

<b>Name of project/group</b>
Salisbury Civic Society Streetscape Group
<b>Type of project</b>
Community empowerment
<b>Location</b>
Salisbury, Wiltshire, South West
<b>What was involved</b>
<p>In November 2004 Salisbury Civic Society held an open meeting on the subject of street clutter. Following the discussion, the Society announced its intention to carry out a Streetscape survey of Salisbury in 2005. A team of 6 was formed and tasked with identifying problem areas and taking photographs. The project lasted for around a year and a report was produced "Streetscape – Streets for All".</p> <p>The team surveyed over 60 streets within the Ring Road to assess what enhancements could be made. By the Civic Society doing the survey themselves, the council was provided with useful information which might otherwise have been unavailable. No external funding was required other than for help with printing the final report by the then Salisbury District Council.</p> <p>The full report can be viewed at <a href="http://www.salisburycivicsociety.org.uk">www.salisburycivicsociety.org.uk</a>.</p>
<b>Achievements</b>
<p>The Streetscape project was the first of its kind in Salisbury. It has become a work of reference within Wiltshire and has made a major contribution to a current Public Realm Design Guide which is part of the Salisbury Vision regeneration programme. An extract from the Design &amp; Access Statement April 2011 states:</p> <p><i>'This Guide acknowledges and responds to the findings of "Streetscape – Streets for All", published by the Salisbury Civic Society in 2005. It is due to be adopted as Supplementary Design Guidance in 2011'</i></p> <p>When the Secretary of State for Communities and Local Government, Eric Pickles, announced a Government initiative to reduce street clutter in 2010, he quoted a project finding that "there were 63 bollards in a car park for 53 cars in Salisbury". The society was then asked to appear on the BBC national news to talk about the impact of street clutter. This helped to raise its profile.</p> <p>The Society was one of the first civic societies to adopt street clutter as an issue, and following a presentation by it to other civic societies at a Civic Voice workshop; several have instigated their own street surveys, such as Guildford and Fleet. The workshop was used to inform people about the challenges the Society had faced, the work involved in developing an audit and where people could visit for further information.</p>
<b>Future plans</b>
<p>The group and individuals involved are continuing with their committee work. The project has been presented at workshops around the country and contact has been made with other interested groups. The project group is happy to impart its knowledge as required.</p>

This street clutter report is intended to increase public awareness and to promote public debate, as well as to assist Wiltshire Council, Salisbury City Council, all Public Utilities Providers and others in their endeavours to restore Salisbury to a more elegant and citizen friendly environment. As evidence of its impact the survey is helping to inform the Vision for Salisbury regeneration project.

### **Lessons Learnt**

- *Consider how the documents can relate other programmes of work:* Having the document influence the Salisbury Vision Public Realm Strategy helped extend its impact.
- *Document design is important:* Challenges included deciding what should be included and in what detail. The society wanted the document to be attractive and readable and so took the decision to omit some technical data.

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