

SPECIALIST CLEANING PROTECTIVE COATINGS



SOHO

Police and government believe there is a clear link between anti-social behaviour and low-level urban crime such as graffiti, and more serious street crime, including drug-dealing and prostitution.

Therefore, the first step in a joint initiative between the Metropolitan Police and the City of Westminster to clean up the streets of Soho started with a call to us – to (quite literally) clean up the streets.

Soho is bounded by Oxford Street, Regent Street, Shaftesbury Avenue and Charing Cross Road. Within that square mile, we did not find a single lamp pole, utility cabinet or pillar box that had not been covered from top to bottom with unsightly posters and stickers.

Long-term cost savings

Over a period of three months, we cleaned every surface and applied our specially formulated Anti-Flyposting Coating. Our textured coating lasts for up to 15 years so, not only does it look good, it leads to significant long-term cost savings in terms of maintenance and subsequent poster-removal.

The success of the Soho project was followed by a contract to carry out similar work in the Queensway and Bayswater areas of West London. The following year, we were invited to clean and coat the street furniture on every major road in the neighbouring Royal Borough of Kensington and Chelsea. The work, which is ongoing, requires us to clean all lamp columns, signposts and utility cabinets on every road and street in the borough, and coat them with our Anti-Flyposting system.

In Soho's square mile, we removed posters and stickers from hundreds of items of street furniture.



“I THOUGHT I WOULD LET YOU KNOW HOW SUCCESSFUL THE ANTI-FLYPOSTING TREATMENT HAS BEEN ON THE STREET FURNITURE IN QUEENSWAY. WHEREAS MUCH OF THE GENERAL AREA IS PLASTERED WITH STICKERS AND PAPER, QUEENSWAY IS CLEAR. IT MAKES THE STREETS LOOK MORE CARED FOR. MONEY WELL SPENT.”

DR T J HARRIS, SE BAYSWATER RESIDENTS ASSOCIATION

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