



Future Design of Banners on Harringay Bridge: SURVEY RESULTS

In July 2010 Haringey Council made known its intention to replace the current banners on both sides of the railway bridge at Harringay Green Lanes Station in Harringay.

The Council engaged in a limited consultation, asking the formally established residents' groups and Harringay Online to submit feedback on the following options:

either to:

- continue using the bridge banners for advertising / sponsorship purposes from local businesses

or

- to revert back to the original banners without any advertisements

We were pleased that locals were being consulted, but were keen to take the consultation further in two respects:

1. To base any feedback on as broad a representation of views as possible.
2. To broaden the scope of the feedback being provided to include issues beyond just advertising.

Consequently, Harringay Online designed a survey covering the following issues:

- a. Presence and type of advertising
- b. Main text message on the banners
- c. Inclusion of ward names.
- d. Involvement of a local artist in the banner design.

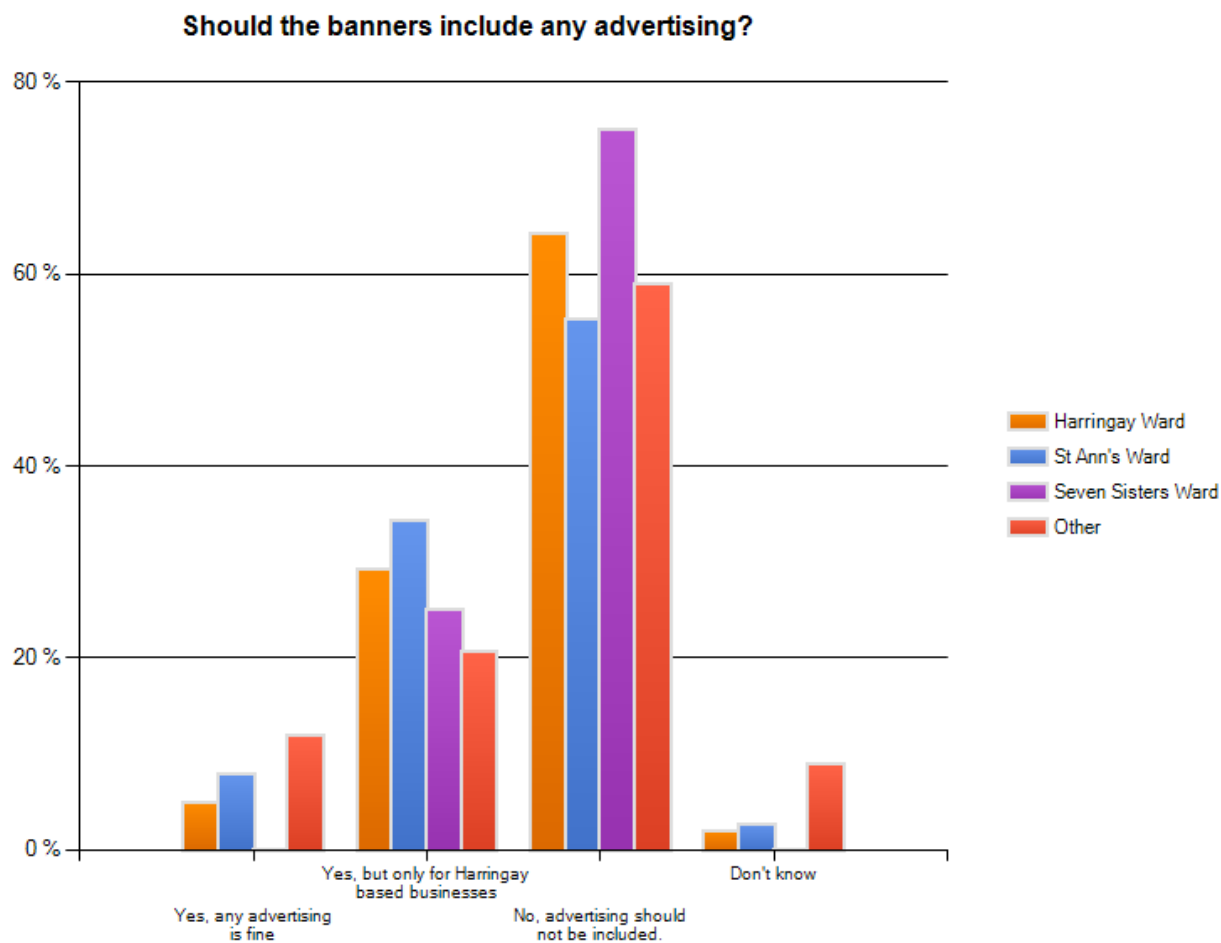
Respondents were invited to indicate their preferences through a multiple choice system. Additional opportunity was given for free comment.

The survey ran for two weeks between 18th and 31st July. 218 responses were received.

Responses are provided on the following pages. In each case, the figures indicate the percentage of residents from each ward who selected an answer.



Advertising



A clear majority of respondents rejected the option of any advertising being included on the banners.

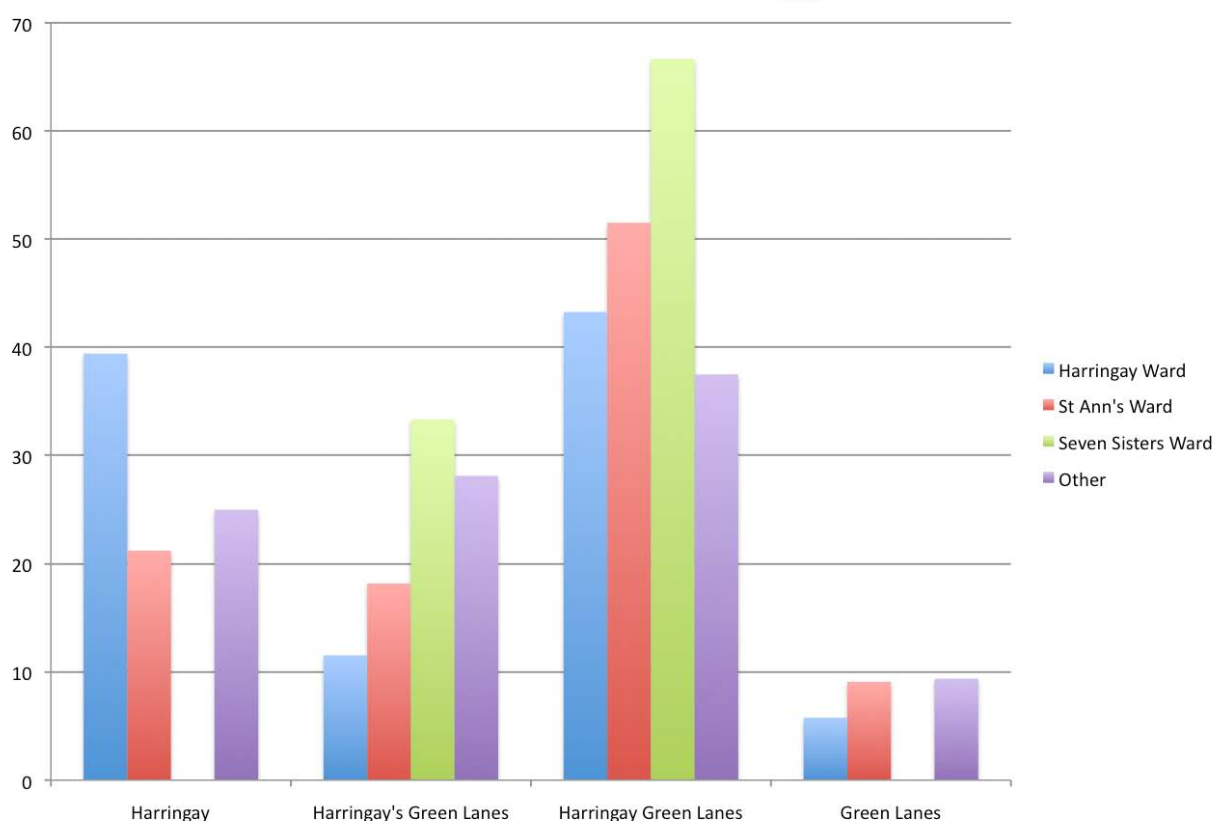
This ranged from 75% of Seven Sisters residents, through 64% of Harringay Ward residents and 55% of those from St Ann's.

If advertising were to be included, there was a clear preference for advertising from Harringay-based businesses. Less than 8% of locals felt comfortable with advertising being open to all comers.



Name to be used for neighbourhood in banner text

What should be the main message on the banners? "Welcome to / Thank you for visiting....."



The chart above shows respondents' first choices.

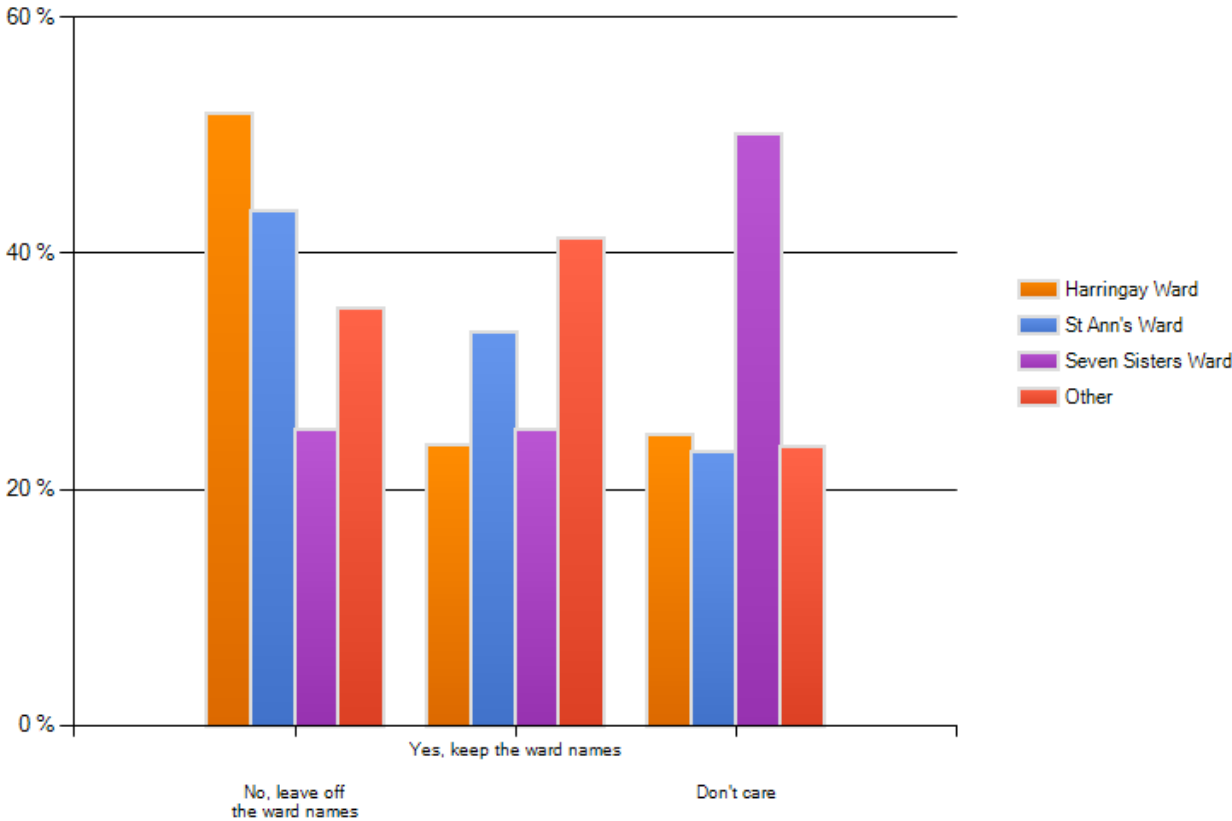
A majority from all wards favoured using the *Harringay Green Lanes* form to describe the neighbourhood. Those selecting this form included 66% of Seven Sisters Ward respondents, 51% of those from St Ann's and 48% from Harringay Ward.

Green Lanes was the least popular choice by a significant margin with less than 10% of residents choosing it.



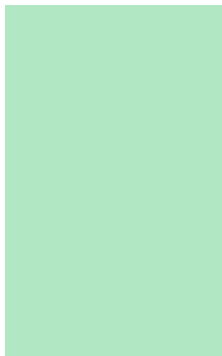
Inclusion of ward names

Currently, in addition to the main message, there are small banners to either side carrying the names of Harringay's two wards - Harringay Ward to the West and St Ann's Ward to the East. Should the new banners retain this feature? (Wards are government defined districts used for administrative and electoral purposes)

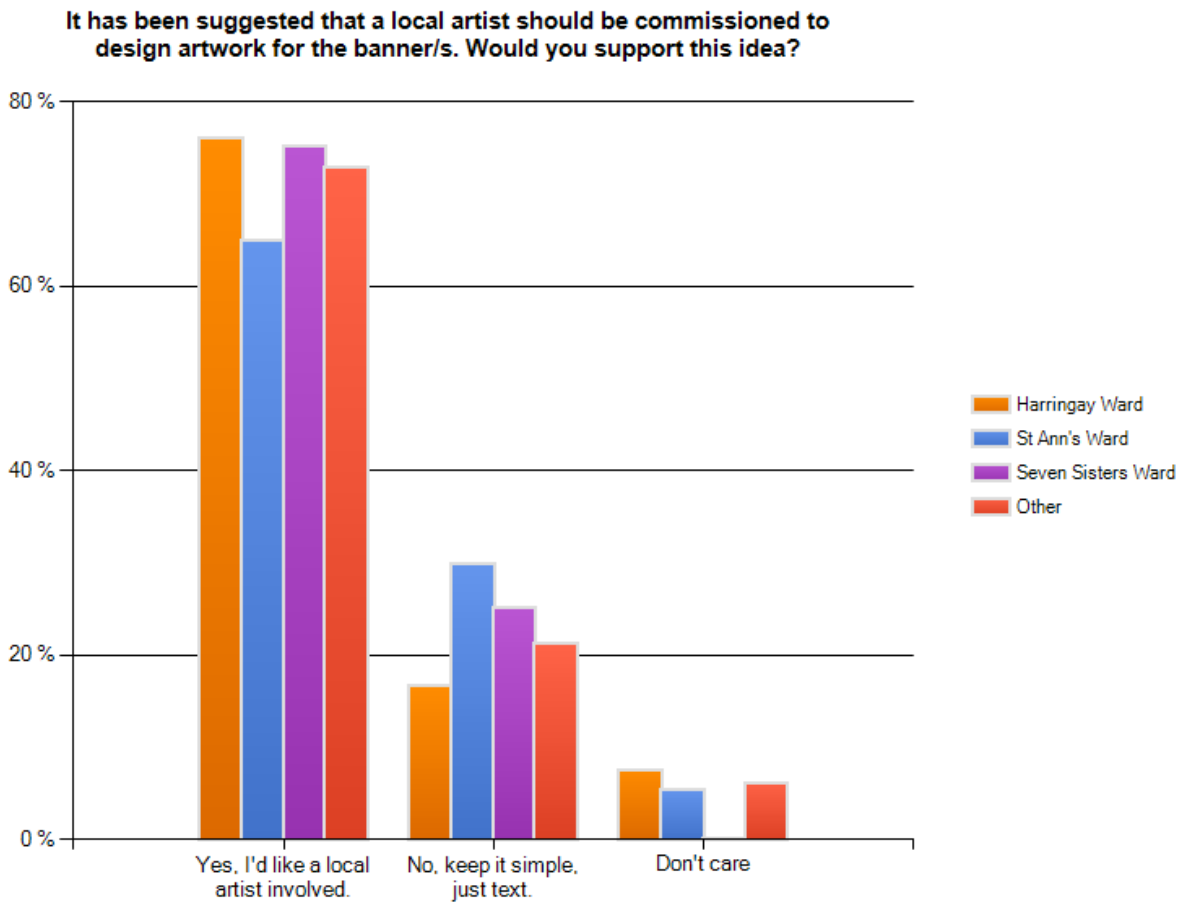


In those wards with the highest number of residents living in the neighbourhood of Harringay (Harringay & St Ann's), a clear majority rejected the continued inclusion of ward names - 51% and 43% of residents respectively.

Only 23% of Harringay respondents and 33% of those from St Ann's voted to retain the ward names on the banners.

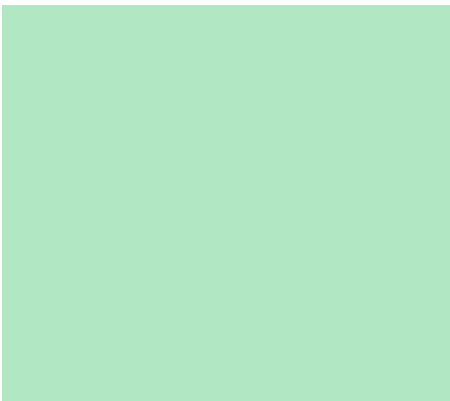


Involvement of local artist



A resounding majority of residents voted to involve a local artist in designing the banner.

Only between a fifth and a quarter of respondents rejected this option and less than 5% voiced no opinion.



Responses to Open Questions

Question 2: What should be main message on the banners?

- Seven comments asking for using only the text "Harringay". One suggested that the design should be like the one in Camden.
- You are now entering/leaving the most culturally diverse area in the World!
- Welcome to Harringay Green Lanes
- McDonalds burgers cause cancer in children, Go to Burger King instead (plus a picture of Ronald with a spike through his head)
- Harringay Green Lanes
- Why the need for words? How about a picture painted by a local artist instead?
- Welcome to/thank you for visiting Harringay's Grand Parade
- Harringay Green Lanes 'The community shopping area' or some other distinctive local slogan
- see below
- N/A (I do not want a 'welcome' message of any kind)
- Get some good graffiti artists to do inspiring work, which will cut down on people tagging the bridges
- By all means "welcome" people to Green Lanes. But why do we have to "thank" people?
- Include the change for life/ Olympic 2012 other 'public' life slogans which add to sense of community
- Harringay
- Why are the options limited to four versions of basically the same message? Why not just paint a picture?
- I don't think it really needs a "message". Just Harringay would be fine.
- The word 'Welcome' scattered around the banner in as many of the languages spoken around here as possible
- No message, no banner, just painted
- Welcome to Harringay village
- Trompe l'oeil - see below
- Something about the Green Lanes identity or positive message about the area
- prefer a picture, something relaxing to look at after a tiring day.
- Welcome to Green Lanes. Our vibrant local community .
- Old Harringay welcomes all comers / Thank you for your visit

Question 3: Should the new banners retain the ward names?

- It causes unnecessary confusion. Quite irrelevant for visitors.
- What's the problem with graffiti? let it be; probably more creative than any alternative.
- People passing along Green Lanes don't really need to know about the politics of the place. Just a decent introduction as on the bridge at camden will do.
- Welcome to Harringay: clear, simple, that's where we are; nothing else needed.
- I would have thought it is more straightforward to brand the area as 'Harringay'.
- Keep the banner simple, logical as well as historically and geographically accurate. Wards have nothing to do with it. Green Lanes stretches from Islington Green to Winchmore Hill. THIS is HARRINGAY!
- ward is so rarely used - it is barmy to use it for posters of this kind
- The area is only known as harringay. don't try to change that
- Those who live here know this. Those who don't probably don't care. Lets keep it simple.
- Why is the council worried about graffiti when the bridge at St Annes / Seven Sisters has none ? And it would be just as easy to put graffiti on the canvas banners, but nobody has done it.

- The best gateway would be to continue cleaning up the bridge structure (and bus stop) and light it at night. Local artist should be engaged to create something unique and memorable on the bridge structure. We should do anything possible to increase awareness of the wards, etc, among the community.
- Never noticed this before.
- Again thinking bigger than stating the obvious would be my advice.
- Useless information. Leave it off.
- Access to St Ann's doesn't occur until St Ann's Road. Leave the name off or open up the Gardens.
- Local government ward boundaries are fairly arbitrary and not particularly linked to the identity of the area. They're entirely irrelevant to visitors to the area, who couldn't care less how this area is represented in Haringey council.
- People would take absolutely no notice whatsoever.
- I'd rather they said something like: 300,000 people, 1100 shops, 18 languages, 1 Green Lanes (obviously the numbers would have to be checked)
- The simpler the better.
- Should be left on to help define the Village.
- I don't feel strongly on this. It may be better to have one simple message rather than risk too much information leading to confusion.
- These are not relevant for visitors.
- I hadn't actually noticed this :) but I think it's probably useful to include the ward details - it's just the kind of thing that no one knows, so raising its profile must be a good thing.

Question 4: Should a local artist be commissioned to design artwork for the banners?

- Although there are several bridges that carry advertising that now looks so old and iconic you don't think of it as advertising, I think there are several big Bridgestone Tyre ads over bridges in Camden that look fantastic now. It's the banners themselves that look so dreadful - whatever they say.....
- That would be great. If there HAS to be banners, why not make them attractive?
- An artist or designer. Doesn't matter if they're local. Any artist/ designer should be able to engage with the context and offer an appropriate solution to celebrate this lively area. This is a great, unique area and the bridge is a fantastic place to celebrate that.
- yes but just as text to keep it simple.. the artists could do the text is their own way.
- What about including some of the local community projects in designing the banner - church groups, schools etc.
- Good artwork or simple text: it's an important 'gateway' to this stretch, and small local shops need championing, to keep a good variety (Sainsbury's and the other multiples have had a harsh effect of the street over time).
- melons and other fruit and veg. in vibrant colours
- And get rid of the boring and conventional 'welcome to XXXXX' message.
- How about replicating exactly what was originally there working from photographic archives? Or maybe images of the bridge under construction?
- So long as it's being done for free because the artist wants to and not as a commercial operation. Hold a contest through 'Haringey People' or whatever it's called, then put the shortlist or images in it with a freepost voting form - that way only residents will vote (well, more so than if it was available online). that should give the publications department something to do for 2 months :o)
- Should be kept simple - I think it will need to be of good quality and something that will stand the test of time. I think a better use of lighting, to light up the sign at night time would be really good. This truly would mark the bridge as a gateway to HARRINGAY Village.

- It doesn't have to be a local artist, but the current banner is badly designed. I wish it looked rather like the white lettering on a green background on your mockup on the site.
- The bridge should be painted by a commune of graffiti artists (if you can't always beat them, recruit them into your big society). possibly with a trompe l'oeil theme. Perhaps a liner on its way to the Stoke Newington Ship Canal (<http://www.ocend2.co.uk/Pages/CH2Text.html>) or a traditional 20th century facade of ghost shops http://www.harringayonline.com/profiles/blogs/ghost-shop-mens-and-ladies?utm_source=Harringay+Online+Weekly+Update+email+List&utm_campaign=b7e404d40d-2nd+July+2010&utm_medium=email or perhaps something genuinely imaginative far beyond what I might suggest
- I think it really depends on what kind of artwork it would be. If a local artist proposes something that is clean and simple then that's fine.
- could there be a competition for the art work, so that the resident can choose the final design?
- I think it's a nice idea but would need a tight brief to avoid looking contrived, and really that's going along the lines of branding for the area which to be done properly would need wide consultation and take a lot of time--probably better to keep simple and run a longer term project of an identity for Harringay and use that in any later decoration of the bridge on banners or the bridge itself
- Yes and I think getting a corporate sponsor for these would be good as the Council cannot afford to pay for luxury items such as this any more
- Much more pleasant to the eye, artwork is the best idea. It would brighten up the area.
- Flowers or seagulls flying on a blue sky background
- With a simple message!
- Simple but artistically designed text would be ideal. The railway bridge at Camden Lock is not a bad example.
- Yes please!! I love the Birmingham New Road bridges which have suns and moons on either side for commuters.
- How about asking Tamara Capellero who is presently working on a project at St Ann's hospital?
- I think that might depend on the artist !
- Note: 'don't care' is really 'not sure' - depends on who artist is and how chosen.

For further information please contact Harringay Online at:

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