

RESEARCH SUMMARY

Title	London Overground's public arts strategy
Objective	Level of support and preferences for public art displays on the London Overground system
Date	August 2008
Methodology	40 mini–depth interviews and 362 interviews with customers at selected stations, plus 120 interviews with local residents

Key findings

- More than four fifths of customers and local residents consider art on the Overground to be 'a good idea', and over a third consider it a 'very good idea'.
- However, having art on the Overground was not a high priority for most; it would be a popular addition, but most did not react negatively if there were to be no art on the Overground.
- People see many benefits to art on the Overground: over a quarter believed that art on the stations would make them use the London Overground more, and a quarter believed that they would feel safer using the London Overground if art was installed.
- Generally, people perceived art on the Overground to be a welcome improvement to their surroundings and good for the local area and community, would make stations more 'attractive and vibrant', and would 'create a good atmosphere'. Also it could 'improve the image of the area'.
- Platforms were by far the most popular place to put art, cited by over three quarters of people.
- People wanted art that was thought provoking but not too challenging or controversial. Most expected art that was community or historically based. 'Community, cultural art and ethnic art' was the single most mentioned type of art expected (by around one sixth).
- Generally, people were open minded about art, and expected varied types and genres, with 'up and coming artists' slightly more popular overall.

Job number: 08009