

Frequently Asked Questions

Colourful Crossings

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Background

Why are the pedestrian crossings being painted on Tottenham Court Road?

Tottenham Court Road will host 11 colourful pedestrian crossings as part of the Mayor of London's **Let's Do London** campaign.

This is a £6 million domestic tourism campaign from the Mayor of London to support the economy in central London as Covid-19 restrictions ease, attracting visitors to London and supporting the revitalisation of central London's economy.

You can read the [decision report](#) relating to this project.

It is expected that increased footfall will help support Camden's economic recovery after the impact of Covid-19 on many businesses locally. This, combined with our cultural programme will help support both strong growth and celebrate Camden as a cultural hub for its residents, supporting our goal to make Camden the best place in London to live, enjoy and do business.

Our Camden Plan is the Council's response to Camden 2025. Hosting the location for this artwork will support a safe, strong and open community encouraging a range of local people from different backgrounds to be inspired by and have direct access to a new cultural experience. You can read more about the potential benefits of the project. (INSERT LINK)

Who is involved in the project?

The project has a number of partners. Which includes:

- Coordination by the Greater London Authority.
- The artwork designed by London based artist Yinka Ilori.
- Funding by Bloomberg Philanthropies with a contribution by Camden Council.
- Delivery as part of the London Design Festival
- Traffic management coordination with Transport for London (TfL)

What will the artwork look like?

The artwork has been designed by London based artist [Yinka Ilori](#), known for his vibrant and colourful designs based around patterns. Yinka is of British-Nigerian heritage and specialises in storytelling by fusing his British and Nigerian heritage to tell new stories in contemporary design.

The design of the artwork is being kept as a surprise for you to discover as it is painted. One design will be replicated across all the crossings.

What area does the artwork cover?

The crossings to be painted on Tottenham Court Road include:

- North of the St Giles Circus junction
- North of Hanway Street junction
- North of Percy Street junction
- South of Goodge Street junction
- North of Chenies Street junction
- South of the junction of Torrington Place
- North of the junction of Torrington Place
- North of the junction of Howland Street
- South side of the junction of Maple Place
- North side of the junction of Maple Place
- South Side of the junction of Grafton Way

How long will the artwork be in place?

The painted crossings are expected to remain in place for a year.

What benefits are there for the local community and businesses?

For the local community and visitors, Camden is also hosting a programme of events, so you can get involved and celebrate the artwork as well as enjoying the wider London Design Festival. More information on these events will be shared on our website: camden.gov.uk/TCRart .

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The artwork provides an opportunity to showcase the work of the West End Project including the restoration of the Fitzrovia Mural and attracting more people to visit that locally iconic artwork.

In other Bloomberg asphalt art projects, there have been several benefits to the local area resulting from the artwork which is also replicated here in the UK. These benefits include:

Economic benefits: Visitors to the Bloomberg Public Art challenge in America also spent money in the local economy with 57% of visitors surveyed eating in a local

restaurant and 15% spending in local retail. [The Local Government Association](#) here in the UK talk about the “pulling power” of art where visitors to cultural events spend money locally in restaurants, shops and hotels. They also highlight that organisations involved in the art will also spend money locally on supplies, and staff and volunteers in the area during the event will also spend some of their wages there.

Health and wellbeing: In the UK the [Arts Council](#) also highlight the link between participating in culture and wellbeing and health. A survey from 2013 showed that Those who had visited a cultural place or event in the previous 12 months were almost 60 % more likely to report good health compared to those who had not.

Community benefits: A [Bloomberg](#) colourful crossing project in London fostered strong creative identity in a community and encouraged safer pedestrian behaviour. The [Arts Council](#) also highlight strong evidence that participation in the arts can contribute to community cohesion, reduce social exclusion and isolation, and/or make communities feel safer and stronger

Benefiting the sense of place: Arts and culture can contribute to shaping a place, driving local economic growth, helping to regenerate high streets, and promoting social cohesion. A report on behalf of Arts Council England by [Wavehill Ltd](#) presented a while range of benefits including the fact that freely available public art can create a distinctive place, a sense of local pride and ignite conversations within a community.

Installation

When will the artwork be installed?

Painting starts from the 13th September 2021 with work expected to be completed on the 17th September 2021. The street painting contractors will be working Mon - Fri: 8am - 6pm.

The teams will be working on two crossings at a time – starting on one side of each crossing and then working on the other sides. The paint is quick drying, but the painted area will remain cordoned off while drying. A welfare van for the construction team will be parked in South Crescent.

The painting is weather dependant so any delays will be reported on our website camden.gov.uk/TCR art

What disruption will there be?

During the works, pedestrian crossings will be closed and pedestrian and traffic diversions will be in place including bus diversions. When a crossing is completed it will be reopened and you will be able to use it as normal.

Tottenham Court Road southbound will be closed to all vehicles between 7:30am - 7pm each day. Please note the standard traffic restrictions between 8am and 7pm will remain in place on Tottenham Court Road to all northbound traffic.

The painting is weather dependent so any delays will be reported on our website camden.gov.uk/TCR art

We apologise for any inconvenience that these works will cause. We thank you in advance for bearing with us while we create this exciting new street art on Tottenham Court Road.

What road closures will there be?

Tottenham Court Road will be closed to southbound traffic between approximately 7:30am – 7:00pm each day. Temporary traffic lights will be in place and all southbound traffic will be diverted.

There will be local diversion signs in place for vehicles and cyclists. Cyclists wanting to travel southbound are advised to use the cycle lanes on Gower Street/Bloomsbury Street.

We apologise for any inconvenience that these works will cause. We thank you in advance for bearing with us while we create this exciting new street art on Tottenham Court Road.

What impact will there be on bus journeys?

All northbound buses on Tottenham Court Road will operate as normal. Southbound buses will be diverted. The last southbound bus using Tottenham Court Road each morning during the works will be around 7:30am. Southbound buses will resume around 7pm.

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Will the works impact emergency services?

Emergency Services will still be able to access Tottenham Court Road at all times. Crossings have been chosen which do not affect the area around UCLH and emergency vehicles are allowed to use the closed southbound lane on blue lights.

Will the works impact business loading?

The loading bays on the southbound side of the road will only be accessible from the

northbound lanes. Vehicles should take care when crossing to the southbound loading areas. They must leave northbound as the southbound lane will remain closed during the working hours.

Will the pedestrian crossings be safe to us?

As part of the planning for the pedestrian crossing, we have undertaken a road safety audit to ensure that the crossings remain safe. The road markings will not be obscured by the paint.

In addition, we have considered the impact of the artwork on protected characteristics. Feedback previously received from TfL's Independent Disability Advisory Group (IDAG) for this type of installation has been incorporated into the planning of this project. [An Equalities Impact Assessment has been completed.](#) It is expected that the impacts will be mainly beneficial, due to the inclusiveness of the artwork and the benefits of increased visitor numbers to the local economy. It is possible that the vibrant nature of the artwork could cause sensory overload for someone who is neurodivergent. To mitigate this potential effect Camden will work with disability groups to understand their experiences during implementation.

Overall, we do not believe that the proposed activity will discriminate unlawfully against any protected group. The artwork is an opportunity to provide a more inclusive artistic experience for residents and visitors. There are also opportunities to provide activities to residents and visitors, particularly young people, to help local business to recover from the impact of the pandemic and to build on local community pride and social cohesion. This is a unique activity on this scale and there is a lack of information on potential equality impacts and mitigations. We will monitor the impact of this project closely to mitigate where possible and use any learning to share with TfL and others to inform projects of this nature in the future

Will the paint have an impact on the environment?

The removal of the artwork will be supervised by a highways contractor hired by the GLA. The paint will be removed without damaging the road surface through applying similar technology to that which was used to remove the temporary road markings used during the London 2021 Olympic Games. A water-based paint has been selected to minimise the damage to the environment and ensure there are no negative results from its removal.

COVID-19

Help keep everyone safe. If you are visiting the artwork, please keep following public health advice and get vaccinated as soon as possible. Remember hands, face, space, fresh air, test and vaccine.

If you are considering visiting the artwork on Tottenham Court Road, please use public transport. Tottenham Court Road has a number of bus stops and the nearest tube stations are Warren Street, Goodge Street and Tottenham Court Road.

The Transport for London website has information on quieter [stations and times](#) and remember that face coverings must be worn on the TfL network, in stations and on the whole of your journey unless you are exempt.

HELP KEEP EVERYONE SAFE

♥ Please keep following public health advice and get vaccinated as soon as possible

Hands Face Space

Fresh air Test Vaccine

Following this advice has saved lives so let's keep it up in Camden

BOOK YOUR COVID-19 VACCINE

Visit: nhs.uk/coronavirus Or scan this QR Code

Call 119 for free

Call us on 020 7974 4444 (option 9) or visit camden.gov.uk/coronavirus

KEEP CAMDEN SAFE NHS Camden

How can I find out more?

We apologise for any inconvenience that these works will cause. We thank you in advance for bearing with us while we create this exciting new street art on Tottenham Court Road. If you have any concerns during these works you can contact us on the details below. If you would like to find out more on the project or have any questions, you can email us at TCRArt@camden.gov.uk

Website

camden.gov.uk/TCRArt

Email

TCRArt@camden.gov.uk