

## Appendix 1: Graffiti Reduction Strategy – delivery of action plan

This table sets out the activities delivered against the four themes in the Graffiti Reduction Strategy since 2018.

Aim	Actions	Activities delivered
<b>Prevention</b>		
<p>Improve joint working between BHCC teams to reduce incidences of graffiti</p>	<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>Contracted a graffiti removal company, in February 2021, to remove graffiti along the seafront; this includes patrolling twice weekly, covering the seafront land south of the A259 between Hove Lagoon and Saltdean. They will also attend immediately to reports of offensive graffiti</p> <p>Met with Trading Standards to discuss joint visits to premises in the city that sell spray paint; action plan under development</p> <p>Met, and continue to meet with, BHCC teams to discuss preventative measures and solutions</p> <p>Started working with the Arts Team to explore using murals in hot spot locations</p> <p>Input into the design of new schemes to advise of preventative graffiti measures</p>
<p>Educate Brighton &amp; Hove residents on the impact, cost and consequences of graffiti</p>	<p>Develop a multi-agency media campaign across channels (social media, website, high footfall areas) to highlight the impact, cost and consequences of graffiti</p>	<p>Implemented “graffiti is a crime signage” in hotspots across the city</p> <p>Published several news stories since 2018, which include regular messaging on how the council is tackling graffiti tagging and how</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>	<p>residents can help (see the end of this document for the news stories published)</p> <p>Published information on the number of Fixed Penalty Notices issued</p> <p>Published news stories when perpetrators are prosecuted, detailing the sanctions</p>
<p>Provide opportunities and spaces for urban art projects and safe spaces for graffiti</p>	<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>In partnership with Phoenix Arts Association and local artists, created a mural on New England Bridge</p> <p>In partnership with local residents, artists and the BHCC Communities Team, created a mural at tagging hotspot on Upper Lewes Road</p> <p>In partnership with Octopus Energy, local artists and young people, created a mural at The Level, with a focus on environmental issues which was showcased at COP26</p> <p>Explored the potential of organising a street art festival similar to UpFest in Bristol to improve the quality of street art around the city; this was not progressed due to insufficient resources</p>
<p>Explore the use of graffiti resistant surfaces in hotspot areas</p>	<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>Work with residents and local businesses to encourage consideration of graffiti prevention</p>	<p>Explored the effectiveness of murals. Most murals completed are on private residential and commercial property. Where murals have been created it has had a positive impact</p> <p>Explored other options in to prevent graffiti tagging, including green walls, textured walls, tiled walls and mesh fencing along walls.</p>

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		<p>Private residential and commercial property owners can implement these measures if they wish, in line with any planning or building regulations</p> <p>Explored and trialed different graffiti resistant coatings. Two products are now used to make it easier to remove graffiti tagging on multiple surfaces including sandstone, marble, wood, metal and glass</p> <p>Published tips for deterring graffiti and tagging on the council website; these tips are also provided in graffiti related correspondence such as CPWs and CPNs</p>
<b>Enforcement</b>		
<p>Create a database of tag photographs, dates, locations, and hate incidents/ extremist sentiments</p>	<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>	<p>Collated, and continue to collate, photos of prolific tagging to build a case for when perpetrator identified</p> <p>Used social media to obtain photos and videos of taggers, which led to the positive identification of two prolific taggers</p> <p>Created web form for residents to report incidences of tagging, including the functionality to upload photos</p>
<p>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>	<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>	<p>The Environmental Enforcement Team issue Fixed Penalty Notices to graffiti perpetrators when sufficient evidence is available</p> <p>Increased the number of Environmental Enforcement Officers to eight (there were two</p>

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		<p>when the service came in-house in March 2019)</p> <p>Increased patrols of Environmental Enforcement Officers in hotspot areas</p> <p>Built a strong working relationship with Sussex Police and work in partnership to tackle the issue of graffiti within the city</p> <p>Implemented CCTV cameras at hotspot areas to prevent and catch taggers, including at The Level which has reduced the incidence of graffiti</p> <p>Introduced a graffiti hotline</p> <p>Undertaken joint action with Sussex Police to prevent tagging, enforce and catch offenders</p> <p>Conducted several evening joint patrols with Sussex Police to deter and catch taggers</p> <p>Participated in an anti-graffiti blitz on Providence Place and Ann Street with Sussex Police in July 2021 to clean up the area</p>
<p>Consult with statutory undertakers, businesses and residents on the introduction of an enforcement framework requiring property owners and businesses to remove graffiti or risk being fined</p>	<p>Complete public consultation on graffiti enforcement and framework and take to Environment, Transport &amp; Sustainability Committee for 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>Completed a public consultation on the introduction of enforcement measures to tackle graffiti on Statutory Undertaker, large businesses, small to medium sized enterprises and private residential property</p> <p>Analysed 1028 responses to the public consultation</p> <p>Sent a letter from the Leader of the Council to Statutory Undertakers, followed by introductory meetings, to identify issues</p>

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	<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>	<p>faced, correct lines of escalation of when graffiti and vandalism occurs, current maintenance and cleaning schedules and informing them of new enforcement powers</p> <p>Obtained a point of contact for each Statutory Undertaker</p> <p>Introduced CPWs and CPNs to Statutory Undertakers and businesses to request removal of graffiti on their premises</p> <p>Worked collaboratively with Network Rail to remove graffiti and repaint the bridge on Dyke Road Drive and the wall along Highcroft Villas. Network Rail also completed removal of graffiti at the top of Trafalgar Street and provided paint to Brighton Toy and Model Museum who committed to stay on top of the graffiti in that area</p> <p>Established Community Clean Up Team for residents to access paint to cover graffiti tagging: <a href="http://www.brighton-hove.gov.uk/how-we-can-help-you-to-paint-over-graffiti">How we can help you to paint over graffiti (brighton-hove.gov.uk)</a></p>
Removal		
<p>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>	<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>Created a Standard Operating Procedure for graffiti removal for each product used and for each surface</p> <p>Increased the number of graffiti operatives to four, plus two jet washers (there was one when the Strategy was agreed in 2018)</p> <p>Purchased two new electric vans with high-pressure jet washers, rather than heated</p>

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	<p>Explore specialist graffiti removal techniques for fragile/ vulnerable 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>water for removal. This technology uses less diesel and is cheaper to run</p> <p>Established Community Clean Up Team for residents to access paint to cover graffiti tagging: <a href="http://www.brighton-hove.gov.uk">How we can help you to paint over graffiti (brighton-hove.gov.uk)</a></p> <p>Established contracts with specialist contractors to remove graffiti tagging from fragile and vulnerable services where Cityclean is unable to</p>
<p>Work with the Probation Service Community Payback Team to paint out graffiti in large areas</p>	<p>Work with BHCC departments to identify suitable areas e.g. seafront</p> <p>Work with HR and Health &amp; 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>	<p>Completed clean up with the Youth Offending Service at the Volks railway underpass in August 2019</p> <p>Completed a community payback graffiti paint out at Barcombe Road garages in August 2019</p>
<p>Inform property owners of their responsibilities on graffiti removal, including how the council can assist and advise</p>	<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>Published tips for deterring graffiti and tagging on the council website; these tips are also provided in graffiti related correspondence such as CPWs and CPNs</p> <p>Started to undertake remedial work if a CPN is not adhered to, removing graffiti from business property and invoicing for the cost of the works; this has helped in the removal of graffiti from large businesses and have been successful in three cases</p>

Aim	Actions	Activities delivered
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	Received approval from Committee in September 2020 to introduce a chargeable graffiti removal service; opportunities to use this are limited because the resources needs to be prioritised to remove graffiti from council property
<b>Measuring and Monitoring</b>		
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>	<p>Implemented a new database within the Environmental Enforcement team. This facilitates the reporting and monitoring of how many FPNs, CPWs, CPNs have been issued</p> <p>Regular updates have been provided to the Environment, Transport &amp; Sustainability Committee as detailed in the Background Documents section of the main report</p>
Continue to explore best practice and benchmark our performance against other local authorities	<p>Regular intelligence meetings with the Police, including PTAC</p> <p>Environmental Enforcement Officers and BID Ambassadors to share information and good practice</p>	Attended meetings of PTTCG and JAG with Sussex Police and other key stakeholders to share intelligence and take joint action

### Graffiti resources on the council website

How we can help you to paint over graffiti: [How we can help you to paint over graffiti \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk)

Volunteer with the Tidy Up Team: [Volunteer with the Tidy Up Team \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk)

What to do about graffiti: [What to do about graffiti \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk)

## **Graffiti related news stories**

- 7 August 2023: [Pausing graffiti enforcement for small businesses \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2023/08/07/07-08-2023-pausing-graffiti-enforcement-for-small-businesses)
- 13 June 2023: [We're reviewing graffiti enforcement in the city \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2023/06/13/13-06-2023-we-re-reviewing-graffiti-enforcement-in-the-city)
- 18 July 2023: [Councillors lead Brighton & Hove's Big Clean Up \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2023/07/18/18-07-2023-councillors-lead-brighton-hove-s-big-clean-up)
- 6 July 2023: [The Big Clean Up weekend is just around the corner \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2023/07/06/06-07-2023-the-big-clean-up-weekend-is-just-around-the-corner)
- 20 June 2023: [The Brighton & Hove Big Clean Up weekend! \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2023/06/20/20-06-2023-the-brighton-hove-big-clean-up-weekend)
- 6 April 2023: [New deterrent measures at The Level \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2023/04/06/06-04-2023-new-deterrent-measures-at-the-level)
- 16 March 2023: [The Great British Spring Clean returns to Brighton & Hove \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2023/03/16/16-03-2023-the-great-british-spring-clean-returns-to-brighton-hove)
- 20 February 2023: [A day of environmental enforcement action \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2023/02/20/20-02-2023-a-day-of-environmental-enforcement-action)
- 2 February 2023: [Graffiti removed from busy areas across the city \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2023/02/02/02-02-2023-graffiti-removed-from-busy-areas-across-the-city)
- 24 September 2022: [Targeted action to tackle problem graffiti \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2022/09/24/24-09-2022-targeted-action-to-tackle-problem-graffiti)
- 8 April 2022: [Springing into action for the Great British Spring Clean \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2022/04/08/08-04-2022-springing-into-action-for-the-great-british-spring-clean)
- 22 March 2022: [Get involved in the Great British Spring Clean - it's coming soon! \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2022/03/22/22-03-2022-get-involved-in-the-great-british-spring-clean-it-s-coming-soon)
- 24 January 2022: [Community Protection Notices extended to tackle graffiti and brighten up city streets \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2022/01/24/24-01-2022-community-protection-notice-extended-to-tackle-graffiti-and-brighten-up-city-streets)
- 23 July 2021: [Council and police launch joint action against graffiti \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2021/07/23/23-07-2021-council-and-police-launch-joint-action-against-graffiti)
- 28 May 2021: [Let's all get involved and help Keep Brighton & Hove Tidy \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2021/05/28/28-05-2021-lets-all-get-involved-and-help-keep-brighton-hove-tidy)
- 1 October 2020: [A big thank you for the big tidy up \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2020/10/01/01-10-2020-a-big-thank-you-for-the-big-tidy-up)
- 15 September 2020: [Dirt, tags and stickers washed away as city sleeps \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2020/09/15/15-09-2020-dirt-tags-and-stickers-washed-away-as-city-sleeps)
- 10 September 2020: [Council calls on everyone to help Keep Brighton & Hove Tidy \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2020/09/10/10-09-2020-council-calls-on-everyone-to-help-keep-brighton-hove-tidy)
- 18 August 2020: [New way to report graffiti offences \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2020/08/18/18-08-2020-new-way-to-report-graffiti-offences)
- 19 November 2018: [Council plans to 'reclaim our streets' from graffiti taggers \(brighton-hove.gov.uk\)](https://www.brighton-hove.gov.uk/news/2018/11/19/19-11-2018-council-plans-to-reclaim-our-streets-from-graffiti-taggers)