

Metropolitan Auckland Graffiti Free: Proposal

Proposal / Name	Metropolitan Auckland Graffiti Free
Sponsor	Board of Management, <i>Policing Metropolitan Auckland</i> & The Auckland Region TLA CEOs' Forum
Reference/code	Auckland Region TA's and Metro Auckland Police Initiative
Form prepared by	Dr Cathie Collinson & Eldene Bradley
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Proposal

It is proposed that the seven Auckland Territorial Authorities (TA's) and three Auckland Police Districts establish a joint region wide initiative aimed at adopting a collaborative zero tolerance approach to graffiti eradication.

Problem that the initiative will solve

i. The conditions that graffiti vandalism and other quality of life crimes create present an increasing challenge to Police and Territorial Authorities in Metropolitan Auckland. The term "graffiti vandalism" refers to a wide range of markings and etchings that deface public or private property. It is the act of writing or drawing in a public space without permission. Like other types of vandalism, it is a crime, a social problem and a nuisance.

ii. The type of graffiti vandalism that is known as "tagging" has spread widely and rapidly since 1993. Communities are being affected by perceptions of disorder, contempt for the law, fear of crime and lawlessness that are consequences of the tagging phenomenon.

iii. Research shows that people practice graffiti to satisfy their basic human need to communicate. The type and purpose of graffiti varies to include messages of a political, racial, threatening or obscene nature, as well as personal or group / gang identification, or "tagging".

iv. Graffiti vandalism places considerable costs on private property owners, schools, and local and central government. With the recent escalation of street gang activity and associated taggings, costs have increased. Territorial authorities state that the money they are spending on graffiti eradication is escalating.

v. As well as imposing substantial financial costs on property owners, illegal graffiti costs the community in other ways. International research suggests that graffiti and other signs of disorder deter legitimate users from entering public places, leaving them unattended and open to further criminal activity. The seemingly trivial offence of graffiti vandalism has been associated with damaged civic pride, increased criminal activity, decline in property values and heightened fear within the community.

vi. A review of best practice¹ found that a full time coordinator's position is an essential component to implementing an effective antigraffiti model. All of the models examined used multiple strategies and included comprehensive networks. For non-gang offenders, interventions were included that aimed to channel young people into productive pastimes. In the most successful instance, a 90 percent reduction in graffiti was achieved through the use of solutions that included: professional psychological counselling for chronic juvenile offenders; convicted juvenile offenders to paint over graffiti as a condition of probation; citizen volunteers monitoring / cleaning graffiti-prone areas; police officers helping to supervise juveniles on probation for graffiti related offences and enforcing laws prohibiting graffiti; encouraging juveniles to paint murals in select areas; and a juvenile bicycle patrol coordinated by police to monitor the neighbourhood for graffiti.

vii. The charge of Wilful Damage gives the police the power to deal with graffiti vandalism.

viii. There is a perception that police do not take graffiti offending seriously. This initiative seeks to demonstrate that police and partners are committed to the eradication of graffiti.

Outcomes sought

i. Graffiti Free Metropolitan Auckland in 0 -5 years

ii. Development of a co-ordinated approach between the New Zealand Police, Auckland Region Local Authorities and their communities to the eradication of Graffiti across Metropolitan Auckland

iii. Improved community safety and public confidence in Police and Territorial Authorities

iv. Improved quality of life

¹ Bradley, E. (2006, December). *Graffiti vandalism: Drawing the line at graffiti vandalism in Counties Manukau*. A Briefing Report to the District Commander, Counties Manukau Police.

Approach

It is proposed that the initiative will consist of four control components: response, enforcement, problem solving and intelligence and prevention.

Control Component	Police	TA's
<i>Response</i>	<ul style="list-style-type: none"> ▪ Provide a 24/7 response capability to reports of graffiti offending in progress ▪ Receive and follow up on reports of graffiti crimes 	<ul style="list-style-type: none"> ▪ Provide a 24/7 0800 hotline to receive reports of graffiti ▪ Provide a response capability to remove reported graffiti within 24 hours of notification
<i>Enforcement</i>	<ul style="list-style-type: none"> ▪ Provide investigative capability to deal with identified graffiti offenders ▪ Hold offenders to account via prosecution or other agreed actions 	<ul style="list-style-type: none"> ▪ Provide information to police regarding known or identified graffiti offenders
<i>Problem Solving & Intelligence</i>	<ul style="list-style-type: none"> ▪ Receive and analyse graffiti data ▪ Link inter area and inter district hot spots/hot offenders ▪ Maintain and distribute schedule of hot offenders 	<ul style="list-style-type: none"> ▪ Establish and maintain graffiti database ▪ Data sharing – including referral to police for investigative follow up
<i>Prevention</i>	<ul style="list-style-type: none"> ▪ Develop and implement a communication plan (including graffiti awareness campaign) ▪ CPTED assessments of identified hot spots (consider improved lighting and greenery) ▪ Ensure eradication within 24 hours ▪ Mobilise all stakeholders – stakeholder engagement ▪ Promote successes ▪ Support and formal recognition for graffiti volunteers programme 	

Scope: inclusions & constraints

Inclusions

- i. Public property² within Metropolitan Auckland during the period 2007 - 2010
- ii. Public property within North Shore City, Rodney District, Waitakere City, Auckland City, Manukau City, Papakura District and Franklin District Council
- iii. Residential property³
- iii. Four components - prevention, problem solving through intelligence and information, response, and enforcement
- iv. Working relationships with, but not limited to, established local graffiti projects, Community Boards, Business Associations, Probation, Youth Court, Youth Services, Neighbourhood Support, Māori Wardens, Schools, Media, community volunteers and ambassador groups

Constraints

- i. Private property such as that which is the responsibility of Vector, Telecom, Transit NZ, Toll and other commercial interests.

This constraint will be overcome through working in partnership with the owners of private property.

Strategic alignment

- Local Government Act 2002 [sections 14(1)(e) and (g) and 91(3)(a)]
- New Zealand Police Strategic Plan to 2010
- New Zealand Police Crime Reduction Strategy
- Auckland Youth Support Network
- Existing Graffiti projects e.g., Auckland City Zero Tolerance Graffiti Programme, Manukau Beautification Charitable Trust, (Papakura) Tag Out Trust, Franklin Graffiti Project.

² Defined as property owned by the government or local government such as parks, playgrounds, streets, pavements, schools, libraries, art galleries, museums and other property regularly used by the general public.

³ Defined as private property owned by the occupier or a land lord/lady

Budget and availability of budget

- Budget to be established – Mandate sought from CEO's to contribute to rollout of initiative and to meet set up costs
- Board of Management commits to contribute \$60,000 (year one funding).

Resources and project structure

1. Client: Auckland Region CEO Forum and the Board of Management, *Policing Metropolitan Auckland*
2. Steering Group: Auckland Region Anti Graffiti Forum
3. Project Coordinator: To be appointed
4. Project team: Strategic Adviser (Police), Policing Development Managers, Council Managers

Tenure

The Metropolitan Auckland Graffiti Free initiative will be implemented by way of project management methodology and on that basis will have an agreed start and completion date.

Evaluation

Prior to the commencement and implementation of the Metropolitan Auckland Graffiti Free project a robust evaluation process will be agreed and funded to ensure:

- i. the effectiveness of the project
- ii. the utility of the interventions
- iii. the accountability requirements of the partners

Reporting

- Programme: Project Co-ordinator to report to the Board of Management & Auckland Region CEO Forum, in writing, monthly
 - Evaluator to report to the Board of Management & Mayoral CEO Forum, in writing, quarterly
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Milestones and deliverables

Major Milestones	Specific Deliverables
Project Start Date 01.02.07	
Concept- Signed Off Date (to be agreed)	
Terms of Reference Signed Off Date (to be agreed)	
Project Plan Signed Off Date (to be agreed)	
Deliverables/actions/tasks	<ol style="list-style-type: none">1. Appointment of a Project Co-ordinator2. Develop Project Plan3. Develop and activate Implementation Plan4. Development and release of a Media Strategy5. Evaluation
Completion Date (to be agreed)	
Project Close Date (to be agreed)	

Approval / signoff

- Programme Sign-off: Board of Management & Auckland Region CEO Forum.
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Graffiti: A Stock-take of Metropolitan Auckland Initiatives

Introduction This stocktake is a compilation of initiatives and programmes aimed at deterring graffiti in the Auckland Region as requested by the Board of Management, *Policing Metropolitan Auckland*, 31 October 2006. Information was sourced from the three Districts and the internet.

Auckland City 1. Auckland City commenced the Zero Tolerance Graffiti Programme in October 2000.

2. Implementation costs were \$845, 000. Annual operation costs are \$750,000.

3. Key elements of the programme are:

- provision of a 24 hour zero tolerance service to remove and or paint out graffiti and tagging from private properties and premises
- adjacent to public roads including walls, fences. garage doors and other structures
- services are provided to both residential and commercial areas of the city

Target

To remove all graffiti within 24 hours of notification

Process

- victims, complaints or other interested parties phone 24 hour hotline (Auckland City Council call centre)
- call is referred to contractor who take photo of graffiti and remove
- photo is loaded into database for ongoing Intel and identification of prolific offenders
- identified offenders referred to Auckland City Police
- prosecution

The Zero Tolerance Graffiti Programme has three components

- Eradication (removal)
- Prevention
- Education

**Volunteer
Graffiti
Programme**

Auckland City has over 400 volunteers who participate in the programme by reporting graffiti and/or are involved in removing graffiti tags. Auckland City supplies the paint and brushes to those who want to take part in the programme.

**Graffiti
Awareness
Education
Programme**

Sixty-five schools in the District are teaching the graffiti eradication programme. This programme:

1. aims to make children aware of the consequences of tagging
2. acts as a deterrent by making young people that they will be held accountable for damage they cause.

A large number of pupils are operating as graffiti deputies.

DVD

Auckland City has produced an interesting and informative eight minute DVD which sets out details of the Zero Tolerance Graffiti programme.

**Results of
Joint Operation**

To date 437 graffiti vandals have been arrested or apprehended during joint operation between Auckland City Police and Auckland City Council Graffiti project team.

All offenders have faced court/proceeding (including youth justice) and all but one of the prosecutions has been successful. Most of the offenders have been ordered to pay reparation and or undertake community service.

Under the guidance of the project team 31 community murals have been painted - which have deterred further vandalism.

**Community
Engagement**

In March 2006, Avondale Police requested that the Mt Albert Rugby League Club clean up their premises because of heavy tagging and the fact it was causing undesirables to congregate in the area, much to the chagrin of local residents. This has proved successful to date, the area has stayed clean, the undesirables have moved on and finally it has made a lot of the locals very happy.

**Trespass as
Prevention**

In 2004 and in collaboration with Auckland City Council, Avondale Police trespassed local youth gang members of DMS (Drugs Money Sex) from the Wesley Community Centre as they were heavily tagging the area. The area has since remained clean.

Auckland City Council has recently consented for Avondale Police to trespass local youth gang members from four parks/reserves in the Mt Roskill / Wesley area for offending, including tagging.

**Graffiti
Prevention
Officer**

Rob Shield is the Graffiti Prevention Officer for the city and is employed full time by Auckland City Council. Rob is an ex community constable who uses his police experience and networks to full effect.

**Graffiti
Database**

Auckland City Police send photographs of tags to Rob Shields and use the database of 70,000 tags to identify tags left at crime scenes. The graffiti data base was used successfully to identify an aggravated robber - he left his tagged baseball bat at the scene of a service station robbery. Also, an arsonist tagged a building prior to setting fire to it and with the tag on the database led to the identification.

**North Shore
City Council**

On the North Shore there are four community groups that receive funding through the North Shore City Council and other grants for the removal of graffiti.

Each group has an area of responsibility and these jobs are directed through the Council's *Actionline*. They have a pride in their respective areas and do their best to remove graffiti within 24 hours.

North Shore City Council is looking to appoint a graffiti manager and they have started to put into building consents that graffiti will be removed from sites within 12 hours as a condition of the consent.

**North Shore
Police**

At the North Shore Policing Centre there is a Safer Communities funded analyst position and the incumbent collects all the tags in digital form and enters notings into a data base. This person is located in the INTEL section and produces target profiles for directed patrol. Additionally all Community Constables use the target profiles and they in turn feed information to the analyst.

Waitakere

Waitakere City Council has the Tag Out Trust, paid for by the ratepayers and has several volunteer projects.

Tag Out Trust

Under the auspices of the Tag Out Trust, there are several programmes:

Removal programmes - contracted removal activities supplemented by voluntary activities

- Self Help Removal - Tag Out Trust can provide paint or graffiti remover to be picked up or, graffiti will be removed by operators
 - Adopt a Spot - suitable sites are identified and all equipment is delivered to a volunteer
 - Community Paint Outs - this is an extension of the Adopt a Spot volunteer programme and involves a greater number of people and a larger area of operation
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Manukau

The Manukau Beautification Trust (funded by Manukau City Council) and Counties Manukau Police are working together to tackle the problem of graffiti within the boundaries of the Counties Manukau Police District. This partnership originated at a meeting in 2000, between the Mayor of Manukau and the Counties Manukau Police District Commander.

Database

The Manukau Beautification Trust operates a graffiti database that collects district - wide information. Community Constables from the four Counties Manukau Areas provide information to the Trust on a regular basis for the database.

Statistics

Statistics indicate that in 2004, over 2,000 graffiti marks needed to be removed in Manukau every month. Manukau City Council spent over 1.5 million dollars in graffiti eradication and community education from 2002-2004.

With the recent escalation of street gang activity in Counties Manukau West, East and Central Areas, it is expected that the number of tags will have increased markedly.

Confound to Success

The Council believes that a lack of enforceable legislation has confounded its graffiti reduction efforts to date. Manukau City Council is trying to implement a local bill to control graffiti in Manukau.

The purpose of the Manukau City Council Control of Graffiti Bill 2004 is to

- minimise the graffiti problem in Manukau City;
 - penalise graffiti offenders
 - provide Council with power to remove graffiti from private property, and
 - provide Police with power to request information and arrest an offender.
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**Counties
Manukau
Police**

In November 2005 a graffiti management policy was written for Counties Manukau Police to identify principles, procedures and measurable outcomes in an effort to achieve enhanced offence targeting and crime reduction benefits.

In January 2006, Police acknowledged potential implications of the proposed Control of Graffiti Bill which had passed its first reading.

**Reporting
Graffiti in
Metropolitan
Auckland**

- on power poles and transformers: Vector 0508 832 867
 - on Adshel bus shelters: Adshel 0800 802 999
 - on the motorway network: Transit NZ 9 368 2000
 - on litter bins, street furniture, in Auckland City parks and bus shelters (except Adshel):
 - Waitakere City Council: 9 839 0400
 - Tag Out Trust online:
http://www.ecomatters.org.nz/03_TOT/032_Projects/032d_Projects_10_Contact.htm
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**Useful Web
Addresses**

<http://www.aucklandcity.govt.nz/council/services/graffiti/default.asp>

http://www.lgnz.co.nz/projects/BeatGraffiti/KnowHow_Beat_Graffiti_Guide_06.pdf

<http://tvnz.co.nz/view/page/410940/678478> Aerosol Terrorist Sunday
TV1 16 October 2005

http://www.ecomatters.org.nz/03_TOT/032_Projects/032d_Projects_01_Intro.htm [Tag Out Trust Programme]

<http://www.pdc.govt.nz/graffiti.htm> [Papakura District Council]

Acknowledgements

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Inspector Les Paterson - North Shore/Waitakere/Rodney

Senior Sergeant Bruce Wood - North Shore/Waitakere/Rodney

Eldene Bradley -Counties Manukau

Compilation

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