



Graffiti Management Strategy (2001)

Minute Number: 831/01

MINUTE NO. 831/01 Cr Len Brown/Cr Noel Burnside

That with the exception of Minute No. 808/01 (Brown) the undermentioned recommendation made at a meeting of the Strategic Management Committee held on 15 May 2001 be adopted.

MINUTE NO. 801/01 RECOMMENDATION TO COUNCIL

1. That the draft graffiti management strategy detailed in section 6 of this report be endorsed on the understanding that the goal is to share future funding between the proposed Trusts and the Council.
2. That it be noted that the graffiti strategy will provide focus and direction to the new Trust that Council has decided to form to address the issue of graffiti and beautification of the City.
3. That the summary of this report make reference to the formation of a Trust.
4. That this Committee recommends to the Annual Plan Committee a base level of funding of \$700,000 in each of the next five years for the delivery of the Council-funded components of this strategy.

GRAFFITI MANAGEMENT STRATEGY FOR MANUKAU

In order to address the growing graffiti problem in Manukau, a comprehensive, multi faceted graffiti management strategy is required. It is imperative that this strategy is a unique, customised solution for Manukau, which takes account of the demographic and urban features of the city.

It is also vital that the graffiti management strategy for Manukau aligns with Council's strategic directions, incorporates the findings and recommendations of the benchmarking and social issues research, and harnesses the learnings from the community consultation undertaken.

A draft graffiti management strategy addressing the issues raised throughout the research phase was developed and submitted to the Community Boards, PIAC and the KMB Executive for consultation. Submissions were received from the following groups: Papatoetoe Community Board (Minute No. PAP/46/01), Manurewa Community Board (Minute No. MWA/44/01), Mangere Community Board (Minute No. MRE/75/01), Otara Community Board (Minute No. OTA/50/01) and PIAC (Minute No. PIAC/72/01).

Generally the graffiti strategy received strong endorsement from the submitters, with the following exceptions:

1. Trust formation – whilst support for the concept of a city-wide Trust was forthcoming in several submissions, concern was raised by other groups about the effectiveness and efficiencies of a Trust over the volunteer community groups. These issues were canvassed during the business review process and it was found that with the current extent of the graffiti problem in Manukau a formal structure was required firstly to control and reduce the problem. It was felt that at this stage, the graffiti problem was too large for volunteer groups alone. In addition, at present, Council is essentially the sole funder for graffiti management in the City. It is anticipated that through the formation of a Trust, additional resources will be able to be leveraged from both the corporate and private sector.
2. Street Art Club – disquiet was expressed by several groups over the feasibility of a Street Art Club. The strategy has been amended to reflect this concern, and instead focus has been redirected to supervised street art projects.
3. Community Board funding – one submission requested that instead of funding a city-wide Trust, consideration be given to distributing funds to each Community Board for the removal of graffiti within the wards. Although the strategy proposes the development of a city-wide umbrella Trust (adopted by Council in March 2001), a significant amount of energy is to be focussed at the local level through work with the Community Advisors.

Vision Statement

Manukau is free of graffiti.

Focus Areas for Graffiti Management Strategy

The following seven focus areas form the framework for the Graffiti Management Strategy.

A. *Rapid removal of graffiti*

Goal : The Manukau community has zero tolerance for graffiti

Strategies	Milestones
1. Graffiti Removal from Council <u>and</u> Residential property	Obtain commitment through the Annual Plan process for a significant level of funding to be allocated to the eradication of graffiti both on residential and Council property in the city.
2. Rapid removal	Resource programme to provide 24 hour turnaround for graffiti removal.
3. Investigate the establishment of a Trust/umbrella group for graffiti removal city wide	Trust to be at arm's length from Council, with local neighbourhood, stakeholder, utility, agency and corporate participation encouraged.

B. *Prevention of graffiti through education*

Goal: Graffiti is perceived as anti-social behaviour, detrimental to fostering City pride in Manukau

Strategies	Milestones
1. Education of young children	Establish programmes that include education for children about graffiti and litter, pride and responsibility.
2. Youth Art programmes	i. Liase with secondary schools and tertiary education providers e.g. MIT to implement art programmes to redirect creative talents to positive energies
	ii. Key graffiti targets should be considered for murals
	iii. Undertake street art projects with local youth
	iv. Provide workshop on art skills
	v. Provide more youth oriented activities, organised by youth for youth

C. *Community empowerment and enhanced partnerships*

Goal: The Manukau community takes responsibility for graffiti and participates in programmes and initiatives to eradicate the graffiti problem

Strategies	Milestones
1. Well trained, supervised and acknowledged volunteers assist in the reduction of the graffiti problem in Manukau	<ul style="list-style-type: none"> i. Prepare graffiti removal manuals as guidelines for volunteers and WINZ workers ii. Volunteers should be provided with training to ensure that the work is of an acceptable standard. iii. Volunteers recognised for input through Awards Ceremony or other acknowledgement.
2. Community involvement and partnerships in graffiti removal is enhanced	<ul style="list-style-type: none"> i. Establish high level steering group comprising Mayor, Councillors, Police, KMB, Safer Manukau, Officers, Business Associations, CEOs of key utilities etc to bring graffiti to the fore across Manukau. ii. Implement adopt-a-spot programmes iii. Ward Community Advisors act as liason officers between Community Boards, KMB, Schools, Neighbourhood Groups, Police and community in graffiti management programmes iv. Obtain co-operation of all stakeholders for a co-ordinated approach to graffiti removal v. Approach WINZ for additional support to neighbourhood graffiti volunteer programmes.
3. Enhanced media portrayal of graffiti related issues	Liase with media to ensure they understand the objectives of the programme and to seek co-operation for positive publicity
4. Community awareness and co-operation	Establish networks with Maori and Pacific Island communities to ensure programmes that are being implemented are appropriate for all youth

D. *Anti-graffiti design*

Goal: Manukau City is known for pioneering anti-graffiti design and environmental management initiatives

Strategies	Milestones
1. Anti graffiti building and environmental design factors are established	<ul style="list-style-type: none"> i. Work with Environmental policy in establishing design guidelines for commercial and residential property owners to minimise the likelihood of graffiti attacks on property ii. Review consent conditions in regard to high wooden fences iii. Review design of walkways across city with a view to minimising their appeal to taggers.

E. *Regional Co-ordination*

Goal: Manukau City collaborates with Auckland Territorial Local Authorities to develop a common approach to graffiti

Strategies	Milestones
1. Enhanced regional TLA partnerships	i. Regional graffiti forum is established ii. Auckland TLAs lobby central government for appropriate penalties for graffiti crimes iii. Graffiti issues are canvassed at the Mayoral forum iv. An investigation in to the feasibility of shared graffiti management services is undertaken

F. *Effective legal remedies*

Goal: The Manukau community is an advocate for appropriate legal action to mitigate the graffiti problem

Strategies	Milestones
1. Detection of young offenders	i. Establish good working relationship with Police so graffiti eradication becomes a key objective through the apprehension of offenders and youth aid programmes ii. Establish networks within the city's schools and Police to help identify young offenders
2. Appropriate and effective penalties established	Lobby government for changes to the legislation to make penalties for tagging more of a deterrent to young taggers.

G. *Beautification*

Goal: Manukau is seen as a beautiful, clean, cohesive, proud community

Initiatives	Milestones
1. Establishment of at least one Neighbourhood Committee for each Ward	Empower local people with responsibility for beautification projects in their local communities
2. Undertake community pride and enhanced city image projects	i. Annually host Best Streets, Gardens and Schools Awards in partnership with Yates. ii. Host Clean Up NZ Campaign annually.

7.0 Implementation Strategy

A business review process has been conducted to examine the mechanisms through which graffiti management and city beautification initiatives are delivered. A structure which will encourage the leveraging of additional support from the private sector, other agencies and the community to address this issue more proactively in Manukau was adopted by Council in March 2001.

The delivery structures for the implementation of the graffiti management strategy are currently being developed through a partnership approach between Community Development Services (which will maintain delivery of the education and beautification services until December 2002 whilst the Trust establishes), and the Trust, which is presently being set up.