Thank you for joining the Street Pride campaign. Your efforts can make a real difference to reducing street clutter locally. By working together we can also produce a national picture which will help our efforts to make places more attractive, enjoyable and distinctive.

It is official policy that “the excessive or insensitive use of traffic signs and other street furniture has a negative impact on the success of the street as a place” (Manual for Streets, Department for Transport, 2007). Despite this street clutter continues to blight the local environment.

Streets make up nearly 80% of the public space in our urban areas. They often become cluttered by all kinds of objects that are unnecessary, badly designed or poorly located and which lack any co-ordination. The result is streets with physical and visual obstructions that make them feel degraded and uncared for. We all deserve better.

This briefing explains how you can clear the clutter which intrudes on so many local streets. It shows how to get involved in six simple steps. It also includes answers to some of the key issues that might be raised and signposts you to further useful information. Do not hesitate to ask for further help or advice at any time – just contact us at info@streetpride.org.uk

STEP 1: READ THIS BRIEFING AND THE BACKGROUND MATERIAL
It will make things much easier if you familiarise yourself with the issues and the Street Pride campaign before you begin.

STEP 2: TALK TO OTHERS ABOUT THE CAMPAIGN AND GET THEM INVOLVED
Civic and amenity societies are a focus for the campaign and there will be other organisations and volunteers you can recruit. Find out what your local authority’s approach is to street clutter and let it know what you are planning at this stage.

STEP 3: DECIDE WHERE YOU WANT TO START THE STREET SURVEY AND GET EVERYTHING YOU NEED TOGETHER
You might want to try somewhere local first before moving into the local High Street or town centre and don’t forget to prepare a large scale sketch map and to bring a digital camera.

STEP 4: UNDERTAKE YOUR STREET SURVEY
Pick a nice day and it might be best to work in small groups. Don’t forget to record the results and write them up when you get home.

STEP 5: USE THE RESULTS OF YOUR SURVEY
Read the advice on influencing your local authority to take action and raising the profile of street clutter in the local media

STEP 6: JOIN THE NATIONAL CAMPAIGN
Send your results and photos in to the national Street Pride campaign to join with others in raising the profile and seeking official action to clear our streets of clutter.

Follow these six steps and you may be surprised by just what a difference you can make.

Any questions? Just ask at info@streetpride.co.uk or visit the website at www.streetpride.org.uk

Street Pride is a campaign by Civic Voice. Civic Voice works to make the places where everyone lives more attractive, enjoyable and distinctive. We speak up for civic societies and local communities across England. We promote civic pride. We are the national charity for the civic movement and have a strong local presence. We know how people feel about places because we feel the same way. We are grateful to English Heritage for supporting the Street Pride campaign.
### STEP 1

**READ THIS BRIEFING AND THE BACKGROUND MATERIAL**

Have a good read of all the information provided in this briefing pack before you get going. It will save time later and make it much easier to undertake your street survey. It is also worth looking at the links to other reports and briefing notes in 'Further information'. Don’t forget to browse our website www.streetpride.org.uk to see the inspiring campaigns that have been run in recent years by civic societies around the country. You can contact them by using the information provided.

### STEP 2

**TALK TO OTHERS ABOUT STREET PRIDE AND GET THEM INVOLVED**

Street Pride has been designed so as many people can get involved as possible. Local conservation and amenity groups, residents associations, the parish or town council, youth groups, schools and colleges are just some of the potential sources of volunteers. It should be a good way of involving new people in the work of civic societies. More people means you can undertake more surveys and have a greater impact with the local authority and the media. It will also build stronger local relationships. Who knows – you might get more members and new volunteers too?

All the information needed to get involved in Street Pride can be downloaded from the website www.streetpride.org.uk. Among the information you will find here is a blank street survey form for you to complete. There is also an example of a completed form and an example sketch map. Don’t forget to ask for the results to be fed into you from other groups and send them all to the national Street Pride campaign.

As well as contacting the local groups you know, contact details about others can be obtained from your local reference library and/or your Council for Voluntary Service (CVS) – you can find your local CVS by using the directory available at [http://webdb.navca.org.uk/home.aspx](http://webdb.navca.org.uk/home.aspx). Where you are managing volunteers it is wise to make sure your civic society has the appropriate insurance cover. Members of Civic Voice benefit from access to the bespoke insurance cover provided by Bluefin.

It is worth finding out what your local authority’s approach is to street clutter and letting it know your plans. This should help ensure a positive response when you submit the results. Try and get its support for your survey before you start.

### STEP 3

**DECIDE WHERE YOU WANT TO START THE STREET SURVEY AND GET EVERYTHING YOU NEED TOGETHER**

You can probably already think of your own street clutter horror story and are itching to survey it. But you might want to start somewhere simpler first. This will allow you to test out the survey and give your volunteers a chance to practice and get used to it. This way teething troubles can be ironed out before you move on to the bigger survey. The area around your local neighbourhood shops or a residential street might be a good place to try things out before you embark on the High Street or a major road junction.

You don’t need much to undertake a successful street survey but there are a few essentials:

- A fresh copy of the street survey form for each new survey.
- A large scale map of the area – on which to locate and number the items of street furniture – you can sketch this yourself.
- Pens and a notepad to record your thoughts – this will make it easier when you write up your notes after the survey.
- A digital camera – ideally a separate camera rather than...
one on a mobile phone because of the better picture quality.

- Something to keep everything dry.
- Some guidelines – these are especially important if you are working in several groups, so each group has the essentials it needs; knows what it is looking for and how to record things; knows which streets other groups are working on; and everyone is clear where and how you will catch up afterwards. Everyone should have a copy of this briefing and notes of any of the key lessons from your practice survey.
- Warm clothes and waterproofs – you will be standing around in the open.
- Make sure someone is appointed to co-ordinate things and provide the feedback nationally.

STEP 4

**UNDERTAKE YOUR STREET SURVEY**

The street survey is at the heart of the Street Pride campaign. It is a detailed study of the street furniture along a short street section or around a junction to identify items that are redundant or poorly sited.

Street Pride is focusing on the four main sources of street clutter: **bollards; signs; posts** (including lampposts and traffic lights); **guard rails**.

There are many other causes of clutter – from litter bins to electricity boxes – and also problems with poorly maintained or designed pavements and kerbs and with intrusive yellow lines. You are free to record as many different types of clutter as you like and to use these for your own local lobbying and campaigning purposes. The success of the national Street Pride campaign, however, depends on everyone addressing the four main sources of clutter in your surveys.

A background briefing on each item is provided to support the campaign and can be downloaded from the website – www.streetpride.org.uk – when available. This covers both policy and practice, identifies where there is official support for removing redundant items, provides examples and addresses the main issues for and against retention.

Undertaking a street survey is a systematic process of recording and identifying redundant and poorly sited items in a given length of street. It requires you to:

**Identify the streets which you want to survey**
The main problems of clutter are usually to be found at cross roads, in High Streets and local shopping parades, and on the edge of town centres with a ring road. You may also want to survey some streets with less clutter to show what is possible when a more sympathetic approach is taken. These might even be in a neighbouring local authority area to demonstrate the benefits of a different approach.

**Provide a map of the area**
Your survey will be easier to record and understand if you include a simple map of the street or junction. This is most easily provided as a simple sketch on which you mark and number the items of street clutter you record. You should do this with a marker pen on a large sheet of paper, remembering you will want to make copies when the survey is complete. Don’t forget to record which survey the map relates to.

Free maps are also available online from a number of sources, including **www.openstreetmap.com** and **http://maps.google.co.uk**. Openstreetmap only goes down to c.1:3,400 scale but is more easily exported for printing. You can enlarge the maps electronically or on a photocopier.

The Ordnance Survey also provides large scale maps but anything at a scale greater than 1:10,000 is prohibitively expensive. Details are available from **www.ordnancesurvey.co.uk/ossitemap/index.html**

**Download a street survey form from the website**
The street survey form is a basic Excel spreadsheet and this
is where you will record the results of your survey. It can also be emailed to the national Street Pride campaign. Use a new survey form for each section of street and number the survey form and map so you can keep track of everything.

**Undertake the survey**

Start with a simple area or a small stretch of street before you move on to the most cluttered areas. Junctions, cross roads, parades of shops, railways stations and intersections with ring roads are frequent trouble spots. You might only want to look at 20 metres of street in each direction around an important cross roads or junction.

When completing the street survey form you need to:

A. Identify where the survey is taking place, ideally by providing a street name or names (if around a junction); full Grid Reference (two letter code and six figure grid reference) and a postcode. You can find the postcode for any address using the Royal Mail’s online facility at [http://postcode.royalmail.com](http://postcode.royalmail.com). Don’t forget to record your own name and contact details as well.

B. Look at each item of street furniture systematically and ask yourself why it was put there, whether it is really necessary or whether it could be better located or designed – the briefing notes provide some food for thought.

C. Number and record each item of street furniture on the street survey form according to its type (bollard, post, sign, railing); approximate size/height/length; what it says (for signs) or is for (for posts); and what could be done with it (remove, relocate, combine with other items, redesign, leave as it is). You can also include other items of street furniture if you wish.

D. Locate the item on the map and mark it with the corresponding number.

E. Take photos of the street scene looking in each direction across the area of the survey. Be careful to record the location and direction of each photo - they will all start to look the same! If you spot any glaring examples of general clutter or pointless signs, posts, guard rails or bollards which might be used in publicity then be sure to take some photos and record the precise location and number of the items.

F. Take written notes of any other issues that you identify or thoughts you have on what could be done to improve the street scene. Make sure you record which survey form your notes are relevant to.

When you have finished in one area check over your survey form with a colleague to make sure everything is clear. You don’t want to have to come back another day and it is a good excuse for a rest!

You can then move on to another part of the street or location where you should start with a new survey form.

Don’t be too ambitious – it is better to take your time and be careful with the survey results than to rush things and you will soon learn how quickly you work.

Don’t forget to take time out to reflect on and celebrate what you have achieved, especially if you are working in groups.

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**STEP 5**

**USE THE RESULTS OF YOUR SURVEY**

There are two main ways you can use the results of your street survey to achieve change – by asking your local authority to take action and by raising the profile of street clutter in the local media. There are lots of ideas and advice on campaigning with local authorities and using the media in the material suggested in ‘Further information’ and the most important points are covered below.

**Working with your local authority**

As with all campaigns you need four things:
1. A clear campaign objective – to rid your streets of unnecessary clutter so we can all be proud of them.

2. Evidence of the problem – this is where the results of your street survey are so important. They provide a simple, well presented summary of the issues that pin point the problem and what needs to be done.

3. Knowing who is in charge – there is usually more than one audience for your campaign. The best way of influencing local authorities is to build up a long term relationship and to meet and know the key councillors and officers over a period of time. Ideally, you will be able to work in partnership with your local authority to reduce street clutter. In some places responsibilities for highways and the public realm are split between district and county councils or responsibility for some things lies with the local transport body (such as Transport for London).

   a. Senior local authority staff – these are the people who decide strategy and make funding decisions. You should always write to them so your campaign gets “into the system” and ask for a response. Give them a call if you don’t hear within a month. Councils will have standards for responding to letters on their website. The Chief Executive and the relevant Director(s) covering Highways, Planning, Environmental Services are key people to approach. You should seek a constructive dialogue that shows how the campaign can help meet the local authority’s own objectives and save money.

   b. Councillors – the elected members are the ultimate decision makers although individually their influence will vary. Where possible you should get the local councillors on your side – meet them early on and get them to support the survey and act as political champions for action to be taken. There will also be a relevant Cabinet member – the elected councillor who makes decisions over funding and priorities. You should contact them and ask for a meeting.

   c. Responsible staff – find out which officers are actually responsible for the items causing the most clutter problems and make sure they know of your concerns. A lot can often be done through simple things such as removing signs and bollards as part of regular maintenance and these will be the people who can make it happen.

4. Evidence of support – this is where your efforts to involve other local groups and volunteers and to raise the profile in the local media can be very important. You might also want to get influential local people to write in support of your campaign.

   Remember to keep a copy of your survey so you can go back to the local authority a year later to congratulate it on what has been achieved but also highlight where clutter remains unaddressed.

   It is also worth looking at www.fixmystreet.com as another way of raising issues and to see how other action to address street problems has fared with your local authority and elsewhere.

   Where there are a number of civic societies and other groups in the same local authority area then it may be most effective to collaborate when approaching the local authority with your evidence.
Raising the profile in the media

The local media could be your greatest Street Pride ally. Media support can be helpful in persuading local authorities and others to take action. Nothing beats a screaming headline calling for action or a news item on the regional television or local radio news. And don’t forget the value of the letters page in your local paper.

It is a good idea to make contact with the local media before you get going with Street Pride. If you don’t have any direct contacts then call the ‘news desk’ and explain who you are and what you are doing. You might be able to persuade a local newspaper or radio station to join with you in supporting the campaign – and a call for volunteers would be a great way of getting extra support. Local television or radio news might also be interested in filming or recording you doing a street survey and talking to local people about the issues.

Once you have the results and are clear what you want to be done then you have the basis for a great media story. It is best to summarise the campaign in a simple press release and talk to local journalists in advance. Have more information available when they ask for it and be able to point them to other organisations or people who are interested and might comment. Be prepared with responses to some of the obvious issues – see ‘Some issues and answers’.

An effective way of grabbing attention is to highlight the most cluttered street corner or to add up all the unnecessary signs, posts or bollards to create an arresting statistic.

Don’t forget to notify the Street Pride campaign nationally of your plans and to send in copies of your press release and any media coverage to info@streetpride.org.uk.

Remember to look at the resources in ‘Further information’ about influencing your local authority and working with the media.

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**STEP 6**

**JOIN THE NATIONAL CAMPAIGN**

Street Pride can make a difference nationally as well as locally. The results of your local street surveys are vital. We are compiling a database of all the results which we will be able to use to draw attention to the nationwide problem of street clutter and demand action is taken. This includes:

- **A duty to keep streets clutter free** – campaigning for a change to the law so there is a responsibility on local authorities and private owners to keep places clear of street clutter in the same way as they have to clear up litter now.
- **Prompt action** – requiring local authorities to address requests to remove street clutter by concluding their investigations and reporting back within 30 days.
- **Effective budgeting** – having local authorities identify specific budgets to address existing street clutter in their forward plans.
- **Necessary skills** – requiring those responsible for street furniture to have the skills and qualifications which will provide a better understanding of its impact on the quality of place.

You can help by:

- **Sending in your survey results** – when you get home and have transferred your results into the Excel spreadsheet you should email them to info@streetpride.org.uk and we will add them to others from across the country. Don’t forget to include a scan of your map or send a copy along with your contact details to Street Pride, c/o Civic Voice, Unit 101, 82 Wood Street, The Tea Factory, Liverpool L1 4DQ.
- **Providing photos** – please send us any digital photographs of cluttered (and uncluttered) streets and the worst examples you have found plus any other notes or highlights which you think will help get the message across. Don’t
forget to provide your full contact details and make sure it is clear which streets you have surveyed or photographed. By sending us the photos you are agreeing that we can use them in print or online without going back to you for permission. Send them to info@streetpride.org.uk. 

- **Nominating a local media contact** – it is really helpful to be able to illustrate the national campaign with local examples so please let us have the name and contact details for someone who knows what is happening and will be good with the media.

We will be thinking of other campaign ideas to keep a focus on the problems of street clutter. Do let us know if you have any suggestions.

Enjoy Street Pride: it should be fun! We will keep you in touch with what is going by email. Keep an eye on www.streetpride.org.uk and if you have any questions contact us at info@streetpride.org.uk

**APPENDIX 1**

**QUESTIONS AND ANSWERS**

This section provides responses to some of the most frequently raised issues. Do let us know if other issues come up which it would be helpful to respond to.

**Q. We need guard rails to keep cars and pedestrians apart**

**A. Not true**

The evidence shows that guard rails frequently have the opposite effect – encouraging cars to go faster and for pedestrians to take risks and go around them in unexpected ways. It is now officially accepted that “Guard railing should not be provided unless a clear need for it has been identified” *(Manual for streets, DfT, 2007)* on the basis of research that concluded “there is no conclusive evidence that the inclusion of pedestrian guardrailing at any type of pedestrian crossing or junction has any statistically significant effect on the safety record” *(Pedestrian Guardrailing*, DfT local transport note 2/09).

Guard rails serve a useful purpose in a very few locations, for example immediately outside school gates and where many lanes of traffic are going in different directions – but they should be very much the exception and not the rule. Where guard rails are needed they should be well designed.

**Q. Every item of street furniture performs an important function – that’s why it’s there**

**A. Not true**

A large amount of street furniture has been provided simply because it has been provided in the past – such a guard rails – or has become redundant and not been removed. This is recognised in official policy which encourages regular audits with a view to removing unnecessary items:

- “Traffic signs, road markings, street furniture, advertising boards and other obstacles all contribute to street clutter. Many signs and lines are simply not needed, perhaps a legacy of earlier but obsolete schemes or unnecessary duplicates provided as part of a ‘belt and braces’ approach to design… Wherever possible, these should be identified, reviewed and removed on a regular basis as a cost-effective means of improving the streetscape.” *(Traffic Management and Streetscape*, DfT local transport note 1/08)

- “Cluttering tends to take place over time by the incremental addition of signs to serve a particular purpose without regard having been given to the overall appearance of the street. It is recommended that street signs are periodically audited with a view to identifying and removing unnecessary signs.” *(Manual for streets, DfT, 2007)*

Some bollards, rails, posts and signs do play an important function but the starting point should be why they are needed not why they should be removed.
Q. The law requires us to erect and maintain this sign/guard rail
A. Not true

Signs – No signs are actually required by the regulations – known as the Traffic Signs Regulations and General Directions 2002 (TSRGD) (currently under review) – although some regulatory signs fulfil the purpose of making the law enforceable. Official policy says “Designers should start from a position of having no signs, and introduce them only where they serve a clear function: ‘Signs are used to control and guide traffic and to promote road safety. They should only be used where they can usefully serve these functions.’” (Manual for streets, DfT, 2007).

Guard rails – It is official policy that “Guard railing should not be provided unless a clear need for it has been identified… Introducing measures to reduce traffic flows and speeds may be helpful in removing the need for guard railing” (Manual for streets, DfT, 2007) and there are few locations that need guard rails.

Q. Guard rails are essential to provide places to lock bikes securely
A. Not true
Guard rails should not be seen as alternatives for the provision of good cycle parking facilities. Well designed and located cycle parking facilities should be part of the normal street scene.

Q. Our council has limited funds and can’t afford to remove this street furniture
A. Not true
Local authorities all have rolling programs of investment in maintaining and improving streets. These are already built into their budgets and should include action to reduce street clutter. The Street Pride campaign helps make best use of this funding by highlighting the priorities for action. It also lowers maintenance costs for unnecessary street furniture.

Official policy recognises that “Good design need not cost more, and may save money through fewer traffic signs, road marking and related equipment and street furniture” (‘Traffic Management and Streetscape’, DfT local transport note 1/08).

There is growing evidence of the economic benefit of well designed streets and a high quality public realm. CABE’s 2007 research, ‘Paved with Gold’, demonstrated in 10 cases studies “that the quality of a high street can add at least 5% to the price of homes and to the level of retail rents”.

Q. There is no alternative to having this street furniture
A. Not true
Some street furniture plays an important role but it is Government policy that “Good design and the creation of interesting places for people to use and enjoy should tend towards simplicity and the avoidance of clutter. ‘Less’ is indeed ‘more’ and should be a guiding principle of good scheme design.” (‘Traffic Management and Streetscape’, DfT local transport note 1/08)

There are myriad ways of reducing clutter through better design and location as well as removing redundant items:

- Mounting streetlights on buildings
- Lighting, traffic signals, CCTV and other services sharing poles
- Designing lighting into new buildings
- Putting signs on buildings or boundary walls
- Designing street furniture which respects the character of the area
- Strengthening pavements as an alternative to bollards.
Q. There are other street audits and campaigns available so what is different about Street Pride?
A number of organisations share the civic movement’s concerns about the impact of street clutter. These include Living Streets, CABE, English Heritage and CPRE and a number of different survey and auditing tools exist. Many of these require local facilitators and are more complex than the Street Pride street survey. Street Pride has been developed to complement what already exists in consultation with these and other organisations. Its survey methodology has been specially designed to provide civic societies and other local groups with a self-sufficient means for undertaking their own surveys and taking action, individually and together. Street Pride is a truly local campaign that can make a national difference.

Q. How do we know that civic society campaigns on street clutter will be successful?
A number of civic societies have already undertaken street clutter campaigns – see www.streetpride.org.uk for examples – and been successful in persuading local authorities to take action. Street Pride complements and supports the campaigns already undertaken and provides every civic society with a means to take action.

What you are asking for is simple civic sense and it is in line with official national policy to declutter our streets. By drawing on official policy and following the guidance in Step 5 on influencing the local authority and using the media you can make a real difference.

APPENDIX 2

FURTHER INFORMATION

Street Pride briefing notes
Four specially prepared briefing notes providing more information on the issues relating to bollards, posts, signs and guard rails are being provided to support the Street Pride campaign. They can be downloaded from the website – www.streetpride.org.uk – when they are available and will be circulated to all groups signing up to the Street Pride campaign.

Official documents
• www.dft.gov.uk/pgr/roads/tpm/ltnotes/ltn108.pdf
  DfT’s local transport note 1/08 on ‘Traffic Management and Streetscape’.
• www.dft.gov.uk/pgr/roads/tpm/ltnotes/ltn209pedestrian.pdf
  DfT’s local transport note 2/09 on ‘Pedestrian Guardrailing’.
• www.dft.gov.uk/pgr/sustainable/manforstreets
  DfT’s Manual for Streets – the keynote official policy document which puts pedestrians at the top of the hierarchy of street users.

Influencing local government
• www.campaigncentral.org.uk/know-how/influencing-decision-makers
  Campaign Central provides helpful advice and links on influencing local government.
• www.foe.co.uk/community/resource/how_to_guides.html
  Friends of the Earth provides a wide range of campaigning resources.

Using the media
• www.mediatrust.org/training-events/training-resources/online-guides
  The Media Trust is an excellent source of guidance on
making an impact with the media – with resources helping you do everything from run a website, keep in contact with local journalists, give interviews and write a press release.

Friends of the Earth provides useful resources on using the media and writing press releases.

Related campaigns
- www.livingstreets.org.uk/our-services/community-street-audits
Living Streets’ Community Street Audits.
- www.english-heritage.org.uk/saveourstreets
English Heritage’s Save Our Streets campaign.
- www.cpre.org.uk/campaigns/transport/rural-transport/rural-transport-roadside-clutter
CPRE’s rural roadside clutter campaign.
- www.cabe.org.uk/public-space/streets
CABE’s street design.
- www.keepbritaintidy.org
Keep Britain Tidy’s campaigns.

Other reading
- www.english-heritage.org.uk/saveourstreets
English Heritage’s Street for All publications which are a mine of useful information and which are available on different types of street clutter and on a regional basis.
- www.cabe.org.uk/publications/paved-with-gold
CABE’s Paved with gold (2007) which includes pioneering research on the economic benefits of good street design.
- www.publicrealm.info
Public Realm Information and Advice Network is packed with useful information.
Transport for London’s comprehensive streetscape guidance.