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| **Borough name** | **Percentage of land assessed as having unacceptable levels of fly-posting (NI 195d)** | **Link to authorities website for further information – If provided** |
| Brent | 4 |  |
| Camden | 0 |  |
| City of London | 0 |  |
| Ealing | 2 |  |
| Enfield | 0 | http://www.enfield.gov.uk/site/scripts/home\_info.php?homepageID=104 |
| Royal Greenwich | 1 |  |
| Hackney | 4 |  |
| Hammersmith & Fulham | 3 |  |
| Havering | 1 |  |
| Hounslow | 1 |  |
| Kensington & Chelsea | 1 |  |
| Kingston upon Thames | 1 |  |
| Lewisham | 0 |  |
| Merton | 2 |  |
| Newham | 1 |  |
| Redbridge | 3 |  |
| Richmond upon Thames | 0 |  |
| Tower Hamlets | 0 |  |
| Waltham Forest | 0 |  |
| Westminster | 0 |  |
| **Meta data:** |
| **Date period provided**: | Most recent survey at 31 March 2014 |
| **What does this indicator measure?** | The percentage of relevant land and highways that is assessed as having the presence of fly-posting that falls below an acceptable level. |
| **Purpose/aim** | Reducing unacceptable levels of fly-posting |
| **Definition** | Fly-posting is defined as any printed material and associated remains informally or illegally fixed to any structure. Fly-posting includes any size of material from small stickers up to large posters – often advertising popular music recordings, concerts and other events.Fly-posting *excludes* formally managed and approved advertising hoardings and valid, legally placed signs and notices. It also *excludes*: vehicle door handles; movable bases on farmland and other open land, and on ‘barrage balloons’ etc…Fly-posting should be recorded if it is visible from relevant land and highways (in other words, from the survey transect), on the surface of any building, wall, fence or other structure or erection, where that surface is readily visible form a place on that land or highway to which the public have access.Grade A is given when the local environment is completely free from fly-posting; grade B is given when some fly-posting is present, but it is minor in nature and it is likely that many people would not notice its presence. This can include tie-bands or other forms of fastening which remain after a notice has been removed; grade C is given when fly-posting is present on the local environment to the extent that it is likely to be clearly visible to people using the area, and visible at a distance from at least one end of a 50m transect; and grade D is given when fly-posting is extensive throughout much of the local environment and is clearly visible and obtrusive to people passing through the street scene, and visible from any point on a 50m transect.Three Intermediate Grades will also be used. These are:B +, between Grade A and Grade B;B – , between Grade B and Grade C; andC –, between Grade C and Grade DThe lower the percentage score the better the standard of cleanliness |
| **How calculated** | For example, where 900 sites were surveyed and 30 sites have been graded either C, C –, or D and 90 sites have been graded B-, the calculation would give: $$ \left(\frac{30+\left(\frac{90}{2}\right)}{900}\right)\*100=8\%$$ |
| **Data source** | This data is voluntarily submitted by the boroughs themselves. |
| **Data quality** | London Councils and the Self Improvement Board do not accept responsibility for the accuracy of the data. As a local collection it is requested that the calculations and definitions conform to the details above. However authorities may use local definitions that are not as stated above, but are provided as a similar figure for benchmarking purposes. No external quality assurance has been conducted on the data.Where data is missing no assumptions can be made about the reason, the authority may no longer collect the data, or local definitions may be too different to include for comparison. Performance should not be league tabled for the reasons above and are collected as indicative indicators or good practice. |