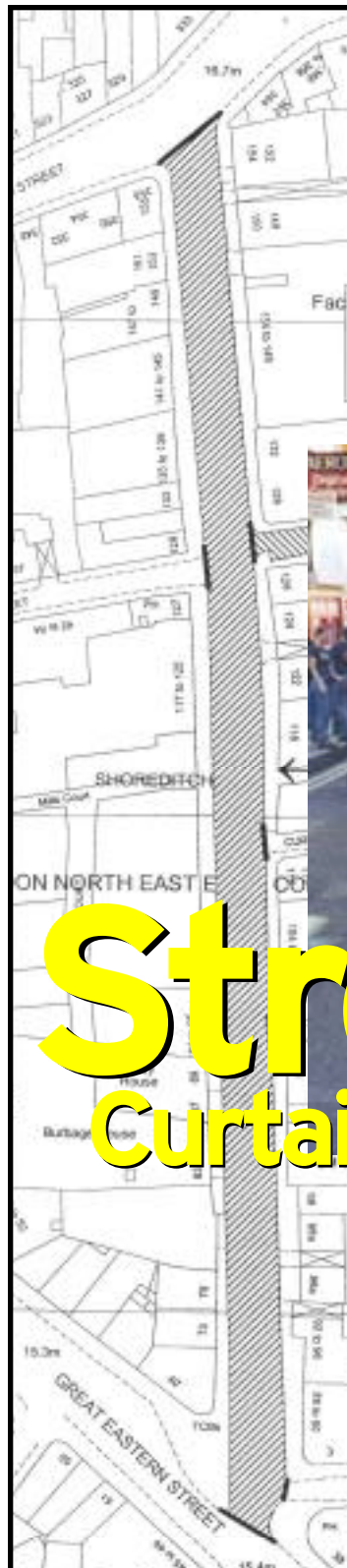


On Saturday 22 September, Curtain Road, Shoreditch joins more than 1000 other town centres in celebrating the annual European Car Free Day.

This event is a partnership between the London Cycling Campaign in Hackney and Transport for London, with the support of local businesses



LEFT: The length of Curtain Road will be motor-free from 8am to 8pm

BELOW: Brixton people enjoying morning coffee on Coldharbour Lane during Car Free Day 2000 Photo: Richard Evans



Street life

Curtain Road, EC2

One of the coolest of London's car-free events this year will be happening in Curtain Road, London EC2, at the heart of the bustling Shoreditch Triangle. The historically rich street life of this area, interrupted by post-war economic decline and a notoriously awful 1960s one-way system, is now experiencing a revival, thanks to a resurgence in social and cultural as well as economic activity.

The 12 motor-free hours on Saturday 22 September will be a breath of fresh air for residents, visitors and traders – a chance to enjoy the space and picture how much better Curtain Road will be when it's no longer subject to the constant churn of one-way non-stopping traffic.

The main focus of the day will be on what this lively boulevard already has to offer: a Japanese noodle restaurant (Touzai), a deli-diner (The Goose), a fashionable interior decoration emporium (SCP), a superb local food shop and newsagent (The Village Stores), traditional pubs (The Barley Mow and nearby Bricklayer's Arms), a caffeine-and-internet addict's café (The Bean), a pool-and-music venue (The Pool) and the indefinably cool DK bar.

Icing on the cake

Bars and cafés will spill out onto the street, a market space is planned for traders from the locality and beyond, and there'll be an area for a variety of live music and DJs. To complement the motor-free theme, you can try out the latest in human-powered vehicles, courtesy of specialist cycle dealer Bikefix, and refresh your road skills, courtesy of Cycle Active. Projections and visuals are planned for the last hour or two of the event, as dusk falls, before Curtain Road is returned to the dubious charms of the soon-to-be-scrapped one-way system.

Key links

Greater London Authority
www.london.gov.uk

TfL Street Management
www.streetmanagement.gov.uk

London Cycling Campaign (LCC)
www.lcc.org.uk

Hackney LCC
www.hackney-cyclists.org.uk

European Car Free Day
www.22september.org

Chinese Elvis
www.chineseelvis.com

Sponsorship levels

Silver, gold and platinum is old hat. Our sponsorship levels sport a cycle technology theme:

ChroMoly Excellent value-to-weight ratio. Your organisation's support will be acknowledged in text at foot of publicity. **Up to £200**

Aviation-grade aluminium Light and strong. A donation at aviation-grade AL level is the competitive choice, securing prominent placement of your logo in all publicity. **£200-plus**

Titanium Way ahead of the course. Titanium sponsorship secures large and prominent logo positioning adjacent to the title of the event on flyers and posters. Maximum of two titanium sponsors. **£400-plus**

Revenue received will be used to entirely to support this non-profit event. Any surplus will be held and ring-fenced by the London Cycling Campaign in Hackney to seed further Car-Free Day events within the borough of Hackney. Accounts will be published after the event on the Hackney LCC website.

The opportunity

Traders and other organisations are invited to make a contribution to the success of Curtain Road Car Free Day, whether financially or in kind. As well as the warm fuzzy feeling of supporting a worthwhile community event in one of the most vibrant and booming areas of London, sponsors will have the benefit of recognition in all posters and flyers distributed for the event, as well as in releases to the media.

Curtain Road is part of the strategic road network, and Transport for London (TfL) has generously agreed to take on much of the overall cost of the event (arranging the necessary diversions, making traffic orders, and reinstating the normal traffic flow). TfL is also paying the fee for the entertainments licence and providing expenses for volunteer stewards.

The remainder of the expenses for the event will be on health and safety, equipment hire and publicity, for which we anticipate a minimum budget requirement of £2000. If more money than this can be raised, we can ensure that the expenses of entertainers and volunteers can be met, and also put more icing on the cake, in terms of extra street entertainment, decorations and so on.



Chinese Elvis, the king of Wok and Roll
Sponsor the King at Curtain Road Car Free Day, and get a thank-you in the 'improving texts' he distributes, plus a sincere and personal dedication of your favourite Elvis number

Photo: David Moreno

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