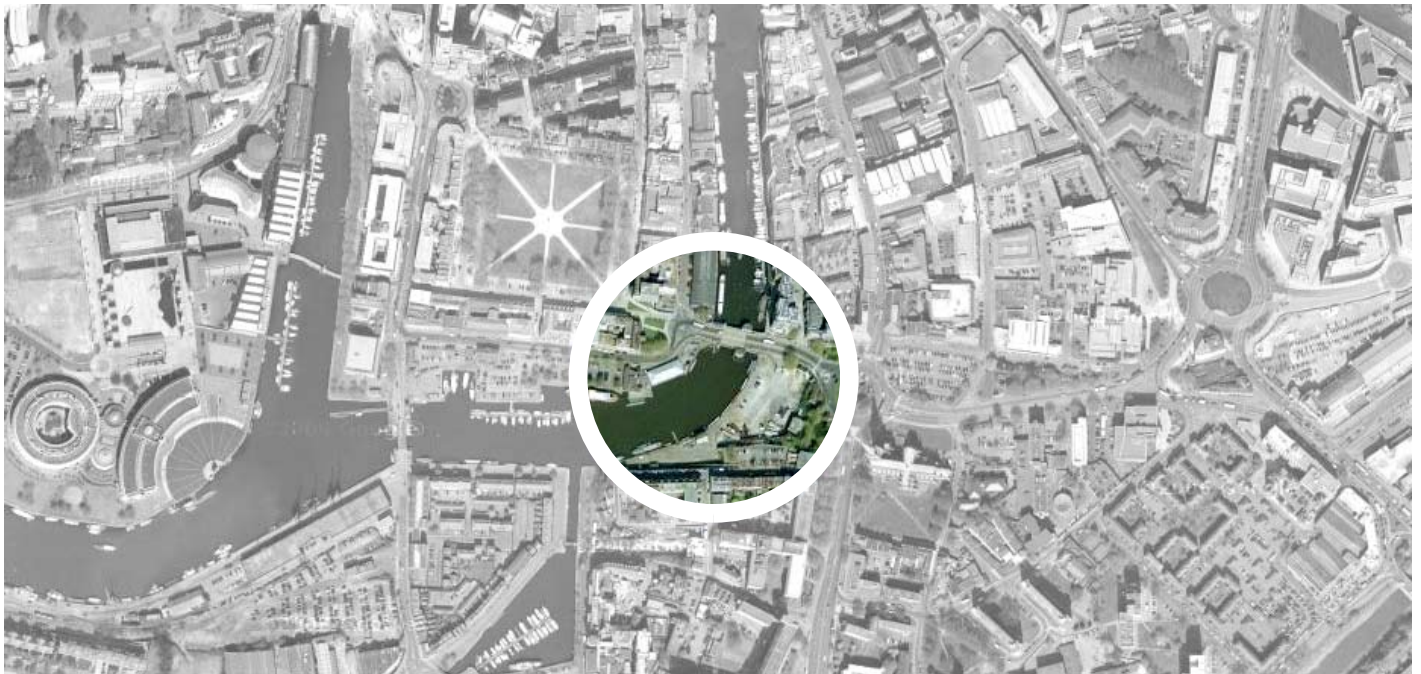


Your invitation to participate
DEMOS
and 00:/ [zer'o zer'o]

Here in Bristol...

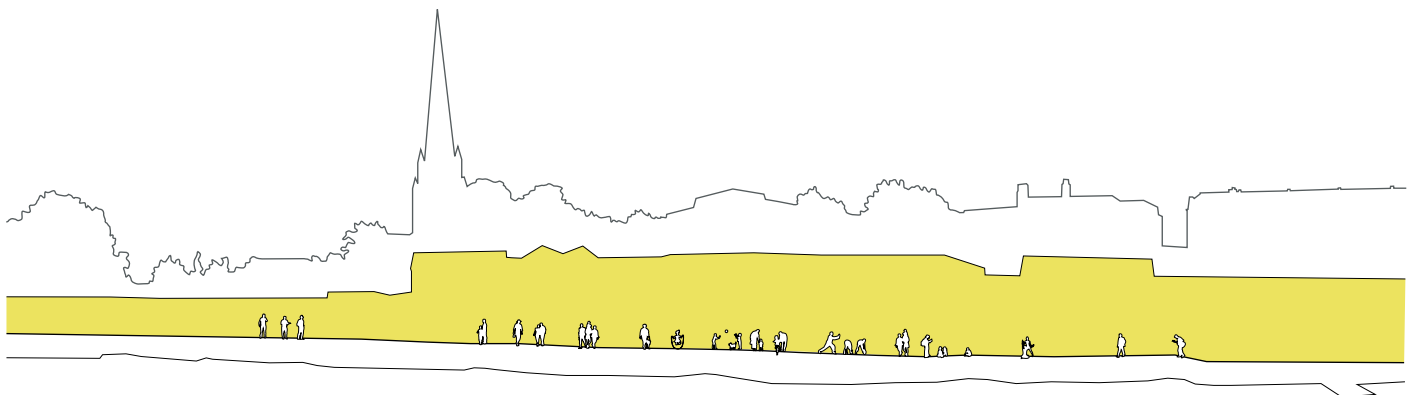


Summer in the City

It's summer 2007. Welcome to Bristol Urban Beach. A run-down car park has been taken over and transformed into a vibrant new public space. Wheels, steel and tarmac have made way for soft sand, deck chairs and palm trees. To the back of the beach is the beautiful church of St Mary Redcliffe; to the front a long view over the floating harbour and the best place to catch a sunset in the city.

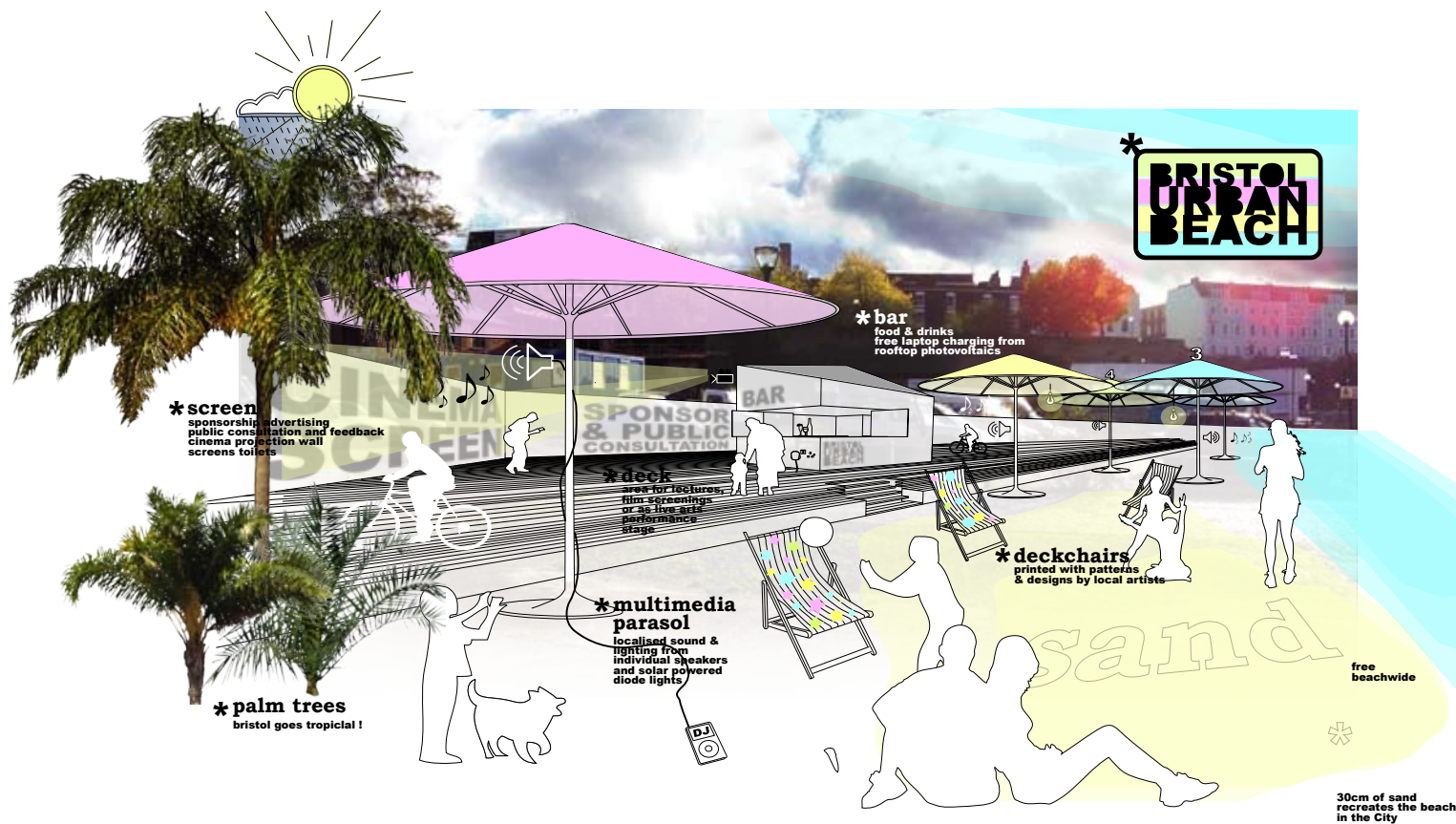
The Beach is a place to relax, meet people and play. In the last couple of years a number of European cities not naturally endowed with a beach have been busy creating their own, converting unpromising patches of concrete landscape into chilled, sandy escapes for families, office workers and visitors to enjoy summer in the city. Paris, Amsterdam, Berlin and Rotterdam all testify to the viability and enormous popularity of urban beaches. Paris is perhaps the most famous, closing the road next to the Seine and replacing traffic jams with sandcastles, ice-cream sellers and packed out sunbeds.

In summer 2007 Bristol is set to open its own urban beach. While retaining the inviting simplicity of other such beaches, the design and feel of Bristol's will be animated by a set of ideas to create some deeper and wider value, helping ensure Bristol is unique among the small club of European cities that can boast an urban beach.



Here in Bristol...





*** screen**
sponsorship advertising
public consultation and feedback
cinema projection wall
screens toilets

*** palm trees**
bristol goes tropical !

*** deck**
area for lectures,
film screenings
or as live site
performance
stage

*** multimedia
parasol**
localised sound &
lighting from
individual speakers
and solar powered
diode lights

*** bar**
food & drinks
free laptop charging from
rooftop photovoltaics

*** deckchairs**
printed with patterns
& designs by local artists

*** BRISTOL
URBAN
BEACH**

free
beachwide

30cm of sand
recreates the beach
in the City

Creative Beach

The Beach will provide an informal amphitheatre for creative Bristol. As well as a structured programme celebrating Bristol's cultural verve in areas such as digital media, music and performance poetry, the beach will have a strong DIY philosophy. This means plenty of open spaces and slots for people and groups to share their creativity and passion- for example to put on a play or run a tai chi class. It also means making the most of the everyday theatre of the beach- for example volley ball, muscle beach and petanque.

Community Beach

Redcliffe Wharf is an important site for the city- historically and now strategically - as its redevelopment pushes the regeneration of Bristol further east and south. The Beach will be an opportunity to bring different people and communities together and participate in how the wharf will develop in the future. The public realm and community uses for the planned redevelopment of the site after summer 2007 remain open; the Beach is a chance to invite in different users and uses with the purpose of stimulating community ownership and practical engagement. The programme and feel of the Beach will be designed to be to appeal to a mix of generations and inclusive of Bristol's diverse communities- a shared space for the whole city.

Green Beach

Bristol Beach will be a 'beach within reach', an alternative to flying or driving long distances for sun and sand. The sourcing, use and after-use of all materials will be designed for high and visible sustainability. Through partnering with local green enterprises to deliver, for example, waste management and food supply, the Beach can provide a high profile platform to showcase and develop Bristol's green entrepreneurs and build awareness of sustainable living practices among beach goers.

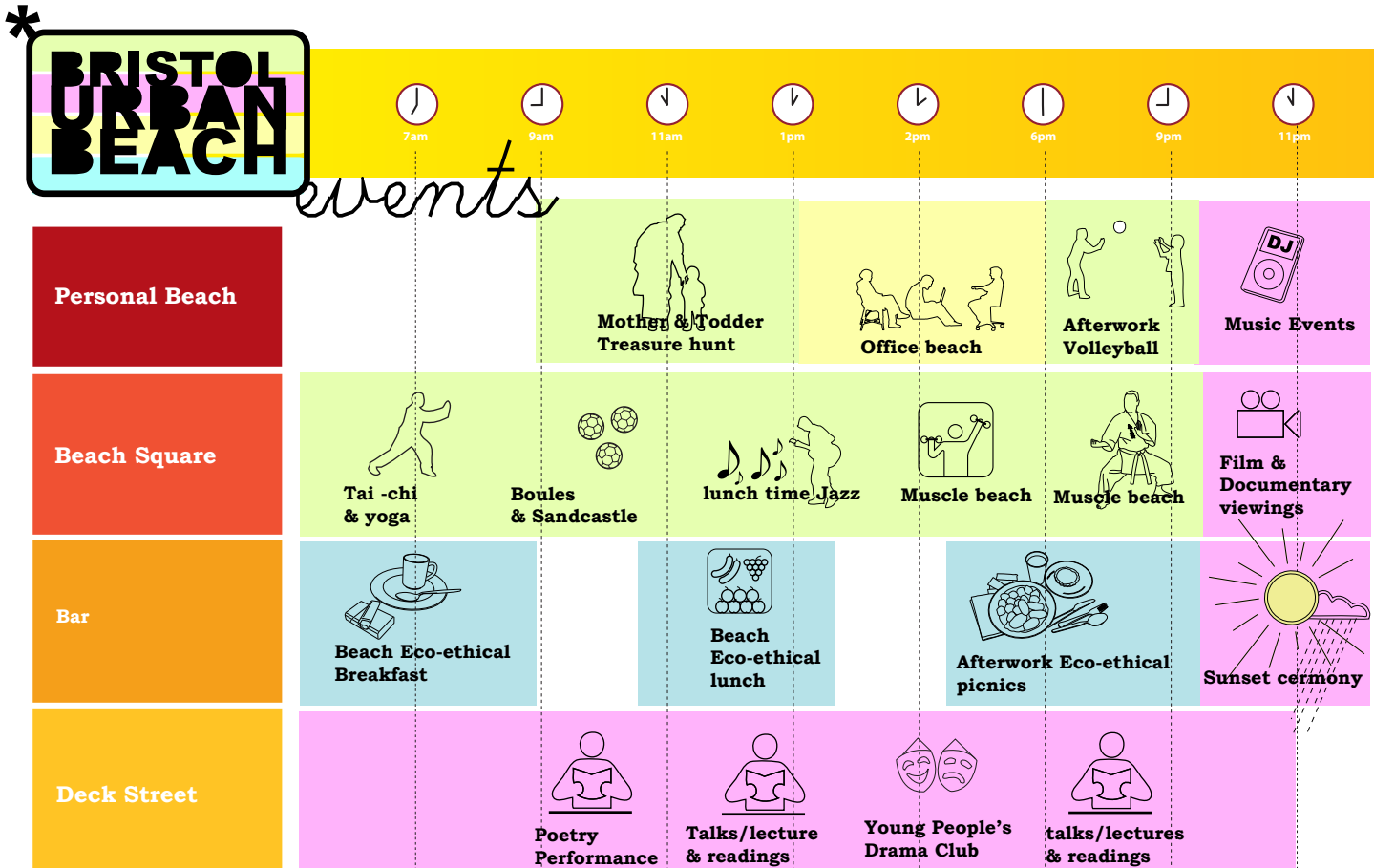
Each of these design values reflects and builds on qualities that Bristol has earned a reputation for and aspires to grow further. The Beach will be a high profile venture to promote 'Brand Bristol' and the city as a desirable and creative place to live, work and visit.

As well as creating local value for the city, the project aims to generate and share wider learning for other cities, policy-makers and practitioners. For example, the Beach is designed to test and develop new practices in terms of public participation in regeneration projects; and explore how cultural institutions can reach out and help people create their own cultural activities and value in the everyday spaces of where they live.

Outcomes and legacy

There will be a range of outcomes from the Beach, including:

- Imaginative public participation in the development of an iconic site within Bristol;
- Promoting community development and cohesion in a disadvantaged neighbourhood;
- High profile branding and promotion of Bristol as a creative city with a vibrant public life;
- The development and promotion of up-and-coming talented eco and creative enterprises;
- The creation of the capacity do similar temporary beaches in other locations in Bristol and more widely;
- Learning about innovation in public participation in culture, urban regeneration and public space.



Project Management

Demos, an independent think/do-tank and charity, has been granted permission to use part of Redcliffe Wharf to develop and run an urban beach from 1st July to 31st August 2007. The Beach has the full support of officers and members of Bristol City Council, which is the owner of the site.

The project management will be led by:

Melissa Mean who is a Redcliffe resident and Head of the Cities Programme at Demos where she has led a wide range of practical projects on public space, regeneration and public participation. She has worked with at a high level with a range of cities including Barcelona, Glasgow, Helsinki, Newcastle Gateshead and Stockholm, and with public, private and civic sector organizations in the UK, including the Department of Communities and Local Government, the Greater London Authority, Groundwork, the Environment Agency, the Royal Institute of Chartered Surveyors, Igloo Regeneration, the Joseph Rowntree Foundation and English Partnerships.

Indy Johar who studied and taught at Bath School of Architecture and is the co-founder of Zero Zero an architecture and social enterprise practice. The practice's current projects include designing a zero waste, zero carbon house in the Cotswolds, community living rooms in Brierley Hill West Midlands, an ethically sourced office development in London and a low carbon neighbourhood in Mansfield.

Next Steps

We would welcome the chance to talk with you in more details about this proposal. Melissa will be in contact with you over the next few days. In the meantime, if you have any questions, please do contact her at melissa.mean@demos.co.uk or on 07984 745 175.