

**Ruth
Sommerfield
Semiotics**

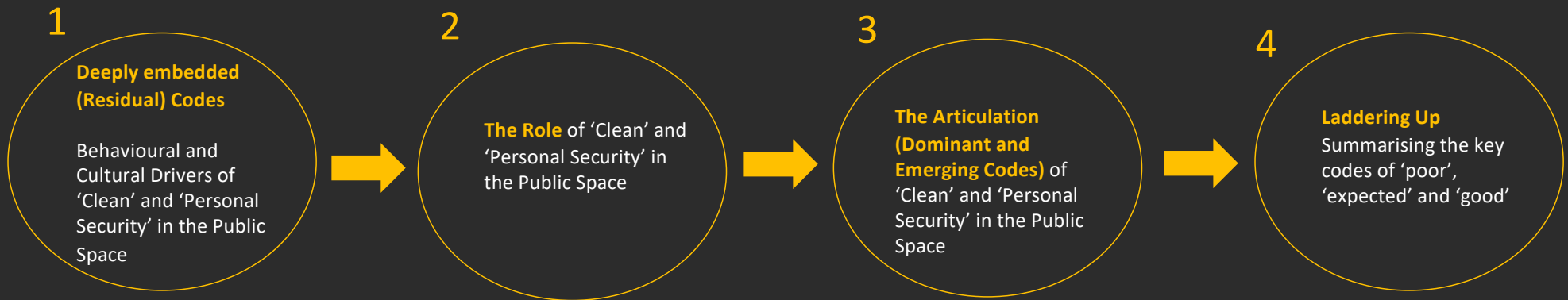
UK Cultural Codes of Clean and Personal Security

Prepared for Quadrangle and Transport Focus

February / March 2023

Debrief Content Structure:

2



Part 1. Residual Codes

The deep, in-built, immutable codes that underpin UK understanding of both 'Clean' and 'Personal Security'

Residual Codes Rooted in both Clean and Personal Security

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Behavioral Drivers

Cultural Drivers

**Human Survival
and Progress** **Social Rules
and Expectations**

**Ingrained Cultural
Symbolism**

**Traditional,
Popular and Media
Driven Culture**

Residual Codes of Clean and Personal Security: Behavioural Drivers

Human Survival and Progress

- To live within clean, safe environments is necessary for social progress and healthy human development.
- Striving for an unpolluted, hygienic, and harmless habitat and surroundings has been a key driver of multiple generations over centuries: delivered and evolved thanks to human insight, innovation and understanding (UK especially being at the global forefront of social improvement, health and security from the industrial revolution onwards).
- Purpose driven - to maintain and advance society and for the population to not succumb to illness, death, disease or ill-harm. At its widest sense – underpins contentment, happiness, and freedom.
- “The safety of the people shall be the highest law”
- At an individual level, we are taught from childhood to take care of the self (and others) – to maintain health, and ensure personal safety (in order to ensure our own progress and survival as we navigate the world).



Safety is a small investment for a rich future.



Residual Codes of Clean and Personal Security: Behavioural Drivers

Social Rules and Expectations

- Beyond the ingrained individual learnings, an understanding that social and community rules and regulations need to be maintained and adhered to.
- Majority of population follow formal set laws, as well as unwritten codes of social behavior: an *acknowledgement that to break set rules or acceptable social norms is to harm ourselves, others, the environment – or to be prosecuted.*



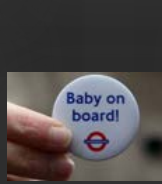
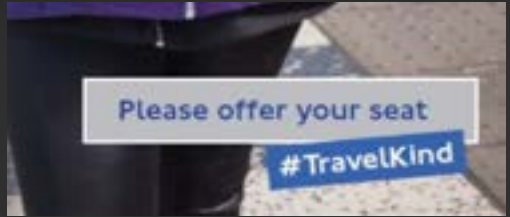
Romantic graffiti artist jailed for amorous train tags



Man spotted clipping nails on train - but people have seen much worse



Facebook post: No wrong! There was a woman sitting at the front of the bus I was on doing the exact same thing I watched in horror as they all fell on her lap, she brushed them off onto the floor that they had to walk past I got off I was having a silent meltdown I felt physically sick



Residual Codes of Clean and Personal Security: Cultural Drivers

Cultural Symbolism

- Signs and symbols that subliminally communicate how we should behave - to keep safe and maintain a secure environment, for ourselves and others – surround us on a daily basis.
- We have become fine-tuned to absorbing visual meanings and verbal messaging at speed: from specific signage colourways (red as alert / danger, green as action / places of safety, blue as positive action etc.) – to the sense of assured security articulated through the uniformed presence of those who save, protect or make our lives more secure.



Residual Codes of Clean and Personal Security: Cultural Drivers

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Traditional, Popular and Media Culture


- Our contemporary practices, beliefs and behaviour around the themes of clean and personal security are underpinned by and through popular culture.
- Through traditional and popular media over decades, we have been made aware of the need to follow rules, keep safe and maintain the status quo within society.
- Narratives ingrained in us since childhood have been disseminated through a wide range of popularly consumed media e.g. public information films, TV campaigns, programme subject matter, movies, fiction and even art (e.g. associations of pickpocketing from Oliver Twist, immoral degradation of rubbish strewn streets from Hogarth).



Part 2. The Cultural Understanding of the Role of Clean within Public Spaces

“Let everyone sweep in front of his own door, and the world will be clean” - Goethe

Clean
“To be free of dirt, marks, stains
Uncontaminated. To have clean habits”



Purpose

Prevention

Protection

Control

The Role of Clean within UK Public Spaces - Purpose

Social Safety

- Cleanliness within our public spaces has a key role and purpose to play.
- Maintaining a *clean environment is for the health of all humans.*
- Without a clean environment dirt leads to disease (pathogens thrive), and encourages poor habits (spread of epidemic disease amongst population).
- COVID has radically altered our understanding and perception of cleanliness and hygiene in public spaces – *raising awareness and changing our ongoing behaviours, in ways we could not have foreseen.*

Social Cohesion and Respect

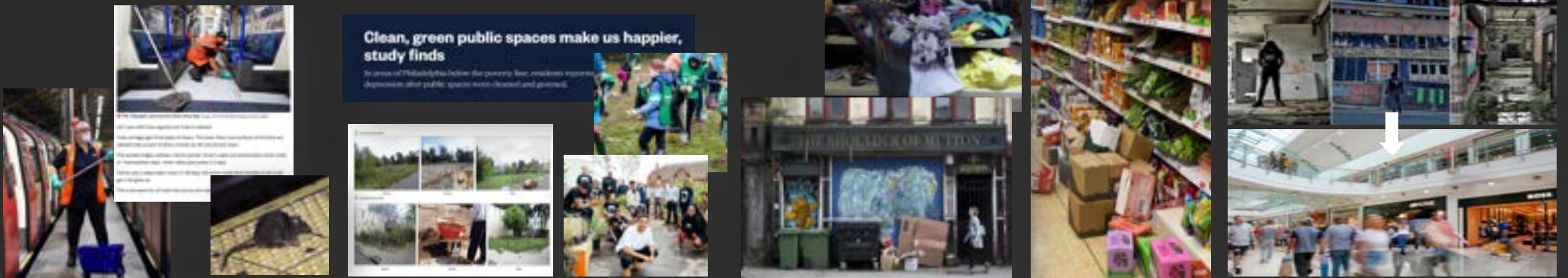
- *Clean environments communicate safety, and foster self-respect and pride* – to enable communities and individuals to flourish, be more productive.
- *Generates pleasure:* common and public spaces that are comfortable, pleasant, clean are crucial to well being of society (mental and physical health).

Sustainability

- *Its purpose is rooted in improving the growth and quality of life in communities:* lifts social morale, and building a positive future for those who live / work / play / learn within that space.
- *Cleanliness adding value beyond: linked to profitability boosting economic growth as well as engagement / sense of belonging:* clean spaces attract business, encourage occupancy – *versus unkempt environments detrimental to judgement, evaluation (affecting footfall, driving people away from purchasing).*

Lasting Impressions

- *First impression as important for creating a lasting impression.*
- Cleanliness goes beyond simply the pleasing aesthetic - more likely to want to use / frequent space if well maintained.
- Cleanliness / tidiness offers image of success (e.g. productive, organized business – ‘tidy desk, tidy mind’).



The Role of Clean within UK Public Spaces – Prevention and Protection

Prevention of Disease

- *Self-driven*: practicing personal cleanliness (covering mouth when coughing, washing hands etc.). Importance of engagement at an individual level.
- *Business / organization driven*: preventing situations where disease spreads on a large scale.
- Also importance of maintaining cleanliness to not affect health – and in turn individual and societal economics.
- *‘Prevention as better than cure’*.

Protection of Self and Others

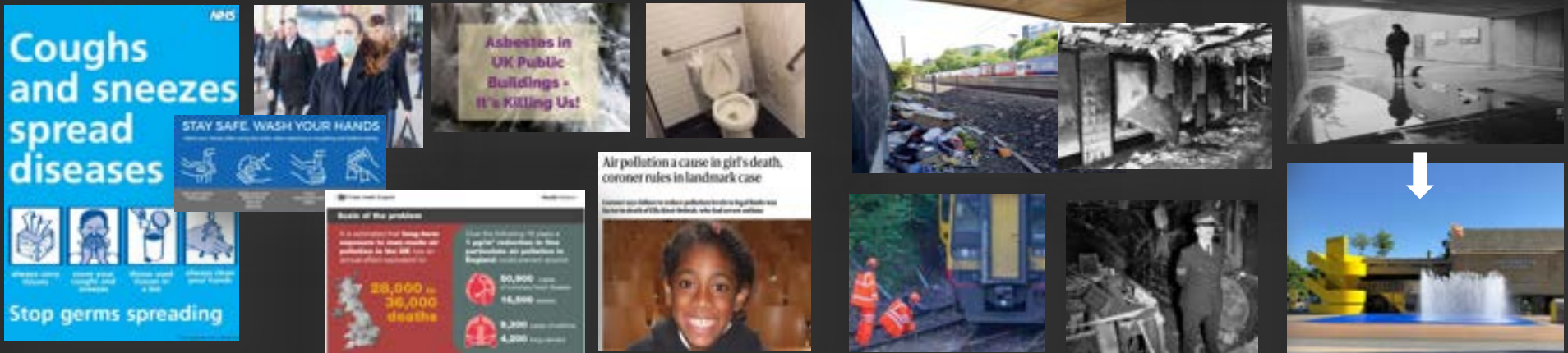
- Cleanliness protects population as a whole: promoting physical health (and in turn mental wellbeing).
- Protecting self and others when sharing a public space: need to acknowledge differing vulnerabilities of community.
- Cleanliness as environmental safety: e.g. reducing exposure to hazardous substances (cleaner air v asthma, indoor air quality v black mould / airborne chemicals).

Prevention of Injury

- Clean environments as removing potential hazards, obstacles etc. that can hamper everyday ease, cause injury, – or even death (e.g. discarded cigarette caused 1987 Kings Cross Fire).

Prevention of Anti Social Behaviour

- Culturally understood that abandoned dirty, cluttered spaces encourage crime.
- Narrative of *‘clean as cared for’* – where time, thought and effort helps generate greater emotional feelings of comfort, and physical ease of use.
- Note how e.g. ‘regreened’ spaces have had anti-social behaviour reduced.



London's Southbank Centre 'no go' in 1980s – to cleaned up global cultural centre in 2023

The Role of Clean within UK Public Spaces - Control

Requires Effort

- Cleanliness driven by human involvement.
- Requires *conscious endeavour* ('unless we do something about it, it won't just disappear' – to *make an effort* to dispose of litter V leave on platform).



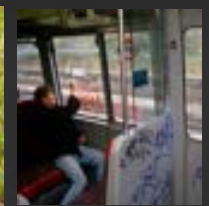
Balance of Responsibility

- *An equal balance of responsibility* –at an individual, group and organizational level.
- Individual responsibility: towards the community (e.g. to be conscious of own hygiene practices).
- Organisational responsibility: to oversee and maintain all public contact touchpoints and spaces (providing accessible waste disposal options etc.).



Ongoing Control

- Cleanliness not a one-off action, or initiative.
- Requires regular and conscious effort (e.g. consider various inner city park greening initiatives that have been left to rot).
- Requires empowerment and encouragement to support and motivate continual action.
- Long term cleanliness as extending life of public spaces, equipment, facilities (preventing e.g. shut downs, repairs, system failures).



Fury as passengers kicked off train and service cancelled because of 'wrong kind of graffiti'

Part 2. The Cultural Understanding of the Role of Personal Security within Public Spaces

Personal Security
“Safety doesn’t happen by accident”
Security as safe, protected from negative events



Accessibility

Safety and Security

**Specific Individual and Group
Need**

The Role of Personal Security within UK Public Spaces: Accessibility

Removing Barriers

- Being secure is as much an emotional as a physical need.
- Personal security as accessing public spaces with a sense of feeling reassured, being relaxed (that nothing negative will occur).
- With a *sense of security comes connection to others*: a means of having contact and engagement with people and place.
- Therefore a *need to remove psychological barriers that generate or create fear*.

Openness

- A need to open up – creating environments and situations that are not closed, unaccommodating or unwelcoming.
- Personal security is created in a place that feels happy, buzzing, engaging: light, bright, open.
- Versus e.g. poorly lit areas, dark passages (where people could be hiding), lack of directional and support information.

Meeting Human Need

- Providing a safe, welcoming accessible environment for all – no matter the ability / disability / age / ethnicity / gender etc.
- Understanding ordinary, everyday requirements e.g. provision of toilets etc.

Ease and Comfort

- Accessibility important as a means of inviting people to use a space as intended.
- Providing safe, accessible places encourages people to get out and about (for own physical and mental well being and health) – especially within dense cities.
- Ease and comfort as also sensorially accommodating (effective V stark lighting, welcome V unwelcome noise etc.). To allow people to be relaxed, happy and comfortable within the surroundings.



The Role of Personal Security within UK Public Spaces: Safety and Security

Individual Agency

- Articulating safety and security positively to enable individual to feel comfortable within a space (and to be able to use that space as intended).
- The operation of safe, secure spaces that *give people 'room'* (facilitate social distancing) as well as helping them engage.
- To allow sense of personal control, agency (to go about life safely): to not fear e.g. violence or crime, accidents or injury.
- However – need to articulate individual control / agency / responsibility within that narrative V dictatorial, top down directives.

Safe from Others

- To be protected, shielded and unharmed by the anti-social behaviour of others: whether e.g. harassment or attack, vandalism (regarding as delivering an unwelcome, threatening atmosphere).
- *"So called 'undesirables' are not the problem. It is the measures taken to combat them that is the problem... the best way to handle the problem of the undesirables is to make the place attractive to everyone else"* William Whyte.

Safe from Existential Threat

- From future pandemics to terrorism, and unforeseen events, accidents etc. – while occurrence is low – the potential risk creates an underlying backdrop to our lives (whether going to a concert, or kids going to school).
- Anything that happens in a public space affects shapes / colours the way we go about our lives.

Personal Protection

- The need to feel in control of oneself / family / belongings within the public space.
- Protection of what we hold close, as well as the elements of our life that allows us to function (phones, bicycles, bags, money).
- In tech first world, need to feel safe in a high surveillance world (e.g. data protected, safe using public Wi-Fi etc.).

Issue

Decreasing Trust

- Current issue of lost trust in authorities, systems, people in places of trust to provide personal security: e.g. police, taxi drivers etc.



The Role of Personal Security within UK Public Spaces: Specific Individual and Group Need

Removal of Fear

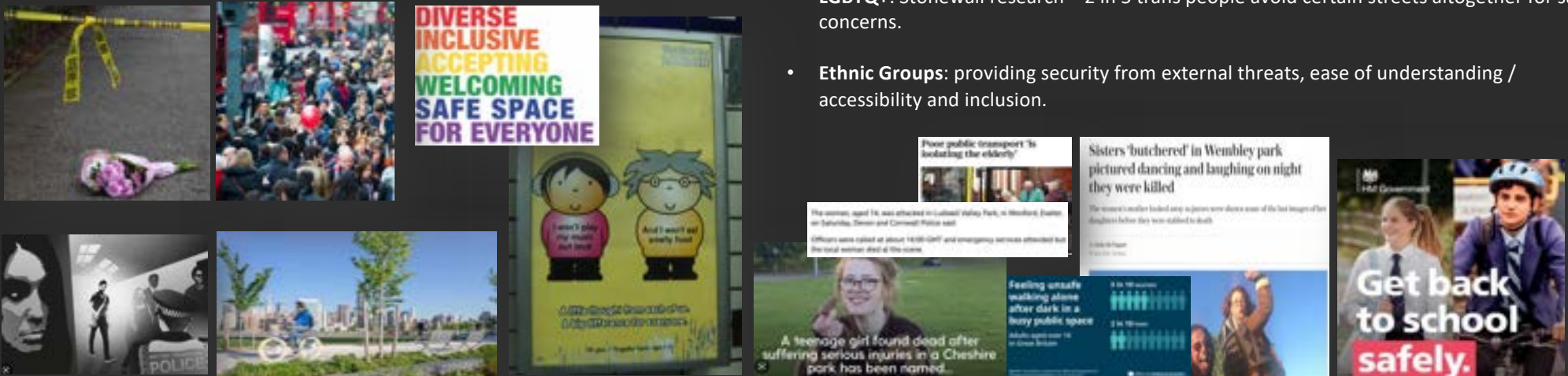
- Increasingly ensuring personal safety (comfort / safety) in public places is at the forefront of our minds.
- Fear of violence, personal harm according to individual or group.
- Delivered through good infrastructure, inclusive design and active (V empty or over crowded) environments.

Need for Belonging

- Human nature to want to belong.
- We only belong when we feel safe, are 'seen'; our concerns / fears are addressed and our needs are met collectively within society.

Security for All

- Age, gender, ethnicity, sexual orientation as impacting how we use spaces, and how safe we feel within them.
- Female:** greater levels of personal safety concern than men – influencing their behaviours (e.g. not being in parks alone, avoiding areas at night). Fear of sexual harassment / sexual violence.
- Age:** providing safe passage for children to and from school, enabling and delivering reassuring and dependable ease for the elderly.
- LGBTQ+:** Stonewall research – 2 in 5 trans people avoid certain streets altogether for safety concerns.
- Ethnic Groups:** providing security from external threats, ease of understanding / accessibility and inclusion.



Part 3. The Cultural Articulation of Clean Within Public Spaces

The Articulation of Clean: Dominant Codes

Positive Purpose: Social Safety and Confidence

Effort	Balance of Responsibility	Social Cohesion and Respect	Ongoing Control	Prevention of Disease
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Organisation at service of customer

- Language of organization *providing* - in order to 'help', 'travel safely', with 'confidence'.

Improvement through change

- Signaling *effort*, *change* through key initiatives and innovation.

Signaling return commitment

- Request for customer involvement within the process.
- Mutual two way engagement.

Operational pride

- Relaying purpose and effort – as well as ultimate aim and benefit 'We all win'.

The Articulation of Clean: Dominant Codes

Positive Purpose: Language of Collective Care

Balance of Responsibility

Social Cohesion and Respect

Active Effort

Lasting Impressions

Sustainability



Positive Narrative of Responsibility

- Action as maintaining the 'beauty' of the environment in question: to leave as you find it.
- Balancing what is prohibited – with softer language of positive reward
- Language of dedication, responsibility – acknowledgement 'every journey matters'.

Being seen to make a difference

- Visibly active staff – real people (v names) engaged in process of care (important narrative of human involvement V faceless organization).

V

Versus Faceless Responsibility

- Positive reassurance of care – yet does not give human face to people involved.

The Articulation of Clean: Dominant Codes

Positive Purpose: Language of Individual Responsibility

Balance of Responsibility

Self Driven

Requires Effort

Sustainability

Ongoing Impact



Invitation to Care – Fostering Respect

- Polite request to take care of the environment – without fear of retribution, or bleakness.
- Simply given as a subtext to the primary enjoyment message
- An invitation to enjoy the environment – and to pay back in kind.



Invitation to Care – Practicing personal cleanliness

- Crediting the user with intelligence to manage and take charge of their choices.
- Providing resources to do so.



Change as driven by the individual – “Change Starts With You’

- **However note** dark, somberness of visual and verbal language (menacing): sits within scare tactics /horror
- *Does little to communicate the positive end benefits* of driving change.



The Articulation of Clean: Dominant Codes

Positive Control: Language of Benefit and Reward

Community-worth and Achievement

Gratification as Benefit

Inclusive Empowerment



Symbolic outward show of local pride

- Reward and acknowledgement of achieving set standards.

Multi-benefits of active participation

- Two way benefits - initiatives that articulate being involved as support / boost for community and the self.

From a negative to a positive

- Away from demonising dogs / owners (on beaches) – towards building a rapport, mutual respect and understanding.
- Beach therefore becomes place of openness / accessibility for all.

The Articulation of Clean: Dominant Codes

Positive Prevention and Protection: Cause and Effect

Balance of Responsibility

Protection of Self and Others

Social Safety

Prevention of Injury



Relaying Cause and Effect

- Articulating negative result of not adhering to requests.
- Acts as gentle, subtle indicator as to wider impact

To reduce environmental damage, only some of the paths in this park have been salted or gritted. During bad weather, including ice, snow and wind, it may be safer to take a different route. Please think about the risks of slipping over before entering the park.

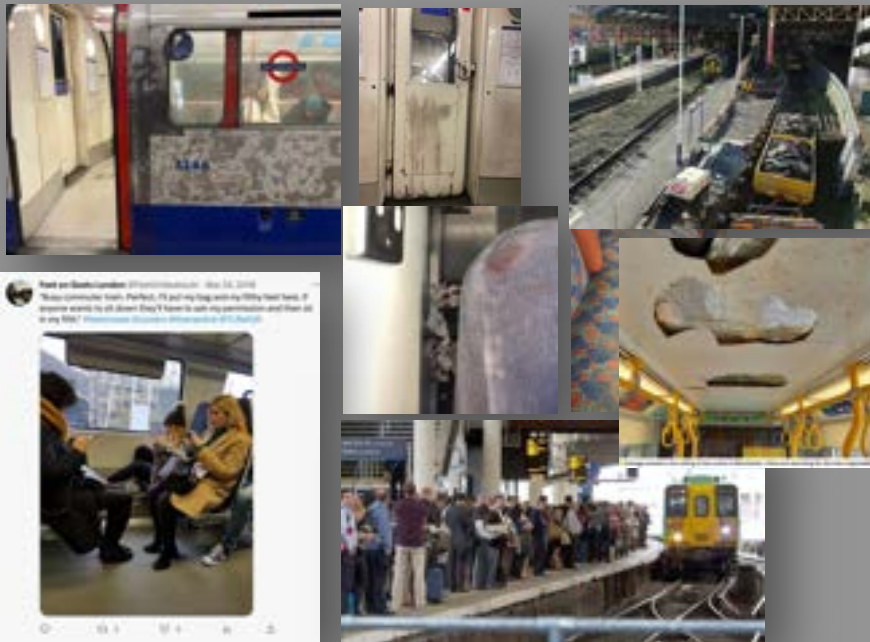
Placing Subtle Emphasis on Individual

- Acknowledging environment may not be perfect.
- Deflecting – to enable individual to be alert, self-manage.

The Articulation of Clean: Dominant Codes

Rejection and Reticence V Openness and Inclination

Lasting Impressions



Prevention of Anti-Social Behaviour



Clean as Cared For

- Over crowding, dirty floors, seats, cluttered environments - encourages lack of care returned by customers.

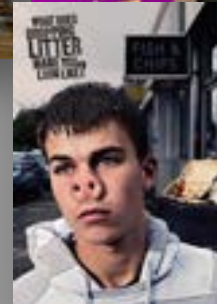
Beyond Just a Pleasing Aesthetic

- Subliminal touchpoints – e.g. soft underfloor foot mats (shopping centre) create immediate sense of care / cleanliness underfoot.
- Clear systems, open surfaces, bright environments.

The Articulation of Clean: Dominant Codes

Negative: Passive Aggression

Decreasing Trust



Individual Agency

V



Expressing negativity V open encouragement

- Visual and verbal language that demonises, rather than encourages positive behaviour.
- Putting judgement first – rather than engaging with the positives of action.

Open Encouragement

- Invitation to participate and to be instrumental in improving the community environment.
- Need for collective involvement.

The Articulation of Clean: Emerging Codes

A New Positive Empowerment

Individual Agency

Pride

Social Cohesion and Respect

Prevention of Anti-Social Behaviour



MAKING A DIFFERENCE

YOUR SUPPORT WILL HELP IMPROVE THE ENVIRONMENT ON YOUR DOORSTEP, ELIMINATING LITTER, ENDING WASTE AND CREATING GREAT PLACES FOR EVERYONE.



Community engagement as driving change

- Reflects shift from 'me' to 'we' within society – and need to take control (people power).

Keep Britain Tidy fights for people's right to live and work in places they can be proud of and prosper in. But we also celebrate the great parks and beaches that we all benefit from through our awards programmes.



The Articulation of Clean: Emerging Codes

The Language of Change

- Individual Agency
- Pride
- Social Cohesion and Respect
- Prevention of Anti-Social Behaviour

IMPROVING THE ENVIRONMENT ON YOUR DOORSTEP

ELIMINATE LITTER. END WASTE. IMPROVE PLACES.

TALK TO US AND SHARE YOUR STORIES ON SOCIAL



MAKING A DIFFERENCE



Language of purpose and result

- 'Making a difference' - shifting the needle for ongoing difference.



#LITTERHEROES JANUARY 2023

4042 BAGS

1708 VOLUNTEERS

2238 HOURS

#LITTERHEROES COLLECT & COUNT

YOUR SUPPORT WILL HELP IMPROVE THE ENVIRONMENT ON YOUR DOORSTEP, ELIMINATING LITTER, ENDING WASTE AND CREATING GREAT PLACES FOR EVERYONE.



ELIMINATING LITTER
OVER 1 MILLION BAGS OF LITTER COLLECTED

ENDING WASTE
9 BILLION FEWER SINGLE-USE BAGS

IMPROVING PLACE
2,208 GREEN FLAG AWARD PARKS

FIND OUT MORE +

Language of purpose and result

- Hard hitting use of straightforward facts
- Forward facing narrative of transformation (eliminating, ending, improving).

The Articulation of Clean: Emerging Codes

Upbeat Agency

Individual Agency

Pride

Social Cohesion and Respect

Prevention of Anti-Social Behaviour



Moving away from fear and passive aggression

- Towards celebrating the positive emotional rewards of cleanliness / social morals.
- Using approachable, friendly, upbeat tone of voice.

Community engagement initiatives (e.g. Bristol)

- Language of action and pride.
- Encouraging participation and easy involvement – rooted in learning, changing behaviours.
- Use of rewards based programmes to build ongoing change.

Part 3. The Cultural Articulation of Personal Security Within Public Spaces

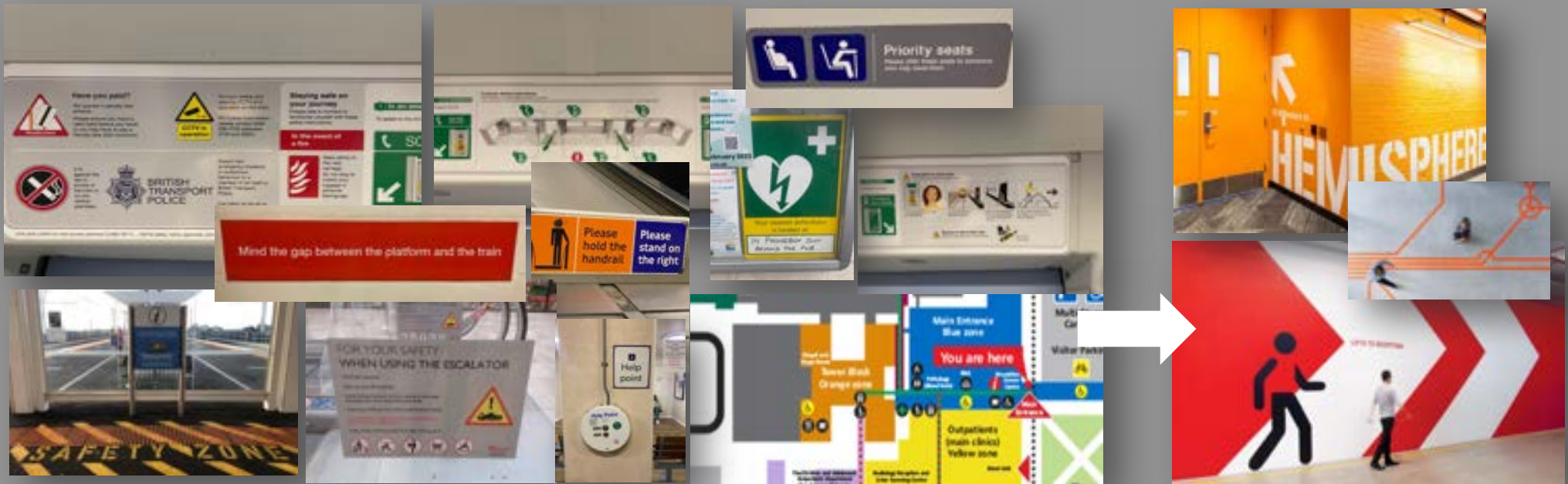
The Articulation of Personal Security : Dominant Codes

Negative: Ubiquitous Symbolism

Removing Barriers

Meeting Human Need

Accessibility



Visual cacophony of signs and symbols within public spaces

- Ubiquity of visual and graphic design, as well as proliferation makes us blind to the visual noise.
- Makes it difficult to find important certain key 'messages', signposting, when it is required (e.g. in emergencies).
- An expected visual and verbal language.

- However, if we deviate from the norm (using a different visual / verbal language) we can achieve far greater standout, and emotional resonance...

The Articulation of Personal Security : Dominant Codes

Positive Symbolism

- Removal of Fear
- Removing Barriers
- Safe from Existential Threat
- Openness

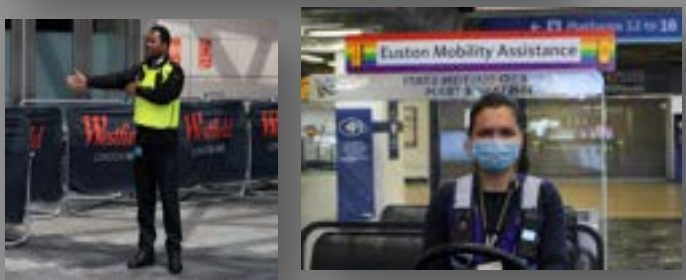


CODE OF CONDUCT

We aim to provide a clean, safe, relaxed and friendly family environment for all our visitors. The following policies are in place to ensure that everyone enjoys their visit.

- Obnoxious behaviour, including swearing, shouting or any behaviour that could be detrimental to a family environment is not acceptable.
- Sunbaths and hairdryers must be used at all times on the roof.
- Animals are not allowed on the roofs, with the exception of assistance dogs.
- We do not allow professional filming or photography inside the centre unless it has been agreed in advance. If you're taking images or video for personal use, then snap away.
- No inappropriate use of customer tills and escalators.
- No throwing of any objects within the centre.
- No leafleting, canvassing or the conducting of third party interviews or surveys unless permission has been granted in advance.
- Smoking or unauthorised selling of goods is not permitted.
- Drinking, including the use of all cigarettes, is strictly prohibited.
- No cycling, roller-blading, motor scooters, skateboards and kites (or equipment) allowed.
- Any act of vandalism towards property or any other criminal acts will be dealt with accordingly and the police informed.

V



Reassurance from human connection

- Human engagement of staff as 'opening up', removing emotional and physical barriers to feeling secure.
- Beyond the 'scary' fear face of e.g. security.
- Note accessibility symbolism of Euston Mobility Assistance.

Openness

- Creating light, airy, bright, clean environments – that subliminally articulate ease and comfort.
- Open assurances of care (sense of belonging when we feel safe).

The Articulation of Personal Security : Dominant Codes

Negative: Uneasy Empowerment

- Personal Protection
- In Control
- Removal of Fear
- Safe from Existential Threat



Passive aggressive sense of duty

- Placing the onus on the customer 'to do the right thing'.
- While sparking sense to be 'alert' – it tries to play to British discomfort (yet makes us feel more uncomfortable)



Using dated tropes and negative detailing

- Does the customer really log in to the website to see / read about the resulting high heel accident?



Individual Responsibility as Idiocy

- Credit the customer with intelligence and they will respond in kind.
- Do not belittle...patronise... or negatively encourage.



Narrative of avoidance V actual accident

- Does not dwell on the negative, but rather articulates the solution.

The Articulation of Personal Security : Dominant Codes

Shock Tactics

Removal of Fear

Safe from Existential Threat

Individual Agency



Bleakness of public security

- Dark 'film noir' style that over emphasises the dark, isolated nature of places where security is weak (tunnels, corners etc.).
- Promoting individual agency with impact – See it. Say it. Sorted.

Failure of individual agency

- Life security / survival dependent on self-responsibility
- Hard hitting clarity of message (using just four words – Stop, Look, Listen, Live)

The Articulation of Personal Security : Dominant Codes

Positive The Use of Emotional Symbolism

Meeting Human Need

Security for All



Using pertinent human associations to relay the message

- Expectant woman, imagery / message of children... all tug at the human emotions: the need to protect what is important within life.

The Articulation of Personal Security : Emerging Codes

The Rise of Community Empowerment

Security for All



Making a difference together

- Encouraging individual group activity for 'passive surveillance'.
- Shifting the language away from fear (See it. Say it. Sorted) towards optimistic and positive narratives of transformation (Lets make a difference).



Bringing the community into the narrative

- Inviting community (and groups within it) to participate in change, in to shape and redesign the way forward.



The Articulation of Personal Security : Emerging Codes

A New Proactive Empowerment

Security for All

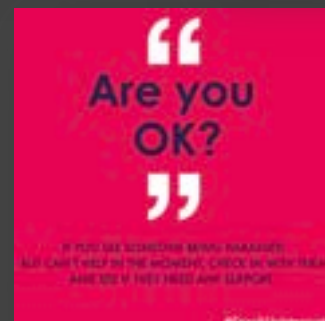
Safe from Others

Removal of Fear



Arming the public with guidance

- Building confidence and equipping public with ways forward to tackle e.g. anti social behaviour.
- Proactive community empowerment to challenge, correct and improve a situation.
- Recent NATIONWIDE poster campaign by British Transport police / National Rail.



The Articulation of Personal Security : Emerging Codes

Challenging Behaviours

Security for All

Safe from Others

Removal of Fear



Clear understanding of what is and what is not acceptable

- Challenging unacceptable behaviour – yet couched in guidance as to how and where to report.
- Tackles subjects that have previously gone unnoticed.
- NOTE: poster campaign above rolled out across UK (British Transport Police / National Rail initiative).



Johns Aho Religion with his winning poster design; poster art with Colin David Mochting, college tutor Paul Barrow and Kate Green from TDSB. Photo: Darren Robinson

The Articulation of Personal Security : Emerging Codes

Changing Behaviours

Meeting Human Need

Openness

Need for Belonging



The New and Evolving Language of Kindness

- Communicating to the 'good of human nature' .
- Prominent messaging of the request, the suggestion – before the reason / any negative warning.

The New and Evolving Language of Kindness

- Active initiatives within public spaces (e.g. parks) to build connection, well being, emotional and physical security

The Articulation of Personal Security : Emerging Codes

Articulating Positive Safety – The Physical Space

Need for Belonging



Creating Public Spaces to Encourage Positive Congregation and Participation

- Open spaces that encourage people to come together (safety in numbers, relaxed assurances).
- Coal Drops yard – Cubitts sessions – linking up with retailers to offer free entertainment.

Ease and Comfort



Security from Day through to Night

- Ensuring that the space articulates same sense of secure engagement at night.
- Coal Drops Yard electric lit see saws, free entertainments etc.

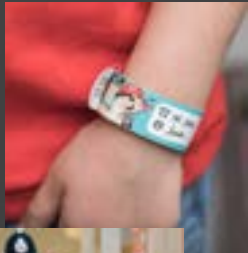
Openness



Creating Visual Zones to articulate Security

- Westfield – visual floor zones create smaller spaces within vast open concourse: provides subliminal ‘sections’ in which to rest, meet, feel ‘enclosed’ and safe.

Removal of Fear



Delivering Physical Safety

- Bluewater’s children safety wristband initiative with all retail outlets (if child lost, can walk into any shop for help).

The Articulation of Personal Security : Emerging Codes

Articulating Positive Safety – The Emotional Space

Removing Barriers



Evocative Sensorial Environments

- Creating environments that are organic, soft in shape (evoke reassurance and nurture v hard edges)
- Changing lighting to take building across times of day, to enhance / influence mood.

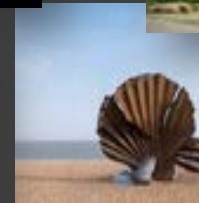
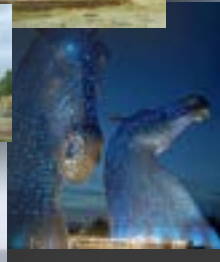
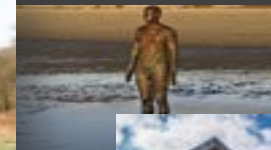
Removal of Fear



The Power of Creativity

- Commissioning art with a purpose.
- Creative environments and art that is immersive provides reassuring focal points, allows us to congregate with interest.

Need for Belonging



Immersive Creative Spaces

- Consider the pianos at St Pancras, or the Irwell valley frame – engages and invites participation. Changes and shapes the mood of the environment.
- Brixton station sculptures that represent members of the community it serves (and therefore dissuades local vandalism)

A Sensorial Immersion

- To slow down, affect the mood, feel reassured.
- Less vision, more senses – haptic or pleasurable sound, differing textures, smell that alters our mood for the better.

Part 4. Laddering up, what can we learn from what is
Poor, Expected and Good within the Public Space Realm?

Summary of Poor – Expected - Good

Clean in Public Spaces

Practical

Negative Impactful Issues

- Vandalism, tagging, environments in poor repair
- Dirty, uncleaned environments (disease)
- Lack of regular (and visible) cleaning



Positive Practical Requirements

- Clean, open environments in good repair
- Wide, open, bright spaces that discourage littering / vandalism
- Living streets

Emotional

Negative Impactful Issues

- Distrust in systems
- Community and individual disregard



Positive Requirements

- People powered responsibility (individual and collective)
- Driving community respect
- Health, safety and business morale
- Emotional benefits

New language of change – rooted in positive empowerment and collaborative community / people agency.

Summary of Poor – Expected - Good

Personal Security in Public Spaces

Practical

Negative Impactful Issues

- Vandalism, tagging, environments in poor repair
- Lack of visibility
- Poor lighting
- Closed / blocked environments
- Tunnels and underpasses



Positive Practical Requirements

- Control and management
- Clean environments in good repair
- Good lighting (practical and sensorial)
- Clear sightlines (no blocked views)
- Active environments during day and evening (passive surveillance)
- Natural surveillance

Emotional

Negative Impactful Issues

- Fear (injury, disease, anti social behaviour).
- Lack of confidence / decreasing trust in authority
- Lack of connection to people and place
- Lack of understanding as to individual / group needs
- Visible lack of effort



Positive Practical Requirements

- Safety
- Protection and prevention
- Social cohesion and respect
- Ongoing positivity
- Sustainability
- Balanced, shared responsibility (for the good of all)

Challenging established forms of behaviour.

Proactive, community empowerment.

Improving security / behaviour through environment.

Summary of Poor – Expected - Good

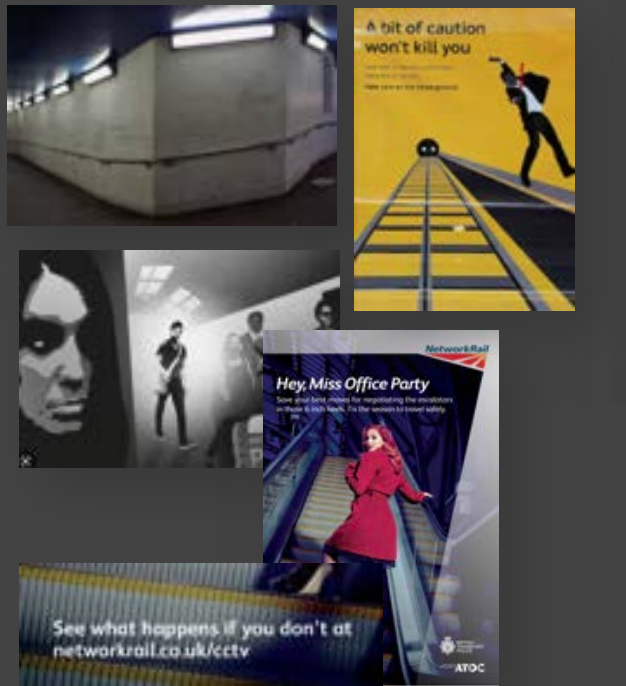
Personal Security in Public Spaces



Poor

Expectation

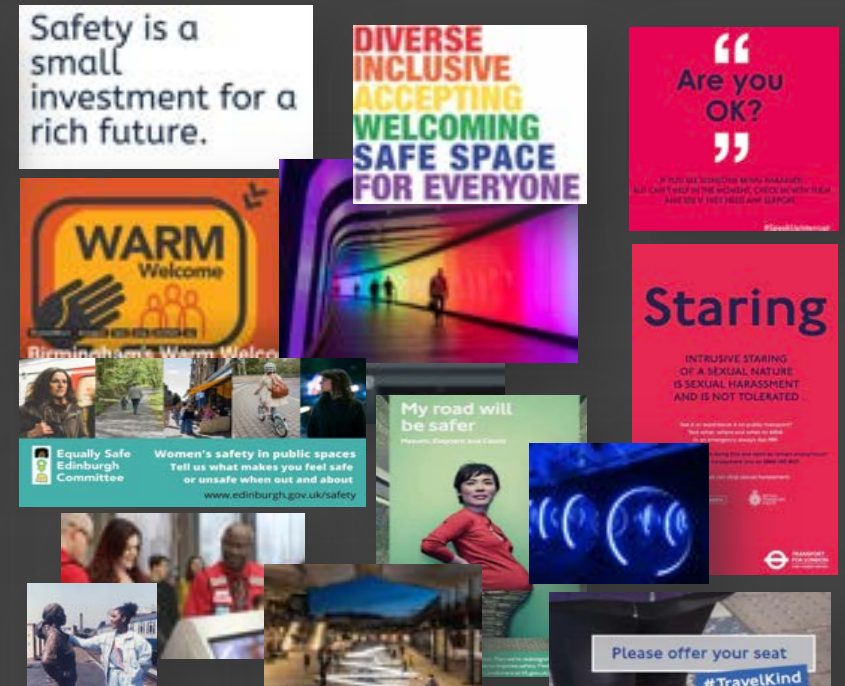
Good



Dark fear. Passive aggression. Poorly manned / accessible / lit / managed environments.



Expected signs and symbols. Straightforward articulation. Reassurance.



Need for belonging / inclusion. Community action. Human understanding and connection (inc. passive surveillance). Sensorial emotional reassurance.

Thank you