

AUCKLAND REGION GRAFFITI FREE PROJECT



"TERMS OF REFERENCE"



"A joint project between Police and Local Government to reduce graffiti in the Auckland Region"

2007 - 2010

AUCKLAND REGION GRAFFITI FREE

Terms of Reference

1. Purpose statement

This Terms Of Reference provides a guiding cornerstone for the development and implementation of the Auckland Region Graffiti Free Project, a strategic partnership initiative between Territorial Local Authorities, Police and key stakeholders in the Auckland region.

2. Background

- i. The conditions that graffiti vandalism and other quality of life crimes create present an increasing challenge to Police and Territorial Local Authorities (TLAs) in Regional 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. TLAs 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.
- ix. The project has strategic alignment to the Local Government Act 2002 [sections 14(1)(e) and (g) and 91(3)(a)] and the New Zealand Police Strategic Plan to 2010.

3. Aims and Objectives

Aims

The aims of the project are:

- The appointment a Project Coordinator to manage the *Auckland Graffiti Free Project* & who will develop project plans, budgets and provide administrative support.
- The maintenance of a comprehensive stock take of Graffiti programs and interventions throughout Metropolitan Auckland
- Within the zero tolerance framework, working in partnership towards a Graffiti Free Metropolitan Auckland
- The maximisation of the gains already made in tackling graffiti vandalism by focusing attention on those aspects of shared interest where most leverage can be made over the term of the project
- The adoption a best practice model throughout the Region that involves TLAs, Police and other stakeholders with a view to leaving a legacy of process improvement
- The implementation of Projects and Programs of Action.

Objectives

The project would be successful if there was:

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.

- a graffiti Free Metropolitan Auckland in 0 -5 years
- development of a co-ordinated approach between the New Zealand Police, Local Authorities and their communities to the eradication of Graffiti across Metropolitan Auckland
- improved co-ordination, collaboration and connectivity between the Project partners
- engagement with and the active participation of the business communities, private and public property owners, utility and service providers such as Vector, Telecom, Transit NZ, Toll, ARTA, OnTrack, Watercare, Auckland Regional Council etc
- improved community safety and public confidence in Police and TLAs
- holding Graffiti offenders accountable for their vandalism
- improved quality of life for communities
- improved visual aesthetics of the region
- reduced financial burden on ratepayers

4. Key Result Area

- appointment of graffiti-focused Police such as liaison officers / problem solving teams
- sharing of a regionally integrated and networked graffiti information / intelligence
- identification and eradication of graffiti hot spots
- accurate recording of reported graffiti offending: offenders and affiliates
- more community engagement through the volunteer programme
- enhanced public perception of the region through effective communications

5. Contributory Objectives Sought

- TLAs will have an identified liaison person within the police with whom they can progress specific cases of graffiti offending with a view to securing prosecution / accountability
- creation of region wide information sharing facility, capable of holding and extracting offender profiles and details of their offending to allow effective cross border pursuit of those offenders
- creation of a region wide education capability that leverages the position of the Police to communicate a clear message to school children that graffiti vandalism is unlawful and socially damaging
- development of a joint communication strategy to promote key messages of regional intolerance to graffiti vandalism

- Standing MOU's arrangements with large building owners and high profile service providers for the elimination of graffiti in places under their control

6. Methodology

The Facilitation, collaboration and coordination of a regional response to reducing graffiti vandalism and the achievement of the aims of the ARGF Project through a project management approach that implements identifiable programs of action across all sections of the Auckland region.

Ongoing management will be undertaken through a full time project coordinator with direction provided by a Steering and Project Development Committee representing Police and TLA's.

7. Budget, Financial Contributions and implications

The Project will engage for up to 3 years, a full time employee in a Project Coordinators position within a salary band equal to that normally offered by an Auckland TLA. This salary will be paid by Police and TLA contributions to the ARGF Project.

The Board of Management, *Policing Metropolitan Auckland*, is committed to providing yearly up to the sum of \$60,000 to be reviewed annually and based upon achievement of outcomes.

The regions Territorial Local Authorities through the CEO Forum is committed to funding the project at a collective rate of up to \$130,000 per annum with all ongoing financial contributions being paid direct from the TLA's to the ARGF Project. All funds being used for the purpose of the implementation of various programs of action, specialist fees or wages. For reasons of efficiency, all accounting for project related expenditure will rest with the Auckland City Council.

It is acknowledged that TLA's currently spend, outside of the terms of this project, large sums of rate payers money on graffiti. Auckland City and Manukau City Council currently allocate in excess of \$750,000 per year to graffiti enforcement, eradication and prevention programmes. Various other amounts are spent by Councils on local programs, all of which is acknowledged by the ARGF Project.

The Project Terms of Reference is a cooperative agreement and has no binding legal or fiscal implications for either Police or TLA's.

8. Project Team and Responsibilities

Project Sponsor(s):

Territorial Local Authority :	Auckland Region CEO Forum
Police :	Board of Management (BoM)

Project Team

- Joint Project Coordinator
- BoM Strategic Adviser
- TLA Councils' Managers
- District Police Managers
- MOJ Crime Prevention Unit
- Seconded strategic partners
- Organisational representatives as co-opted for specific purposes

9. Project Content

Implementation of the nine prioritised project work streams within the Project, will be phased to take all due cognisance of the content of each piece of work and the limitations of available resources. Phase (1) commences 2007 and phase (2) in 2008.

Phase 1

- Regional Graffiti Database
- Enforcement
- Partnership Program
- Local Programs

Phase 2

- Communication and Education
- Regional Transport Networks
- Legislative Review
- Planning & Development
- Schools Based Learning

10. Review Mechanisms

Reporting

- Project Coordinator to provide a written report QUARTERLY to the Board of Management & Auckland Region CEO Forum on the progress of all projects.
- Project Coordinator to provide a brief written report MONTHLY to the Steering and Project Development Committee.
- Project work stream reviews will be undertaken on a six monthly basis.
- The ARGF Project will be reviewed on an annual basis prior to the submission of budget applications.

11. Performance Measurement

Criteria

- The performance specifications as listed in the formal documentation for each program of action which will under taken under the ARGF Project.
- Decreased public perceptions of the graffiti vandalism problem as measured by annual quality of life surveys.
- An annual reduction of instances of graffiti vandalism reported to Police and Councils.
- Achievement of the ARGF Project outcomes

12. Project Approvals

This joint partnership project between Police and the Territorial Local Authorities is approved by the signatories for implementation from November 2007.

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CEO Manukau City Council

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District Commander Counties Manukau

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CEO Auckland City Council

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District Commander Auckland City

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CEO NorthShore City Council

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District Commander Waitemata

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CEO Waitakere City Council

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CEO Franklin District Council

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CEO Papakura District Council

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CEO Rodney District Council