per cent) and Lesley Chalmers (87 per cent).

The third workshop, on Bristol Legible City, received equally complimentary praise. The speakers received the following good and very good ratings: Michael Thomson (85 per cent), Mike Rawlinson (86 per cent), Tim Fendley (81 per cent), Sam Gullum (62 per cent) and Sean Griffith (81 per cent). One delegate commented on Sean's presentation: '*From a public art perspective, I did feel that while Sean Griffith was encouraged as part of a team, he didn't seem convinced of what his role was or should be within Bristol's regeneration scheme. But I was extremely impressed with the changes that have occurred within Bristol.*'

Overall the comments on workshops were complimentary. One said:

The conference was one of the best I have been to. Excellent speakers with different viewpoints and opinions. I came away with plenty of food for thought. Only criticism was that there was not enough time for discussion and I would have liked to have attended all three workshops.

Conference Venue

The conference venue was praised generally. Of those delegates who do not live in Bristol, 92 per cent described it as easy to find; only eight per cent said it was hard to find. 89 per cent found cinema 1 to be very good/good (eight delegates thought it average). Most criticism was reserved for the lunch and the area where the registration, lunch, reception, workshop three and the final lecture took place. These recorded the highest number of average and poor marks, though these were not enough to overcome levels of praise (67 per cent found the lunch to be good or very good compared with 28 per cent who found it average and five per cent who found it poor). The major criticism was targeted at the room. One commented '*the space was poor, badly lit and difficult to work in for the speakers*'. However, 58 per cent still described it as being either good or very good. 64 per cent found the reception to be good/very good.

Comments included:

Workshop 3 accommodation had a sound problem — clearing lunch away, people on phones having conversations in what was essentially the same space. Otherwise fine. More seating for lunch?

I thought the Watershed was an excellent choice of venue. The conference was well planned, and I thought the mini-pedestrian signage monolith was a particularly nice touch!

Limited light in workshop 3 area (gallery 2)

I felt the organisation of the lunch session disappointing. I would have expected that after travelling for this event (though mine was not the longest journey) I would be able to at least sit and eat my meal comfortably. Instead we were expected to eat a hot meal as if it were a finger buffet in rather a crowded room. The set up did not allow for lunchtime mingling after queuing for 30 mins to be served in order to rush & eat before the afternoon session commenced.

Could have done with somewhere to leave bags more safely.

People flow could have been better organised, eg: at registration and at lunch.

The spaces are getting a bit tired these days and acoustics are poor in the gallery. Cinemas are OK but nothing special. Lunch was excellent but could have been laid out better to speed through put.

Watershed is an excellent central venue with an appropriate atmosphere & cultural tone which, even considering the hopelessness of Gallery 2, is preferable to the blandness of a hotel.

The location of the venue was very good, being in the heart of the regeneration area. The arrangements were very good. Given the number of delegates the lunch queue was long due to just one serving point.

Conference Publicity

Most delegates heard about the conference through personal contact (56 per cent). 36 per cent heard about it from the leaflet. Three delegates each saw details of the conference in listings and via Bristol tourism. No delegates came as a result of the advertisement on the RUDI website.

There was high satisfaction rating with most aspects of the publicity. 89 per cent thought the leaflet was either very good or good. Only six delegates found it average; two delegates described it as poor. 86 per cent described the joining instructions as very good and good (eight delegates found them to be average). Those who requested informal assistance found this either good (73 per cent) or very good (25 per cent). Much fewer delegates made use of the website and there was a slightly higher average rating here. 72 per cent still found the information provided as good or very good, however. Out of all the pre-conference information and service, the website was the only one to record a poor mark.

Conference Pack

The conference pack was praised widely. 55 per cent described it as very good, whilst another 40 per cent said it was good — an overall satisfaction rating of 95 per cent. Only two delegates found it to be average whilst one described it as poor. One delegate — who liked the pack — said that it would have been useful to *'have had the conference papers on the day.'* Another, more critical delegate, said: *'Very beautiful, stylish & interesting but I don't understand why there are so many documents published about*

BLC. Surely it would have been far cheaper & easier for readers to have it all in one document?’

Views of Bristol

One section of the questionnaire looked at Bristol. Most comments made related to BLC. One said: *‘The whole concept of legibility in Bristol is excellent and very inspirational to other places.’* Another said: *‘The project is impressive in its scope and holistic approach. Implementation thus far is nicely considered from a design perspective and appears to have very much enhanced development across the city as a whole.’* Another commented on Bristol:

Bristol’s cultural profile is now catching up on its commercial profile —the two are obviously linked —especially in a European context. The emerging bid for European city of culture 2008 will demonstrate and confirm this status. BLC is a major part of this ‘mix ’—to generate accessible, legible public information, of high typographic quality.

There were also complimentary comments about Bristol and urban design. One delegate said: *‘I am very impressed with what I have seen today’.* Another said that *‘I like what I have seen ’.*

In terms of BLC, one commented: *‘The whole concept of legibility in Bristol is excellent and very inspirational to other places.* There was criticism, however, of the lack of progress with vehicular signage. One delegate commented: *‘The vehicle signage element is critical, and is currently scheduled to be installed in (?)4 -5 years. This is far too late! At least interim vehicle signage is required, since Bristol is illegible to the unfamiliar motorist!!’*

Another criticism - made by a number of delegates - referred to the lack of signage on the way back to Temple Meads. There were also a number of comments made suggesting improvements to the system:

The legible city project has gone a long way to address many issues that face visitors to Bristol, in particular the needs of those who need to be directed clearly & innovatively from A to B. The use of art is wonderful & should be encouraged further. What needs further consideration are the needs of the less able ‘physically ’in respect of the I+ points some of which appear to be wheelchair inaccessible.

The value in undertaking the conference was shown in the delegate that said *‘The legible city project is something I was only vaguely aware of until recently —but now I have seen the results I think they are excellent — something that will not only help visitors enjoy our city, but also those of us who live here.’* Another said *‘The project is very exciting, and it’s working. Looking forward to seeing what happens next. Especially as a Bristolian, it’s good to be proud of my city again.’* Another said: *‘A great city. Each time I come, I like it more and feel able to engage in its balance of “user friendliness ”and complexity which is slow to reveal its joys and excitement — and all the better for it.’* One local participant said:

I live & work in Bristol because I like the city. My main concern is that BLC is for “The City ”—what is “The City ”? Our work is in the ‘inner city ’—Ashley, Easton & Lawrence Hill. Why is BLC not included in these areas? The area is covered by Central Planning Team. Why is Whiteladies Road covered & not St Paul’s & Stokes Croft? No mention was made of any of these areas.

Other comments included:

Would like to have seen more —intend to return —is this good marketing?

The legible city project is a major achievement (especially in a city as politically complex as Bristol). The challenge must be not to stand still. I was very impressed by the regeneration activity and the attention to public art —stimulating. BLC is very exciting and well presented.

The project will require a high level of commitment to maintenance (not just the fabric of the signs etc but also the system — to ensure it is kept up to date and relevant). Need to ensure it is complemented by a continuous clutter removal programme so real benefits of reduced signage are seen quickly.

Very enjoyable event —refreshing different speakers, kept the attention levels high. Made me realise how 'ahead of the game' Bristol is.

Future BLC Conferences

The vast majority of delegates (97 per cent) expressed an interest in attending future Building Legible Cities conferences and events. Only two delegates said that they would not wish to participate again. One commented: *'If the subjects and speakers are as good as this conference then all subjects would be interest.'* Many of the suggestions made related to extended work and debate on issues and projects raised in BLC, including public art, integrated transport, and general updates on the project. Suggestions for subjects included:

- Best practice in other cities, nationally and internationally in legibility
- The impact of legible city projects on business
- Perceptions of users
- Impact of legible city initiative on urban design frameworks and planning policies.
- Legibility and capital of culture competition
- Next generation 'city readers '
- Designing inclusion and the involvement of Bristol 's inner city.
- Overall city branding and identity
- The role of artists and the evaluation of roles, benefits, problems & how processes have developed as a result of evaluation
- Sessions for artists on how to get involved
- Legibility and best value
- Managing legible cities
- Communicating the values of a legible city to the commercial community.
- Researching the public 's opinions of a legible city
- Debate about the benefits of a legible city
- How far should we go in designing a legible city
- Urban renaissance and the legible city
- Consultation process
- More on conceptual & practical integration of arts, artists, & public art into legible city - and benefits of this to other players: economic, social, built environment
- Resolving issues between highway engineers and artists (and other different disciplines)
- Training sessions on developing and managing a legible city
- Development process and funding
- Discussion in the policy, academic and wider communities
- Sustaining the vision —quality maintenance of enhanced city centre spaces
- Application to public transport both on and off vehicles
- Community/neighbourhood regeneration and public art

Action to be Taken

There is much to be satisfied about in the response to the conference from those who participated: satisfaction levels and the willingness to participate in future events is strong. The level of satisfaction in terms of speakers is also gratifying. Given the high levels of praise for the range and diversity of speakers, there is little to change there.

Nevertheless, there are some areas where improvements are needed, especially in terms of service provision. These areas —and the action being taken —are as follows:

Venue

Watershed is the main venue in the city centre for conferences. We will continue to hold events in the cinema, and will use the gallery space for lunches and registration. However, we will not use the gallery space for future sessions and will seek alternative workshop facilities in the Harbourside area. Concerns about the quality of decoration in Watershed will be communicated to the management.

The management of people flow

For future conferences greater resources will be devoted to the management of the flow of people — especially at lunch and registration. There was a small delay in registering delegates, especially near to the start time. It is accepted that lunch took too long to serve. In future, more staff will be deployed and service stations will be doubled. We will also consider placing more chairs for lunch.

Cloakroom

For future conferences a cloakroom will be provided for bags and coats. This will be staffed all day and a ticketing system will be in operation.

Signs to the station

It had been intended to have all the signage system in place for the conference. However, due to technical difficulties, the pedestrian signs at Temple Meads station were not in place. This is currently being rectified. By May 2001, all but 20 per cent of the new pedestrian signs were in place.

Conference papers on day

It was always the intention to give delegates all conference papers on the day (and preferably sent beforehand). However, not all speakers were able to send papers in advance. We are planning to issue a full report on proceedings of the conference, hopefully by the end of July, which will include summary information on most presentations and full papers in some cases. For future conferences, papers available two weeks prior to the conference will be sent to delegates.

Accessible legible cities

The BLC team has been keen throughout to ensure that the benefits of legibility will be available to all. Audits will continue to take place on all new projects, in partnership with relevant agencies.

Extending the benefits of legibility to other areas

The second phase of BLC will see signage extended to other areas as well as work take place on vehicular signage.

Future conferences

Given the levels of interest, a second Building Legible Cities conference is planned for March 2003. It is planned also to organise a series of smaller seminars and training sessions on building legible cities as well as integrating legible city lessons and debate into Bristol's 2008 Capital of Culture bid and relevant Bristol Cultural Development Partnership conferences.

The results of the conference evaluation will be fed into the overall evaluation of Bristol Legible City.

Conclusions

Both Bristol City Council and Adshel are delighted with the response to the conference. It met the objectives of broadcasting widely the concept of BLC. We were able to show the first stage of the project to delegates and Bristol participants were able to learn and

develop further the vision for BLC. Finally, the promotion of Bristol as both an innovative city and leading city in urban renaissance terms is borne out in the conference comments.

Andrew Kelly
Melanie Kelly
May 2001