



Campaign to Protect
Rural England

CPRE's Clutter Challenge

Highway Authority. We commit to:

The volume and speed of traffic on rural roads and through villages is a major threat to the tranquillity and character of the countryside. Highway authorities have a key role to play in managing traffic. In undertaking this task, however, it is important that countryside character is respected. A failure to appreciate this will lead to the creeping urbanisation of the countryside.

A profusion of signs, the over zealous use of painted lines on roads, or poor attention to the detail of design in new street furniture increases the impact of transport on the countryside. Removing existing sources of clutter, and ensuring all new proposals are better designed to complement their surroundings is a priority. As an Authority, we agree that to resist clutter is not to resist change but to insist on a better kind of progress.

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CPRE is a company limited by guarantee,
registered in England, number 4302973.
Registered charity number: 1089685

1 Develop a policy in the Local Transport Plan (LTP) to protect and enhance countryside character, coupled with a bid for additional funding in the LTP to help implement it. The policy will seek to reduce the clutter caused by signs, lines, and other street furniture and ensure highway management practices are sensitive to countryside character. While this policy should inform all of the work of the highway authority, we also commit to including a bid for additional funding in the LTP to enable early progress in its implementation.

2 Work with landscape professionals, interested groups and the wider public to develop a traffic management manual and design guide. This will set out the principles and practices which the Authority will use to manage traffic on roads in its area, in ways which are consistent with retaining countryside character. The Guidelines (which may complement existing Guidance) will cover, for example, the Authority's approach to verge management, kerbing, signing, marker posts, lighting, road markings, traffic calming, and boundary materials and designs. The information in both the manual and design guide should be practical and relevant to policy makers, area engineers, and individual workers on the coal face. The Authority will hold a seminar to help disseminate the principles in the manual to its staff and contractors.

3 Undertake a Clutter Audit across the Authority's area. This will involve using the design guide and traffic management manual to assess each piece of street furniture (including signs and lines) to examine whether it still fulfils a purpose, or could be amended to better reflect the character of its surroundings. Those items which are not performing a function will be removed. The Authority will consider the merits of working in partnership with outside bodies in undertaking the Audit.

4 Undertake a clutter free pilot scheme to manage traffic in the countryside during the first two years of the life of the Local Transport Plan. This pilot will expressly use innovative approaches to achieve this in an area, or along a specific route. It will be carefully monitored so that successful schemes can be rolled out to a wider area, or form standard practice for the authority.

5 Write to CPRE informing it of our commitments under the Clutter Challenge and to issue a press release to help publicise these in the local media.

