

# South East London Street Art – Bermondsey and Brixton

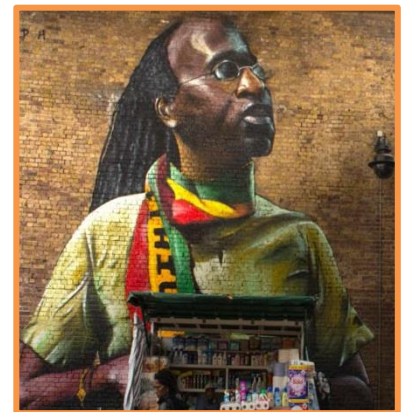
## – a social performance case study

### The Project

Led by Customer Service Manager Eddie Burton, South East London has benefitted from a number of street art projects. Using ideas from the community and collaborating with local street artists, the murals are designed to represent the area in which they are located. Several recipes, chosen by local residents, have been painted onto bridge arches to demonstrate the diverse cultures within Bermondsey. The scheme, driven by the Bermondsey Blue group working with the local Business Improvement District (BID), has drawn praise from the community and tourists thanks to the vibrancy it brings to the area.



In Brixton Market, a 20ft mural depicts well-known local community member, Michael Johns, who has been in charge of the Pope's Road toilets for longer than anyone can remember. The scheme was funded by Brixton BID, following a licence granted by Network Rail to allow the community to create a series of themed designs on railway walls chosen through a community forum attended by Network Rail. The murals are designed to represent the best of the community, celebrate difference and cohesion, and reduce of graffiti tagging. This has been hugely successful, with plans to expand the scheme further.



### The key benefits delivered

**Benefit to society:** The two schemes were driven by local groups in order to more clearly represent the diversity within their local communities, and to make the dark railway arches more vibrant, lifting the tone of the area. The schemes are also attracting tourists, and increasing the likelihood of economic investment in the area.

**Benefit to the business:** Network Rail has established positive partnerships with these local communities, the BIDs and the councils, demonstrating that the company cares about the local people and their interaction with our railway infrastructure. We are able to show flexibility through allowing communities the freedom to choose the designs on the arches. As the murals are painted by local street artists, the amount of tagging and graffiti has reduced significantly as others respect their work.

### Lessons learned

- Working closely with communities, involving them in the design and application of an initiative can establish strong partnerships which can be beneficial for future work.
- Using local artists reduces the likelihood of their work being tagged or graffitied over as there is generally an unwritten policy of mutual respect for work.

### Who to contact for more information

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