

Chippenham Streetpride Audit

1. The attention of the Area Board is drawn to an audit undertaken by Chippenham Civic Society in autumn 2010.
2. In August 2010 Secretaries of State for Communities & Local Government and for Transport jointly wrote to all local authorities to launch a campaign to reduce street clutter. This prompted Chippenham Civic Society to carry out a quick audit of the streets in High Street, New Road and The Market Place, Chippenham.
3. Chippenham Town Council's Planning & Environment Committee received a presentation from Mr Roger Backway of the Civic Society on 27 January 2011.
4. Not surprisingly the audit confirmed the Secretaries of States' findings. There were numerous examples including:
 - Multiple and unnecessary, wrongly positioned, ugly or incorrect signs
 - Ugly gates, unnecessary railings, unsightly bins, ugly posts, unsightly litter bins
 - 'A' frames
 - Out of character telephone boxes
 - Possible unauthorised and tacky advertising signs
 - Temporary signs
 - Dark and intimidating alleyways
 - Public space which could be utilised rather than just a bleak open space
 - Potentially dangerous pavements and roadsides
5. The audit also came a short time after the publication of the publication of the Chippenham Conservation Area Management Plan, which was adopted as supplementary planning guidance on 27 April 2010. This also drew attention to the need for a community street audit to 'ascertain what superfluous signage, poles, lighting, clutter, barriers could be removed'
6. Chippenham Town Council's Planning & Environment Committee resolved that the council should work with the Civic Society and the relevant Wiltshire Council departments to address the issue of clutter in Chippenham. A sub-committee of the Planning Committee, known as the Chippenham Town Planning Steering Group has been delegated to pursue the issue. The Town Council is keen to invite the participation of other local parties interested in providing Chippenham with a tidier, smarter appearance more in keeping with the character of what we want the Conservation Area to be, including the Civic Society, Chippenham and Communities Area Partnership (ChAP) and Chippenham Vision.
7. The Area Board is invited to support the initiative to tackle urban clutter in Chippenham and note the willingness of the Town Council and Civic Society to participate in action to reduce urban clutter. The Town Council is willing to arrange an early meeting to consider the way forward.

Cllr J R Scragg, Chairman, Planning & Environment Committee, Chippenham Town Council.