

Wellington Regional Graffiti Prevention Strategy 2013-17: Principles, Definitions and Examples

Purpose of Strategy: To promote region-wide collaboration and consistency for reducing and preventing graffiti.

Principles and Definitions: The organisations with logos appearing on the Strategy's front page have signed up to this Regional Strategy. Each of those organisations will adopt the **bolded** principles and definitions (below) as part of their local action plans and other efforts to prevent graffiti. No activities should be inconsistent with those principles and definitions.

Guiding Examples: The examples (in non-bolded font) are for guidance around how to implement the bolded principles. There is no expectation, however, that organisations signing up to this Strategy implement all of the examples, particularly if other projects better suit local circumstances.

The definitions and examples below will generally be relevant for communities and stakeholders such as: territorial authorities (TAs), Wellington Regional Council, KiwiRail, Wellington Electric, other utility companies, NZ Police, government organisations, businesses, schools, residents associations and youth clubs.

Implementation and Evaluation: Organisations signing up to this strategy will annually evaluate progress using the measures on the Strategy's front page that are relevant to them (for example crime data, graffiti audits, shared 'Stop Tags' database). Annual progress will be reported back to the regional working group.

Leadership (Overarching Principle)

Definition: Provide region - wide direction and guidance to address graffiti vandalism in neighbourhoods, communities and businesses.

Provide direction (Principle)

Examples:

- Give best-practice and consistent advice on how to tackle local graffiti effectively.
- Promote region-wide activities (including the Graffiti Prevention Strategy, Governance Group and quarterly reporting).

Agree activities (Principle)

Examples:

- Murals
- Community programmes
- Youth activities
- Education projects
- Partner with businesses.

Share resources (Principle)

Examples:

- Share data/analysis (e.g. StopTags information), communication and advertising materials.
- Have common funding streams.

- Share contracting services.

Ensure accountability (Principle)

Examples:

- Have local graffiti policies.
- Clearly define who is responsible for what.
- Measure policy success and feed this back to the community.

Engagement (Overarching Principle)

Definition: Work collaboratively with communities and stakeholders to promote ownership and action in preventing and removing graffiti vandalism.

Consistent messages (Principle)

Examples:

- Use standard format for messaging.
- Do not use real graffiti images in published materials or media.

Effective partnerships (Principle)

Examples:

- Involve stakeholder groups in community work or projects.
- Work with young people in school holidays.

Share and learn (Principle)

Examples:

- Give permission for other councils/businesses to use your printed materials.
- Share and learn from successes and things needing to be done differently.
- Share ideas, principles and initiatives.
- Seek feedback and learn from communities.

Targeted education (Principle)

Examples:

- Educate school children and communities about the negative effects of graffiti and how to tackle graffiti.
- Advise communities on how to remove graffiti.

Eradication (Overarching Principle)

Definition: Prompt removal of graffiti vandalism to promote a sense of ownership and safety.

Prompt removal (Principle)

Example:

- Set and adhere to time standards.

Quality services (Principle)

Example:

- Have consistent and effective ways of removing graffiti across all assets.

Cost effective (Principle)

Examples:

- Streamline removal methods

- Target surveillance
- Bulk-order products.

Community action (Principle)

Examples:

- Coordinate a volunteer programme (adopt a spot) and encourage the reporting of offences and offenders.
- Work towards regionally consistent practices for public access to resources to eradicate graffiti.

Enforcement (Overarching Principle)

Definition: Effective use of legislation in enabling communities to be free of graffiti vandalism.

Apply the law (Principle)

Examples:

- Prosecute, prevent and deter graffiti vandalism.
- Assist the Police by providing information on offenders or offences.
- Ensure retailers do not sell spray paint to underage customers.

Seek reparation (Principle)

Examples:

- Always seek reparation after a specific amount of damage.
- Penalties should be commensurate with the level of offending (e.g. penalties under the Crimes Act for significant damage, Summary Offences for less significant vandalism).

Focus on hot spots (Principle)

Examples:

- Use StopTags to identify and concentrate resources on areas of concern.
- Councils to inform the Justice sector about the impact of graffiti on communities.

Target repeat offenders (Principle)

Example:

- Top 10 lists.