

Graffiti Reduction Strategy Action Plan

Segment	Aim	Actions	Notes	Performance	Timescales	Partners to Include
Prevention						
1	Improve joint working between BHCC teams to reduce incidences of graffiti	<p>Work with the Events Team to ask film makers in the city to remove graffiti before filming</p> <p>Work with Trading Standards to educate shop keepers on the sales of spray paint to under 16s</p> <p>Work with Highways, Major Projects and Planning to ensure graffiti prevention is considered in future designs</p> <p>Work with housing and estates to implement preventative measures to reduce the amount of graffiti on BHCC housing</p>		<p>Percentage of streets inspected which are found to have widespread or heavy levels of Graffiti</p> <p>Graffiti from BHCC property to be removed within 5 days or 24 hours if offensive.</p> <p>Graffiti removed from constructions of historical importance within 24 hours</p> <p>Number of businesses fined for selling aerosols to under 16s to decrease</p>	July	<p>Events Team</p> <p>Trading Standards</p> <p>Highways</p> <p>Major Projects</p> <p>Planning</p> <p>Housing</p>
2	Educate Brighton & Hove residents on the impact, cost and consequences of graffiti	Develop a multi-agency media campaign across channels (social media, website, high footfall areas) to highlight the impact, cost and consequences of graffiti	Audiences include Universities, Schools, Youth Clubs and residents	Number of information events attended e.g. school talks and Fresher's Fairs	On-going	<p>LAT Chair's Forum</p> <p>Youth Offending Services</p> <p>Youth Clubs</p> <p>Universities</p>

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		<p>Release media statement, supporting social media posts and a newsroom article on the BHCC website</p> <p>Compile information pack on the impact, the cost and the penalties of graffiti using nudge techniques for a variety of audiences</p>	The LAT Chair's Forum will be used as a 'critical friend' to provide feedback			<p>Schools</p> <p>BHCC Communications</p>
3	Provide opportunities and spaces for urban art projects and safe spaces for graffiti	<p>Hold a consultation with residents on safe spaces for graffiti projects</p> <p>Work with youth services and local artists to organise urban art projects</p> <p>Appoint relevant governance to supervise projects</p> <p>Work with Phoenix Brighton to organise an urban art project with local youth</p>		<p>Percentage of streets inspected which are found to have widespread or heavy levels of Graffiti</p> <p>Number of safe spaces identified</p> <p>Number of young people involved in scheme</p>	Dependant on Phoenix – December	<p>Estates Team (to identify potential sites)</p> <p>Phoenix Brighton</p>
4	Explore the use of graffiti resistant surfaces in hotspot areas	<p>Identify hotspot areas with data gathered from the graffiti database</p> <p>Explore different graffiti resistant surfaces</p> <p>Get a quote for a green wall on Madeira Drive hotspot on the promenade</p>	<p>Will need data from the graffiti tracker to create a map of hotspots</p> <p>Introduction of graffiti resistant paint can be funded through graffiti removal</p>	<p>Number of hotspot areas identified</p> <p>Number of hotspots covered with graffiti resistant surfaces</p>	July	<p>Local businesses and the Chamber of Commerce (to identify hotspot areas)</p> <p>Environmental Enforcement Team (to identify and feedback on</p>

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		Work with residents and local businesses to encourage consideration of graffiti prevention	service			hotspot areas) Seafront Office
Enforcement						
1	Create a database of tag photographs, dates, locations, and hate incidents/ extremist sentiments	<p>Create a Standard Operating Procedure for database handling</p> <p>Determine who will have what access to editing rights and data storage implications</p> <p>Identify an effective method for database to be shared with the Police</p> <p>Use the database and shared intelligence to build spatial intelligence on locations and the frequency of graffiti</p> <p>Create an online portal for residents to report tagging cases</p>	This database will be accessible to the police so they can add evidence	<p>Evidence of graffiti perpetrators</p> <p>Performance data collection across partners (to be published and available to the public)</p> <p>Number of graffiti FPNs and convictions</p>	December	<p>IT&D (to build the database)</p> <p>Environmental Enforcement Team and the Police (to create patrol routes)</p> <p>Safer Communities Team (to ensure hate incidents and extremist sentiments are included)</p>
2	Along with partners, take proportionate enforcement action in all cases where a person can be identified and there is sufficient evidence to do so	<p>Explore CCTV and funding</p> <p>Agree and implement a clear and consistent approach to dealing with offenders</p> <p>Take enforcement action</p>		Number of graffiti FPNs and convictions	On-going	<p>Environmental Enforcement Team</p> <p>Legal Police</p>
3	Consult with statutory undertakers, businesses and residents on the introduction of an enforcement framework	Complete public consultation on graffiti enforcement and framework and take to Environment, Transport & Sustainability Committee for		Approval of framework and enforcement action	October	Local statutory undertakers e.g. Virgin, BT, Network and

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	requiring property owners and businesses to remove graffiti or risk being fined	<p>approval</p> <p>Decide on and outline statutory undertakers, businesses and residents responsibility to graffiti removal</p> <p>Ensure each statutory undertaker legally nominates a point of contact</p> <p>Discuss the option of BHCC taking responsibility of statutory undertaker's structures for an annual fee</p> <p>Provide residents and businesses with support to remove graffiti e.g. free equipment from the paint repository and a chargeable service</p>		Number of graffiti FPNs and convictions		<p>National rail, Brighton & Hove Bus Company, Royal Mail</p> <p>Chamber of Commerce, Tourism Alliance, the BID and other businesses</p> <p>Environmental Enforcement</p> <p>Frengle (to operate a paint repository for businesses to access free paint)</p>
Removal						
1	Develop an online graffiti reduction resource pack available to community groups/ residents/ Local Action Teams advising on safe and effective graffiti removal techniques and enable groups to obtain necessary materials and equipment	<p>Determine clear, safe and effective guidelines for removing graffiti</p> <p>Increase the resources dedicated to graffiti removal by sourcing alternative funding</p> <p>Set up a paint repository to receive and provide paint for community groups to remove graffiti</p> <p>Explore specialist graffiti removal techniques for fragile/ vulnerable</p>	<p>To be included in the pack:</p> <ul style="list-style-type: none"> • Graffiti prevention strategies • Graffiti removal tips • Chargeable removal service • Available resources 	<p>Percentage of streets inspected which are found to have widespread or heavy levels of Graffiti</p> <p>Number of Local Action Teams involved in graffiti removal</p>	October	<p>Communities Team (to liaise with LATs)</p> <p>Communications (to compile resource pack)</p> <p>Police</p> <p>LATs</p> <p>Community</p>

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		<p>surfaces</p> <p>Explore funding opportunities to subsidise/ provide graffiti removing equipment</p> <p>Organise a media statement to advertise the resources available</p> <p>Provide information on the BHCC website</p>		<p>Number of community groups involved in graffiti removal</p> <p>Number of residents involved in graffiti removal</p>		<p>groups</p> <p>Local businesses</p> <p>Streets (to advise on best methods of removal)</p>
2	Work with the Probation Service Community Payback Team to paint out graffiti in large areas	<p>Work with BHCC departments to identify suitable areas e.g. seafront</p> <p>Work with HR and Health & Safety to agree safeguards and risk assessments required</p> <p>Identify restorative practices and reparation activities</p> <p>Identify safe practices for unskilled personal to remove graffiti and identify relevant supervision</p>	Could a LAT operate as supervision?	<p>Number of Community Payback days</p> <p>Number of offenders involved</p>	July	<p>Probation Service and Youth Offending Service (to agree on opportunities and correct procedure)</p> <p>Health & Safety to highlight risks</p> <p>HR</p> <p>Streets (to advise on suitable sites)</p>

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3	Inform property owners of their responsibilities on graffiti removal, including how the council can assist and advise	<p>Agree on the role of BHCC in graffiti removal on private property</p> <p>Organise a media statement to outline the responsibilities</p> <p>Provide information on the BHCC website</p>		<p>Improved communications between BHCC, residents and property owners</p> <p>Increased resources available to remove graffiti from private property</p>	Upon approval at committee	<p>Communications</p> <p>Cityclean Projects Team (to advise on resources available)</p> <p>Environmental Enforcement (to work with property owners before issuing of FPNs)</p>
4	Complete an options appraisal for the introduction of a chargeable graffiti removal service and implement preferred option	Complete options appraisal and take to Environment, Transport & Sustainability Committee for approval for preferred option	<p>Options for a chargeable graffiti removal service will include:</p> <ul style="list-style-type: none"> • Cost neutral • Operates at a profit 	<p>Approval of preferred option</p> <p>(Further indicators to be developed depending on preferred option and approval)</p>	July	Commercial Team
Measuring and Monitoring						
1	Provide regular feedback to key stakeholders, including Environment, Transport & Sustainability Committee and to the LAT Chair's Forum	<p>Create a performance framework monitoring performance of the Graffiti Reduction Strategy</p> <p>Hold quarterly multi-agency graffiti reduction monitoring meetings, to monitor the action plan and consider new innovations</p>	To monitor progress, consider new innovations and government legislation	As per performance framework	On-going	<p>Environment, Transport & Sustainability Committee</p> <p>LAT Chair's Forum</p>
2	Continue to explore best practice and benchmark our performance against other	Regular intelligence meetings with the Police, including PTAC			On-going	<p>Police</p> <p>Local Action</p>

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	local authorities	Environmental Enforcement Officers and BID Ambassadors to share information and good practice				Teams BID Ambassadors Enforcement Statutory Undertakers

