

Evaluation of Pride of Place – Tasman Graffiti Vandalism Project

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For Tasman District Council

July 2011



1. Introduction

As part of the Ministry of Justice commitment to tackling graffiti vandalism, through its STOP Strategy, a large number of local Projects across the country have been funded to develop local strategies for reducing and preventing graffiti vandalism. These Projects vary greatly as they have been designed locally to fit with the issues their respective region faces. Tasman District Council secured funding in July 2009 to develop and run a Project to reduce and prevent graffiti vandalism.

This report presents the findings of the independent evaluation that has taken place from 1st April through to 1st July 2011. The evaluation has assessed the Tasman, Pride of Place Project's effectiveness by measuring success against its objectives with the use of quantitative and qualitative research tools. The evaluation has also analysed how these achievements fit with the STOP Strategy guidance.

This introductory section outlines the national context of the STOP strategy and the advice and guidance for the local Projects this strategy provides. This is followed by a breakdown of the extent of the graffiti vandalism problem in Tasman and the context within which the Project gained its funding. An overview of the Tasman Pride of Place Project is then provided, its aims and objectives and detail of the set up of the Project. Finally the methodology of this evaluation will be covered.

1.1 Policy and context: The National Picture of addressing graffiti vandalism.

The Crime Prevention Unit of the Ministry of Justice developed The STOP Strategy in 2008, focussed on developing a nationwide response to graffiti vandalism. This strategy was created in response to increasing public concerns that graffiti vandalism is a serious and growing issue in some New Zealand communities. "The strategy is designed for practitioners in local government, the New Zealand Police, utility companies and voluntary and community organisations. It recognises that a number of successful graffiti vandalism prevention initiatives have already been implemented around the country, and presents a number of these as case studies." (Ministry of Justice, 2008: 6)

1.1.1 Definition of the graffiti vandalism:

The STOP strategy clearly defines graffiti vandalism as "according to the Summary Offences Act 1981, graffiti vandalism is the act of a person damaging or defacing any building, structure, road, tree, property or other thing by writing, drawing, painting, spraying or etching on it, or otherwise marking it, -

- (a) Without lawful authority; and
- (b) Without the consent of the occupier or owner or other person in lawful control." (Section 11A)

1.1.2 Who commits graffiti vandalism?

The STOP strategy recognises that further research is needed into the psychology and culture of graffiti vandalism and tagging but that "the data available indicates that graffiti vandalism offenders are most often teenagers, although some continue offending into their 20's and 30's." (Ministry of Justice, 2008: 7)

1.1.3 What does the Ministry of Justice suggest is best practice in reducing and preventing graffiti vandalism?

The STOP strategy's structure has three core parts; prevention, management and enforcement. The prevention part focuses on how local communities can work together to prevent graffiti vandalism in their areas. Within prevention, the strategy identifies the benefits of involving the community "The most effective crime prevention/reduction campaigns involve partnerships between local councils, community organisations and community members such as businesses, schools, sports clubs and private individuals – all with a focus on community engagement, ownership and action." (Ministry of Justice, 2008:15) and engaging with young people

to assess local youth attitudes about graffiti vandalism, develop collaborative partnerships with the youth community to identify effective strategies to combat graffiti vandalism and foster a sense of community pride and respect in children and young people – with flow on benefits in reduced graffiti vandalism.

The prevention section also details using 'Crime Prevention Through Environmental Design' (CPTED) using seven qualities of well designed, graffiti free spaces:

- Access – safe movement and connections
- Surveillance and sightlines – see and be seen
- Layout – clear and logical orientation
- Activity mix – using a range of people to provide 'eyes on the street'
- Sense of ownership – showing space is cared for
- Quality environments – well designed, managed and maintained environments
- Physical protection – using active security measures.

A further element of the prevention part of the strategy is publicising the graffiti issue, "It's vital that local communities are well informed on the negative impacts of graffiti vandalism on their environment. Raising the profile of work being done to tackle the problem can also help to encourage members of the public to report incidents of graffiti vandalism." (Ministry of Justice, 2008: 17)

In terms of the management part of the strategy, assessing the local problem is essential, so identifying where and when graffiti happens and what amounts happen and then responding to graffiti by reporting and quickly removing it. The last part of this strategy is the enforcement part where legislation is used by the Police and the justice system to deter further offences of graffiti.

A review of STOP strategy funded activities was completed in November 2009 that provided information about activities completed by the Projects, successes and challenges. A number of issues required clarification in this review, one of those being the use of urban murals and graffiti walls. The STOP strategy states that:

"Using urban murals to replace graffiti-vandalised walls works well when the murals are reflective of the local community" and "The STOP strategy does not support the use of legal graffiti walls...walls to which anyone can legally apply graffiti, at any time...this concept does not fit well with the governments legislative stance on the sale and possession of spray-paint cans to minors." (Russell.N, 2009: 10) Comments from providers of Projects have been around the use of legal graffiti art and whether or not this prevents or encourages graffiti vandalism, some areas have used a well known graffiti artist to work with youth to design and produce public art murals and that this has left previously heavily tagged areas now untouched by vandalism. The reasons for this are seen as young people having a connection to the artist (respect, admiration, recognition that it is art), the artist having a connection with that area (being local and/or of the same culture), the young people being involved in either design, production or both and being connected to the art (the style recognises and respects youth culture).

The successes of the various Projects in prevention of graffiti vandalism were seen to be due to:

- beautification activities including murals/public art and planting up of areas and
- education activities including developing partnerships with community police working within schools and schools themselves, teaching youth alternative creative channels and providing access to graffiti artists who work in a legitimate art context.

Successes in the management of graffiti vandalism were seen to be due to:

- increased reporting of graffiti vandalism to the council,
- development of mapping databases of graffiti hot spots,
- rapid removal of tagging,
- youth being involved in the clean-up of areas,
- positive interagency collaboration, improved relationships between community groups and councils as they work together,
- successful partnerships with businesses and councils.

Successes in enforcement were seen to be due to:

- prosecution for tagging, serving as warning and deterrent for other youth,
- existence of database of taggers and taggers being identified as a result of this database,
- successful clean-ups undertaken by those fulfilling their community service hours and those on periodic detention.

1.2 The extent of the problem in Tasman

During the year of 2008, the Richmond Police were reporting an upward trend in vandalism offences, in 2005 the total reported damage was 380 offences, in 2008 this rose to 559 offences, representing a 68% increase over that 3 year period. Richmond businesses were also reporting an increase in the level of graffiti vandalism over from 2005 to 2008. Tasman District Council, Parks and Reserves Department spent \$60,000 on repairing damage caused by vandalism in 2008, \$15,000 of this was solely on removing graffiti from the community.

During the Summer months of December 2008 and January and February 2009 young people in Tasman district attracted a lot of negative media attention in response to series of late night anti-social behavioural incidents in the local community. These incidents involved acts of vandalism as well as other anti social acts. Discussions began to take place between police, businesses in the local area, schools and youth service providers to gain an overview of the issues facing the Richmond and Motueka communities. Following on from these discussions young people were approached in their gathering spaces as part of the 'Waimea Youth Consultation' (April 2009) aimed at determining why this behaviour is occurring and if there were gaps in services in terms of young people's needs being met. This report identified that a lack of opportunities exist, particularly in the evenings for young people and that a group of particularly anti social youth were making the streets unsafe. These findings were echoed by a report by Brent Maru on 'Youth Services/Issues within Waimea', which drew similar findings. At the same time, Motueka Community Board were facing the same issues and having the same discussions within their local community.

1.3 Background to the Project

Representatives from Health Action Trust, Tasman District Council, Motueka Community Board and HYPE-GS worked on an application to The Graffiti Vandalism Prevention Grant Fund. This application was successful in securing two years of funding for a partnership project on addressing and preventing graffiti vandalism in the community. An important element of the Project was the need for a collaborative approach with support from all sectors. At the time of the application being submitted, an un co-ordinated response to graffiti vandalism was occurring, with meetings hosted by a variety of individuals and organisations in isolation from each other.

Another important aspect of the Project was the inclusion of 'youth led campaigns', informed by continuous youth consultation and engagement.

The Project began with setting up a steering group, of interested members of the community who would meet regularly to guide the Project. The first steering group meeting took place in July 2009 and the group met bi monthly throughout that first year. In 2010 the group met 5 times with a final meeting in March 2011. The steering group set eight outcomes for the Project to meet and in consultation with the evaluator agreed indicators for each these outcomes. The outcomes are :

- Increase regional knowledge of what works in reducing graffiti vandalism
- Reduced number of incidents of graffiti vandalism in the Tasman District Council region are reported.
- Reduced community dissatisfaction relating to graffiti vandalism.
- Promotion of the anti graffiti vandalism Project to the wider community and involvement of the wider community is achieved.
- Reduced amount of spending by TDC Parks and Reserves Department on cleaning up graffiti vandalism
- Awareness of the effects of graffiti vandalism amongst youth.
- Reduced accessible areas for graffiti vandalism by creating youth murals and other art in high incidence areas.
- Increase in detached youth workers in Tasman District communities, on weekend evenings, during the summer months.

The steering group noted early on that graffiti vandalism in the community is just one piece of the puzzle and that the bigger picture is providing more opportunities for young people so that they can positively contribute to their local communities. The Project aimed to run several workshops with youth creating murals and art work for the Project and also use the youth consultation to inform what youth wanted in their communities.

In September 2009, confirmation was given to the Project that Tasman District Council has received funding to extend the Street Ambassador Service that had ran successfully in Nelson in previous years. This service was to cover Friday and Saturday evenings from the hours of 8.30pm through to 2.30am from December through to February covering either a Motueka rotation including Kaiteriteri, Motueka and Mapua or a Richmond rotation covering Richmond, Brightwater, Wakefield and Waimea West. The role of the Street Ambassador was to advocate safer partying behaviour, promote positive youth engagement opportunities and disseminate graffiti vandalism key messages.

1.4 Methods

The Pride of Place steering group developed outcomes for the Project's success to be evaluated by, indicators were also developed to measure success in achieving these outcomes. Upon being contracted, the evaluator adjusted these measures and indicators to ensure validity. (See appendix 1) Tasman District Council provided the evaluator with baseline data regarding graffiti vandalism in the region at the outset of the project, youth consultations carried out in 2009, 2010 and 2011, data from Police statistics on recorded offences of graffiti vandalism and Tasman District Council statistics on spending on clean up of graffiti vandalism, records of presentations and steering group minutes throughout the Project, newspaper articles collected throughout the Project, records of workshops held and photographs of graffiti vandalism around the region before and after removal or putting up of mural.

The evaluator developed a survey for steering group members and gained responses to this throughout May and June 2011 (appendix 2). The evaluator also analysed the youth survey data that was collected over the summer 2010 and 2011, using both quantitative and qualitative methods (appendix 3).

Unfortunately some of the indicators developed early on in the Project by the steering group members required data that was not routinely collected thus there are some areas that are unknown in terms of the Projects original outcome measures. These are highlighted throughout this report.

2. What did the Project do over the two years?

The steering group members have met regularly to share information and ensure the Project is staying on track.

Presentations have been given throughout the Project to various community groups and stakeholders, updating them on the work taking place and the drive to reduce and prevent graffiti vandalism. The Project has been widely publicised through the local press and other media to ensure the public are aware of the Projects and its aims.

In keeping to the 'youth led campaigns' approach, The Project carried out a consultation with young people in May 2010 to ascertain their views on what solutions they would like to see to graffiti vandalism and how to get key messages regarding graffiti vandalism to young people. Unfortunately this consultation was planned to take place from November 2009 through to January 2010 but was stalled, thus affecting the creation of the key messages and youth led solutions. This delay in the youth consultation and creation of key messages also meant that the newly extended Street Ambassador Service could not disseminate these key messages as planned within their work from November 2009 through to February 2010. The Street Ambassadors were though tasked with challenging young people regarding damaging or destructive behaviour and talking to young people about graffiti vandalism. The Street Ambassadors also delivered the Youth Consultation Survey throughout the latter months of summer of 2011 and thus engaged youth around the issues of graffiti vandalism through this survey.

In November 2009, The Project began developing it's main campaigns, mural workshops and youth led campaigns to improve awareness around graffiti through the key messages.

A steering group member came up with the name Pride of Place which was accepted by the Project to be the name used to promote the Project and it's key messages to the public. A young artist in Motueka was approached to design the Pride of Place logo with the logo being finalised in May 2010.

In August 2010, students at Job Track began work on the first mural to be fitted onto a high incidence area for graffiti vandalism, a bus stop on Salisbury Road outside of Waimea College.

During the summer of 2010, workshops took place with young people designing posters and stickers using the Pride of Place logo and T-shirts were produced, available to buy from dairy's in Motueka and Riwaka. An information piece was put up on Jam Magazine's (Tasman District Council's youth magazine) website detailing the Pride of Place logo, messages created by the young people at the workshops regarding what they thought of graffiti and work completed by the Project so far.

Thus 2010 and going into the summer of 2011 was the busiest time for the Project in terms of engaging with young people and creating a public face for the Project with key messages about graffiti which was disseminated around the community.

3. What has the Project achieved against its projected Outcomes?

This section of the report will look at each of the outcome measures in turn and the evidence collected to indicate success against that outcome.

3.1 Outcome measure: Increased regional knowledge of 'what works' in reducing graffiti vandalism.

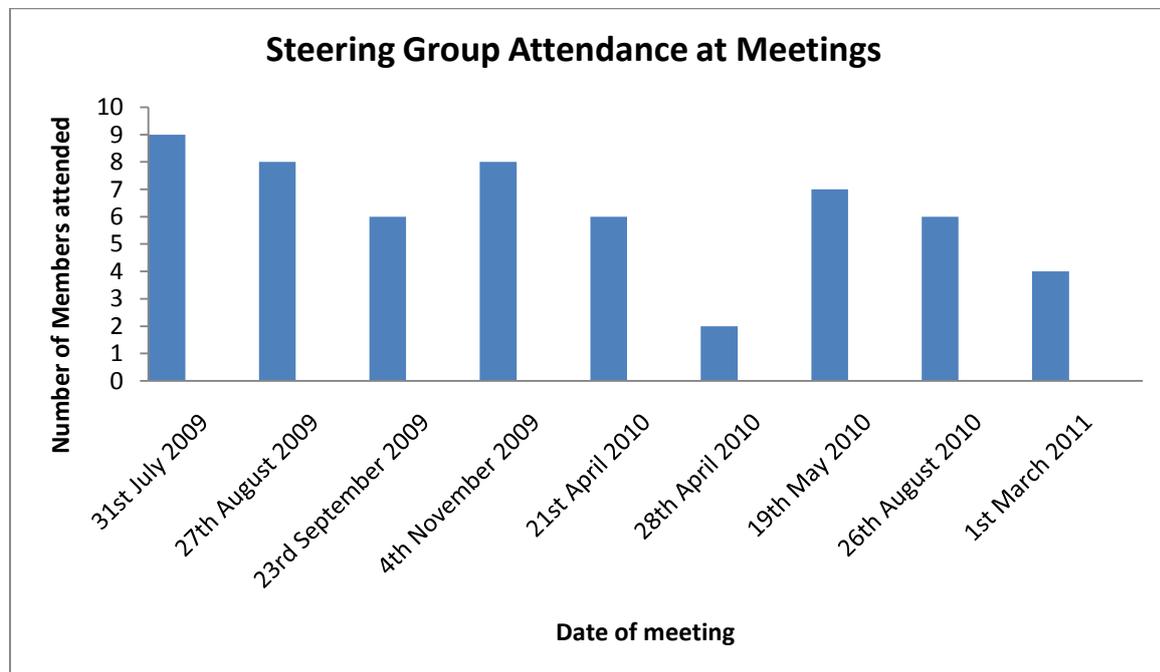
Indicated by:

3.1.1 Number of steering group members and key people who report an increase in their regional knowledge of 'what works' in reducing graffiti vandalism and

3.1.2 Steering group members report knowledge sharing.

The Project accumulated 10 steering group members in total, some of whom stayed throughout the whole two year period and some who dropped out of this role. The Project held 9 steering group meetings across the two year period. These meetings aimed to serve the purpose of the steering group gaining updates on the Projects progress, becoming familiar with existing measures deemed to be successful in dealing with graffiti vandalism in other areas of New Zealand as well as overseas and for the steering group to guide the possible directions for the Project.

Out of a possible 10 steering group members and a possible 9 meetings, 7 steering group members attended between 5 and 7 meetings, with 1 member attending 4 meetings and dropping out of the role and 1 member attending 3 meetings and then dropping out of the role. As the graph below displays, attendance was 6 members or over at 7 of the meetings with 2 meetings with only 2 and 4 members in attendance.



Of the 10 steering group members 5 completed a survey on the aims of the Project and how they felt the Project had informed them on best approaches for dealing with graffiti vandalism. All 5 steering group members who participated in the survey reported that their knowledge about what works in dealing with graffiti vandalism increased throughout their involvement with the Project. All 5 steering group members also reported that knowledge was shared at the meetings they attended. In terms of how much knowledge was shared the

responses of the steering group members varied from 1 steering group member reporting limited knowledge shared, 1 member reporting some knowledge shared to 2 members reporting lots of knowledge shared and a further member reporting vast amounts of knowledge shared at the meetings they attended. It would seem from these limited numbers that the experience of attending the meetings and gaining information was not negative for anyone, everyone learned something but the amounts members felt was shared varied significantly between the members. The amount members felt was shared seemed to be linked to what they already knew at the beginning of their involvement, so steering group members who already had either some or good knowledge when they began attending the meetings, reported less knowledge sharing at the meetings than those members who reported no or limited knowledge when they began attending the meetings.

Thoughts from the steering group members regarding the Projects achievements were also gleaned through the survey. 2 out of the 5 steering group members reported that the presentation from the Ministry of Justice was positive and helpful "The book that was made available from Ministry of Justice was very valid so that we wouldn't need to re-invent the wheel as they had already done it, what was discussed at meetings from the workers directly involved with the youth matched what was talked about in the booklet, like getting young people with potential for graffiti vandalism engaged and it felt like this was very possible due to HYPE-GS being involved, because they would already know who these young people were." (Steering group member 003) A further 2 steering group members reported that they felt too much time and money was spent on meetings in the first year. "One thing was that the whole system seemed very frustrating, lots of meetings and ideas come up with but things never seemed to actually happen, lots of morning teas and talking but when an idea was thought of and a person would say they would go off and look into that and then the next meeting they weren't there so no progress could be made." (steering group member 004)

A further comment from one member was that the updates to steering group members dwindled towards the end of the Project "The Project got off to great start with lots of people having input and contributing to the steering group, however both the steering group meetings and involvement in this Project dwindled by the end. Consistent regular meetings would have kept us informed of progress in the community particularly towards the end of this Project." (steering group member 005)

To summarise, the project achieved well against this indicator as all steering group members reported that knowledge was shared and as a result an increase in their knowledge of what works in addressing graffiti vandalism. However mixed reports of the usefulness of the meetings that took place highlight the difficulties of bringing together multiple agencies and achieving the balance between having enough meetings to keep momentum going and people informed and not having too many meetings that can lead to feelings of too much talk and not enough action. The meetings the Project held were developing relationships between relevant agencies and beginning to develop a management strategy for graffiti vandalism, both of these elements of the Project were best practice advocated by the Ministry of Justice in their STOP strategy and also were important elements within other funded Projects who achieved good results.

3.1.3 Number of presentations made to community/public over the Project period of two years.

43 presentations were made over the two years, these include Project summary's provided verbally and by written report and radio interviews. 38 of these presentations were in the form of a face to face presentation to community groups and stakeholders.

By far the most common method of presentation at 33 of the 38 presentations was a Project summary given by way of verbal presentation to community groups and stakeholders.

At outset the Project hoped to achieve 24 presentations to the public over the two year period so against this indicator the Project has surpassed original expectations. Publicising the Project to the community is another

aspect advocated for within the Ministry of Justice STOP Strategy and also was cited as being an important reason for success of other funded projects.

3.1.4 Number of people who attended presentations.

At the 38 presentations to community groups and stakeholders there were a minimum of 12 people in attendance and a maximum of 60. The mean and mode average attendance across the 38 presentations was 15 people in attendance, thus the most common number of people at meetings was 15.

Originally the Project aimed to get 300 individuals to attend these presentations across the two years, this indicating an excellent success. Unfortunately names of attendees were not recorded so the data of the total number of attendees is not measurable but if no individual went to more than one presentation then the total number of attendees across all presentations would far surpass 300.

3.2 Outcome measure: Reduced number of incidents of graffiti vandalism in the Tasman District Council region are reported.

Indicated by:

3.2.1 Reduced number of incidents reported to the Police in Motueka and Richmond.

Police statistics of recorded crimes of graffiti and vandalism for the years 2009 and 2010 have been gathered. These statistics are presented in the table below and show a reduction in all property damage crimes including graffiti from 2009 to 2010.

The most significant reduction shown is within recorded offences of graffiti within Motueka showing an 84% decrease from 2009 to 2010. Richmond also showed a reduction in the number of recorded offences of graffiti of 55% from 2009 to 2010, with a total reduction of 64% across both regions being seen.

Year	Number of recorded graffiti offences			Number of recorded property damage offences		
	Motueka	Richmond	Both regions	Motueka	Richmond	Both regions
2009	31	66	97	255	517	772
2010	5	30	35	221	464	685
% Reduction	84%	55%	64%	13%	10%	11%

These statistics are produced by Police for the calendar year, thus 2010 statistics capture offences that occurred during the period from 1st January 2010 through to 31st December 2010. Thus the statistics presented for the year 2010 do not cover perhaps the busiest time of year for both graffiti vandalism and the Projects activity from January 2010 through to March 2010. However 2009 and 2010 statistics are both taken from the same time period and this data does capture the busy time period of summer and when the Project was active from late 2009 through 2010.

3.2.2 Reduced number of incidents reported to Richmond Unlimited and Our Town Motueka.

Unfortunately, although originally thought this data was collected, upon enquiry these groups do not routinely collect this information and could not provide any update as to the number of incidents of graffiti vandalism before, during or after the Project.

3.2.3 Reduced spending by Tasman District Council.

Tasman District Council contract SICON to clean-up and paint over graffiti vandalism that is reported to the council and also to regularly patrol the district, looking for graffiti as well as other vandalism. SICON are contracted to clean up and/or paint over any graffiti they come across. The below table represents the amount paid to SICON by Tasman District Council on the clean up and painting over of graffiti vandalism.

Month	Amount spent in 2009	Amount spent in 2010	Amount spent in 2011
January	Data not available	\$2,750.00	\$4,770.00
February	Data not available	\$2,550.00	\$4,430.00
March	Data not available	\$2,592.50	Data not available
April	Data not available	\$2,802.50	
May	Data not available	\$1,950.00	
June	\$3,520.00	\$3,070.00	
July	Data not available	Data not available	
August	\$2,345.00	\$4,115.00	
September	\$2,427.50	\$4,115.00	
October	\$2,827.50	\$4,700.00	
November	\$4,907.50	\$4,242.50	
December	\$2,365.00	\$3,850.00	

This data shows a significant increase in the spending on clean up and painting over of graffiti vandalism from 2009 to 2011. SICON charge per square meter that they needed to clean or paint over, so this data shows that the number of square metres of graffiti vandalism observed and subsequently removed by SICON significantly increased from June 2010 onwards. Of particular interest is the increase in Spring and Summer 2010-2011 where the increase is in direct comparison to the Spring and Summer of 2009-2010, between October 2009 and February 2010 \$15,400 was spent in comparison to between October 2010 and February 2011 when \$21,992.50 was spent.

These figures contradict what was seen in the police statistics of a drop in the number of offences that were reported from 2009 to 2010. SICON become aware of any graffiti vandalism by reporting of graffiti vandalism or when they are driving around communities and either remove it straight away or very soon after sighting it. Thus a possible explanation for this contradiction is that SICON may have since 2009, become more aware of the high incidence areas and are better at targeting the graffiti vandalism before it gets reported to the Police, thus the Police have seen a reduction in the reporting of graffiti vandalism. What this does mean is that in line with good practice guidelines set out in the STOP Strategy regarding prevention, graffiti is removed quickly so as not to offer 'fame' to any taggers and also to engender a sense that this space is being looked after to deter future graffiti vandalism.

The implications of this finding for the management of graffiti vandalism is that there is a two pronged approach in responding to graffiti vandalism from Tasman District Council contractors SICON and the Police, but that the communication between these two organisations does not always occur. The approach is that SICON contractors find or respond to reports of graffiti vandalism to the Council and remove graffiti on public spaces and do not often report this to the Police and the Police address complaints from members of the public and private property owners and would not always pass this onto the council. This approach has not changed in the management of graffiti vandalism throughout this Project, however communication has been increased between the co-ordinator of the Pride of Place Project, who is employed by Tasman District Council, and the Police. To enable an overview of high incidence areas and regular taggers as suggested in best practice within the STOP Strategy this communication is essential. Regarding the enforcement part of the STOP strategy, this approach means there is potentially a lost opportunity of using young people and adults completing their community work hours to remove graffiti and clean up high incidence areas as SICON do this work and potentially SICON have a

lot of information regarding taggers that maybe useful for the Police. However what this approach does achieve is having one agency responsible for monitoring the 'problem' ie; SICON and responding quickly without having to consult with anyone else.

3.2.4. Reduced number of incidents reported by Richmond and Motueka schools.

It was initially thought by the steering group members that school routinely collected data on graffiti vandalism, however the evaluator has contacted the local schools and only minimal or anecdotal evidence is available.

Waimea school report a small increase in spending on removing and painting over of graffiti vandalism from 2009 when \$10,215 was spent to 2010 when \$11,496 was spent.

Motueka High School report very minimal amounts of graffiti and whatever does appear is always removed the morning before students arrive to engender pride in their school.

3.3. Outcome measure: Reduced community dissatisfaction relating to graffiti vandalism.

Indicated by:

3.3.1. Number of newspaper articles published relating to public perception of graffiti vandalism per year.

Newspaper articles were collected throughout the Project by Tasman District Council to keep a view of the public perception. These articles have been analysed for their content and slant.

Regarding the number of articles about vandalism generally, there was a definite spike in media interest in the summer of 2009, with the reporting of several youth parties that got out of hand and the vandalism spilling out of this. During this time there was an increase in the reporting in the media of vandalism in Richmond, including graffiti. At this time there was also a number of articles from the police perspective about crime rising and youth crime being part of that, vandalism and violent crime were quoted as being a significant part of the problem.

Throughout the two years of the Project a total of 20 newspaper articles were collected that reported the 'problem' of vandalism with a negative slant. These articles focussed on vandalism that had occurred and presented a viewpoint of this being a problem but no solutions were discussed. Note some of these articles were specifically regarding graffiti but most were broad vandalism including graffiti.

A total of 25 articles were collected that reported graffiti issues with a positive slant in terms of solutions being sought. There were a number of articles on the Projects various stages, lots around meetings happening, funding allocated to the project, Police's support of Project, pictures of mural in Salisbury rd when it went up and reports of workshops for POP logo design. There were also articles about vandalism or youth crime and within the article there were responses from the Project co-ordinator regarding their solution seeking approach.

There were 6 neutral articles collected, stating that meetings for the Project had happened with no particular slant, presenting a youth voice about solutions for youth crime and vandalism problems and youth survey responses.

Between August and October 2010, The Nelson Mail published several articles regarding a new face in Nelson who had a passion for 'street' and 'urban' art who was setting up an 'urban art' exhibition set to take place in the city during Nelson arts week, complete with a scrawl wall to allow visitors to the exhibition have a go themselves. Then interestingly, the media attention on graffiti took a turn in February 2011 when a piece of art work was put up under the Matai bridge, this art work caused much discussion in the media and within Nelson City Council with an eventual changing of council policy regarding 'street art'. "This piece of street art, described by Nelson-

based urban art movement promoter George Shaw as “just awesome” (Nelson Mail February 2011), followed by a comment “It’s too lovely to ruin. We as a city have to stand back and look at this and understand the difference between tagging and street art.” (Nelson Mail February 2011)

“The city council after much debate over art and graffiti, changed its policy to accommodate “street art” without the threat of it being removed as graffiti.” (Nelson Mail March 2011)

Since this change a further artist using similar techniques as the Matai Bridge piece has been reported to be putting up pieces around the city, testing this new policy. Due to these pieces being publicised in the Nelson Mail, it is possible this will inspire young artists and will invoke an interest in how their ‘street art’ will be perceived.

This recent shift in Nelson will most likely have an impact upon Tasman District Council’s area in terms of people/young people with an interest in street or urban art wondering if a similar shift in policy will take place in Tasman.

One of the artists who has put up pieces around the city has spoken to the Nelson Mail about having a legal graffiti wall. “The artist who created the monkey pasted up on a wall near Nelson’s Elma Turner library is calling for a dedicated area where young street artists can legally put up their work.” (Nelson Mail April 2011) Such a wall is in conflict with the STOP Strategy’s advice, however Nelson’s response to this is at this stage unknown.

What is clear is that if there is a growing community of ‘street artists’ and urban art promoters within Nelson that the difference between graffiti vandalism and ‘street art’ will be further defined and that anyone working with young people around graffiti vandalism would be following good practice advice from the Ministry of Justice by involving active street artists in any murals or ‘street art’ that they complete with young people.

3.3.2. Young people have improved perception of their community.

In the 2009 Tasman Youth Consultation, young people’s views were gathered by way of semi structured interviews carried out by Youth Workers late at night. This survey provided some qualitative data from a section of the youth who ‘hung around’ late at night in Richmond and Wakefield. One of the areas the survey focussed on was young people’s perception of their community. Mixed reactions were found to this with most young people feeling their area was a great place to live whilst a minority did not feel it was a good place to live. The majority of the youth who felt it was not a good place to live cited the reason for that feeling being that at night time a group of very anti-social and aggressive youth were ruining their fun by causing fights and causing damage to property. Many youth went onto describe having nothing to do in their area in the evening and their activities in the evening being mainly drinking, hanging around the streets and going to ‘skids’ with their cars.

Young people gave limited response regarding their thoughts on graffiti and vandalism, the general consensus amongst the young people spoken to on this consultation was that the group of anti-social youth referred to earlier were responsible for some vandalism but not all. A theme of alcohol related vandalism was evident with some young people feeling that alcohol was the main issue when it came to vandalising property. The majority of young people stated that more opportunities and activities for young people would be a good way to prevent crime and anti-social behaviour by most young people. A number of the young people referred to a graffiti wall being a good idea.

“Place to graffiti legally, place to do tag and more artistic stuff, instead of public property like they have in Hawkes Bay and Porirua” (Youth Consultation April 2009)

In a similar youth consultation completed in the summer of 2010 (Tasman Youth Consultation Graffiti Vandalism May 2010), youth were consulted by way of one to one structured interview, focus groups and outreach surveys completed in young people’s gathering spaces. Responses generally fell into the same themes as the previous years consultation, with mixed responses to questions about what do you like about your area? such as “nothing,

I hate it” to “there’s loads of stuff to do, my rugby team, basketball, it’s all good” and responses to the question of what don’t you like about your area? ranging from “nothing, I love it” to “There is nothing to do”. A significant theme that emerged from the young people who admitted committing acts of graffiti was that this group were the most vocal about what they didn’t like in their area. The majority response given for the reason of their committing acts of graffiti vandalism was that they felt they were not wanted in their area, there was nothing for them to do and they were persecuted by Police/media and locals.

Most young people when asked about graffiti vandalism in their area, thought that it was not that bad implying it didn’t occur very often, when further questioned on what they meant, “many young people asserted that most of vandalism was ‘done under the bridge’ or in other places to them deemed as inconsequential for the community.” (Youth Consultation May 2010)

During the summer of December 2010 through to March 2011, a further youth survey was carried out. The Tasman Street Ambassadors completed this piece of work during their engagement with youth late at night, in their gathering spaces. The following is an analysis of the data from this survey.

Demographics of young people surveyed:

21 young people were between ages of 15 and 18, 8 young people were 18-21 and 3 were 21-24

3 identified as Maori, 5 identified as mixed heritage including Maori/Pakeha, 22 identified as Pakeha and 2 as English.

16 were Male and 16 were female.

12 young people were from Richmond, 3 from Wakefield, 5 from Motueka, 2 from Mapua, 7 from Murchison, 1 from Stoke and 4 stated other as their area.

Questions were asked regarding what young people liked and disliked about their communities to gauge how young people felt about the area they lived in. When it came to what they liked about their area, a large majority (64%) responded by referring to the people within their community such as family and friends and the sense of community they experienced. “How close our community is” (YP022) “I like the smallness because we all know each other” (YP027) “Where my friends are” (YP002) and “Community spirit” (YP013 & YP015). Another common theme within what young people liked within their area were references to the environment, landscape and climate with 35% of responses containing comments such as “rivers and beaches” (YP009), “nice weather and beaches” (YP014), “The bush” (YP016) and “the landscape and the use of nature around us” (YP021). 24% of young people felt that there lots of things to do in their area making reference to sports activities such as biking or young people in Richmond and Motueka liking the shops close by “plenty of bike tracks so I can go biking” (YP024), “variety of things, food places and shops” (YP015). Interestingly 12% of young people referred to the smallness of their town and the quiet and peacefulness as something they liked. When asked about what they didn’t like about their area 33% of young people stated that had a lack of things to do and a lack of access to amenities, “All concerts are for over 18’s and there’s no swimming pool” (YP012), “No ATM” (YP017), “Not enough activities” (YP020, YP003, YP022). 6% who were in the 18-24 age range stated they had problems finding work due to limited opportunities.

In response to the question, “how proud are you of your area?” 82% of young people stated that they were either “a bit proud” or “very proud”, with an equal 41% responding within each of those options. Only 1 young person that they were not at all proud and 16% responded that they were really proud. When asked how much graffiti vandalism they thought was in their area 75% of young people asked stated they felt there was “some graffiti vandalism”, 25% thought there was no graffiti vandalism with only 1 young person stating they thought there was “lots of graffiti vandalism”.

It is very difficult from the data available from previous youth surveys and comparing this to the most recent youth survey whether young people have an improved perception of their area. However what is clear from the most recent survey is that young people are mainly proud of where they live and enjoy various aspects of their communities and available resources. With regards to graffiti vandalism, the majority think there is some graffiti vandalism and can identify negatives for the community in relation to that. With regards to what could be done to improve their area for young people, there was an overwhelming response of more activities and facilities to be available for their age group. The activities the young people wanted included, a movie theatre in Richmond, more events for youth, BMX and Go carts but also access to ATM's in Murchison and better bus service from Richmond.

3.3.3. Community survey finds improved perception of their community

It was originally thought that a community survey would be available for the use of this evaluation, however this is not the case and so there is no evidence for this indicator.

3.3.4. Photographic evidence shows improvement in selected areas.

The Project gained photographic evidence of areas that had graffiti present and subsequently had been cleaned up by SICON, the following is a sample of this evidence that showed SICON regularly visit the same areas to keep on top of repeat vandalism.



3.4. Outcome Measure: Promotion of the anti graffiti vandalism Project to the wider community and involvement of the wider community is achieved.

Indicated by:

3.4.1. Project is promoted by a range of media.

In promoting the Project's work to the wider community, two press releases were produced, one in July 2010 and the second in October 2010, detailing work achieved so far and plans for the following year. The Project was also covered in at least 13 articles in local press over the two year period, all of these articles were positive portrayals of the Projects work and informative to the readers about what the Project had so far achieved, what the aims of the Project were and how they planned to achieve those aims.

In promoting key messages to young people, detached youth workers were employed to work late at night over the weekends in both Richmond and Motueka. These youth workers were tasked with directly challenging anti-social behaviours and conveying key messages regarding graffiti vandalism. Although the latter couldn't happen until late in the summer of 2011 due to a delay in developing the key messages, the Street Ambassadors had discussions with young people regarding graffiti vandalism and it's impacts.

A campaign was set up with the name 'Pride of Place' and associated logo developed by youth in Motueka. This campaign produced stickers, T-shirts, a video documentary, a poster and flyers, all showcasing the logo and the messages that graffiti vandalism destroys beauty and that people should take pride in their place.

A set of 3 community murals were begun to be created by youth groups in both Richmond and Motueka. The first to go up was in a bus shelter on Salisbury Road, a spot that was problematic for graffiti vandalism. This mural also contained the 'Pride of Place' logo and name within the art work. The mural at the Salisbury Road bus shelter was featured in the local press 3 times along with further information regarding the Projects work.

The Project produced a one page article within Jam magazine regarding the creation of the 'Pride of Place' logo and art work, this article also contained key messages regarding graffiti vandalism as opposed to graffiti art work and the impact upon communities.

Jam magazine online also had a link to a 'Pride of Place' page containing messages regarding graffiti and the the Projects focus on keeping 'our place' looking nice.

A further method of promoting the Project utilised was the use of the community presentations, of which there were 43 in total, including radio interviews.

3.4.1. Community is actively involved in the Project.

Agencies that have been involved in the Project throughout the 2 years are:

Motueka and Richmond Youth Aid Police

St Vincent de Paul

Get Safe Motueka

Richmond Unlimited

Health Action Trust

Holy Trinity Church

TDC

Motueka community board

HYPE – GS

Motueka Rec Centre

TRST active youth sport tasman

Nelson Tasman Youth Connexions

Kahurangi Ed Trust

Ministry of Justice

NCC

Waimea College

ATET

Job Track

Nelson Tasman Youth Workers Collective.

Community workshops also took place with young people across the two years of the Project. There 9 workshops in total, involving the 4 workshops for the creation of murals, 1 workshop for creating a documentary and art design workshops for the Pride of Place logo's and art work. The workshops involved 135 youth actively taking part in the art work and creation of designs for the Project. There are 3 community murals that have been worked on throughout the last year of the Project, with one being finished (Job Track at Salisbury Road) and 2 yet to be completed and erected (ATET in Riwaka and Waimea College)

3.5. Awareness of the effects of graffiti vandalism amongst youth.

In the 2011 youth survey, young people were asked about their knowledge of the effects on the community of graffiti vandalism. 59% of young people could name some effects on the community, 44% of these were negative effects including, "it makes the community look bad, makes it look like we're not proud of our community" (YP009) and "makes it look really cheap and gross and gives tourists a bad impression" (YP013). A further 16% made reference to not all graffiti is bad and defined some graffiti as art with responses including, "I love it and think it's art but some people ruin it and think, make it about gangs" (YP019) and "graffiti is art not vandalism, it is an expression of the person's history ie; where they came from, what you are talking about is tagging, not graffiti." (YP030) These responses indicating that there is a perception with youth around the difference between graffiti vandalism and street art. As previously discussed, this definition has been promoted and endorsed by Nelson City Council and so it would seem logical that Tasman District Council in their future planning around graffiti vandalism address how this definition will be viewed in Tasman.

When asked if they could name any environmental effects of graffiti vandalism, 40% provided an answer with the majority of those (28%) responses having taken this to mean damage to the eco system making reference to the use of spray cans and toxic paints and paint removers. "CO2 emissions from spray cans" (YP034) and "paint and paint remover are both toxic" (YP025). With 13% of young people who provided an answer to this question, stating that graffiti vandalism made the environment look bad.

When asked if they could name some of the financial effects of graffiti vandalism, 38% of young people were able to identify a financial effect with all those responses being within the theme of graffiti vandalism clean up

costing the council and tax payers money. "Council wasting money removing paint" (YP034) and "the tax payers have to pay the government to get the graffiti cleaned up." (YP023)

Young people were also asked about the social effects of graffiti vandalism, 34% of young people could identify a social effect and all of these responses were negative effects including the effect on younger children and how it may make people within the community feel uneasy or unhappy. "Gives teenagers a bad name and makes swearing more acceptable" (YP009), "Bullying" (YP020), "Bad influencing of graffiti on younger kids." (YP022) and "People can feel uneasy because of graffiti, they may fear their homes maybe targeted." (YP023)

This data shows that of the sample spoken to, just under half of young people could name some negative effects on communities of graffiti vandalism and that 16% of the young people spoken to, had some perception of graffiti being an art form and that there was definition between graffiti art work and tagging.

The young people were also asked if they would report graffiti vandalism as this was one of the key messages hoped to have got out to people throughout this Project, that graffiti vandalism needed to be reported. Of the 34 young people asked, 65% said they would not report graffiti vandalism to anyone if they saw it and 35% stated they would report it to either the Police, the property owner or the Council. Increasing the reporting of graffiti vandalism by young people is recognised as one of the more difficult tasks in addressing the problem due to the need of a shift in young people's thinking about the issue.

3.6. Reduced accessible areas for graffiti vandalism by creating youth murals and other art in high incidence areas.

The following photos are of a high incidence area for graffiti vandalism.





The following photo is of the same site after the community mural had been put up by the Pride of Place Project.



This next photo is of the same mural, several months later in June 2011, showing still no tagging or other vandalism of the mural.



3.7. Increase in detached youth workers in Tasman District communities, on weekend evenings, during the summer months.

Indicated by:

3.7.1. Detached youth workers are present in the community at key times and

3.7.2. Budget is available to provide service required

Through this Project, Tasman District Council funded Street Ambassadors to work in both Richmond and Motueka from November 2009 through to February 2010 and from November 2010 through to February 2011. The Street Ambassadors were on the streets of these communities between the hours of 8.30pm and 2.30am on Friday and Saturday nights. These shifts started out covering both areas simultaneously although this was changed to being rotated between Richmond and Mouteka as there were not enough staff to cover both areas at the same time. The workers are skilled youth workers who engaged with young people in their evening gathering spaces to challenge destructive and damaging behaviour towards public and private property and advocated for young people to have pride and respect for their communities. The late nights in the summer months are the key times for young people to be gathering and potentially engaging in destructive or damaging behaviour so this presence of detached youth workers has been a success in that they have been present at these times.

3.7.3. Tasman Street Ambassador Service continues/is funded in the future.

Tasman District Council has secured funding for the Street Ambassadors to again be present in Richmond and Motueka from November 2011 through to February 2012 on both Fridays and Saturday nights. The shifts will again be rotated between the two areas so they will have equal coverage.

3.7.4. Tasman Street Ambassadors record acts/sightings of graffiti vandalism.

The Street Ambassadors have recorded and reported acts or sightings of graffiti vandalism which will contribute to a quick clean up a deterrent to future vandalism. They report that the amount of graffiti in the summer of 2010 through to 2011 was very light.

3.7.5 Tasman Street Ambassadors promote key messages with young people.

As previously mentioned, the key messages were due to be created after the youth consult but this did not occur until late in the summer 2011. The Street Ambassadors were briefed on the Projects aims and the need to address graffiti vandalism with young people. Over the summer of 2010 and 2011, the Street Ambassadors promoted key messages of having pride in your community and that tagging and graffiti vandalism decreases people's pride in their area. The Ambassadors engaged with young people using youth work skills to challenge damaging and destructive attitudes and behaviour. They encouraged young people to have engagement in their communities and having a voice through their discussions with the youth they worked with and through the delivery of the survey in the late summer.

3. Conclusions and Recommendations

Having presented the achievements of the Project against its own objectives, it is useful to go back to the Ministry of Justice current strategy on addressing graffiti vandalism and assess how the Project has achieved within the key areas of this strategy.

“The most effective crime prevention/reduction campaigns involve partnerships between local councils, community organisations and community members such as businesses, schools, sports clubs and private individuals – all with a focus on community engagement, ownership and action.” (Ministry of Justice, 2008:15) and engaging with young people to assess local youth attitudes about graffiti vandalism, develop collaborative partnerships with the youth community to identify effective strategies to combat graffiti vandalism and foster a sense of community pride and respect in children and young people – with flow on benefits in reduced graffiti vandalism.

Regarding this overarching statement of good practice for Projects in this area, the Pride of Place Project has achieved engaging the council with community organisations, businesses, schools, churches and the Police with a focus of ownership and action by way of creating a steering group and holding several meetings inviting members of the wider community to these meetings. These meetings were focussed on what the issues were and how the Project would best address them. There have been some reports from steering group members of lots of meetings and unfinished ideas and a dwindling of meetings toward the end of the Project. It is pertinent to note that some of the steering group members left attending these meetings and so are now unaware of the progress made on these ideas, however it must be recognised that consistent meetings would keep people informed of progress. Community engagement with this variety of organisations and individuals takes time and perseverance on ideas to be taken forward. It appears there were some ideas that did not come to fruition and that some ideas such as creating community murals took longer than some members hoped.

In terms of using Crime Prevention Through Environmental Design' (CPTED), a principle advocated by the STOP strategy, the Project has met two of the key principles of this approach, by providing an additional group of people as eyes on the street, being the Street Ambassadors and advocating a sense of ownership of spaces, by creating community murals, showing that a space is cared for. The other aspects of CPTED are specifically related to town planning and security measures, these could potentially be increased in the Tasman area by sharing of information relating to these principles between the Pride of Place Projects co-ordinator and town planning departments of the council.

A further element of the prevention part of the STOP strategy is publicising the graffiti issue, in relation to this aspect the Project has made big inroads in maintaining a public profile, its aims and its work have been highly publicised, evidenced by the number of newspaper articles, presentations to the community and radio broadcasts on these topics.

In terms of the management part of the strategy, assessing the local problem is essential, so identifying where and when graffiti happens and what amounts happen and then responding to graffiti by reporting and quickly removing it. Again the project in this aspect has gained a good overview of where graffiti is an issue and has advocated for increased reporting of graffiti vandalism to enable speedy removal. Ongoing monitoring of the problem through communication between the council, Police and businesses is advocated by the strategy. In Tasman, Sicon have the contract for removing graffiti and respond quickly to graffiti they see or is reported to them, thus this agency are monitoring the problem and have a lot of knowledge of the high incidence areas. The last part of this strategy is the enforcement part where legislation is used by the Police and the justice system to deter further offences of graffiti, in this respect the Project could work more with the Youth Aid section of the Police to encourage young people who commit graffiti to be responsible for the clean up of graffiti.

The Ministry of Justice, STOP Graffiti document mentioned working with youth who maybe at risk of committing graffiti vandalism crimes, also at steering group meetings this was identified as a strategy that should be employed. Past youth surveys in 2009 and 2010 showed there was a small group of particularly anti-social young people who may have been responsible for a majority of the vandalism in Tasman and particularly Richmond. Also Police Youth Aid would know of young people they are concerned about tagging and the street ambassadors would have information also. It is important that concerns about young people who maybe at risk of graffiti vandalism behaviour are communicated between Police Youth Aid, The Street Ambassadors and The Pride of Place Project to ensure a joined approach and that engagement of these young people occurs. The Project has been very successful in engaging young people across Richmond and Motueka in workshops, the creation of Pride of Place logo and associated art work and the creation of community murals. These workshops have engaged a mixture of young people, some of whom would have been identified as a risk of committing acts of graffiti vandalism.

In comments from other projects successes around the country, reference is made to engaging well known graffiti artists to work with youth to design and produce public art murals, this project has engaged the skills of a well known artist, although not a graffiti artist and has successfully put up public murals in high incidence areas that have not been subsequently tagged. The issue of a rising trend in street/ graffiti style art in Nelson has been noted in this evaluation and it would seem wise for any future engagement of artists and young people that the Project consider the merits of involving people and artists reported to be a part of this rising trend.

With regards to the statistics collected on actual incidences of graffiti vandalism, it was found that the Police have seen a reduction in reported incidences but that SICON have seen an increase in spending, what this has indicated is that as an agency working in isolation to the Police, SICON are very effective at removing graffiti quickly and that this does not get reported to the Police. With the likelihood that the Police receive most complaints regarding private property and SICON responding mostly to public property this could also indicate that there has potentially been a decrease in graffiti vandalism against private property but an increase in graffiti vandalism against public property. The other possibility is that SICON have over the last year become more aware of high incidence areas and more effective at removing it, thus there may not have been an increase in the number of incidences but an increase in the amount of clean up is still seen. It would be a recommendation in line with the STOP strategy that Tasman District Council, Pride of Place co-ordinator continues to receive SICON's monthly reports of clean up's completed and communicates the high incidence areas to the Police and the Street Ambassadors to maximise prevention strategies including the engagement of youth most likely to be committing graffiti vandalism. Further that the Project co-ordinator liaises with SICON and Police Youth Aid to establish an arrangement of youth caught for graffiti, cleaning up graffiti in these areas.

The Project had an aim to reduce community dissatisfaction regarding graffiti vandalism, there was minimal data collected regarding the achievement of this aim, however what is clear is that after a spate of high media interest in graffiti vandalism committed by young people, this has tapered off and in Nelson has been replaced with positive reporting of some graffiti/street art as art that should not be painted over.

In relation to the Projects aim of increasing awareness of the impacts of graffiti vandalism amongst young people and the wider aim of young people having an improved perception of their area, data showed that the majority of young people have an idea of some of the negative impacts of graffiti vandalism and that also that the majority of young people were proud of their area. To continue this awareness and sense of pride in their areas, and following recommendations of the STOP strategy, it is recommended that workshops with young people to create art that features in their communities should continue. It is further recommended that any local figureheads within the scene of street art/graffiti art or any other local flavour of art popular with young people should be engaged in these workshops.

Finally it is recommended that a further pair of eyes on young people's gathering spaces at high risk times such as summer months at night could only increase prevention of graffiti vandalism, engagement of youth who

maybe at risk of involving themselves in this behaviour and the promotion of key messages of the Project, including having pride in your community and taking part in keeping your community look good. Thus future funding of the Street Ambassador service in the Tasman District would be recommended to continue alongside any future Project work in this area.

References

Ministry of Justice 2006 *How to STOP Graffiti Guide, A practical resource for territorial authorities, schools, businesses and private residents*

Ministry of Justice 2008 *STOP Strategy, A Strategy for Change 2008-2011* Crime Prevention Unit

Russell.N 2009 *Review of Contract Providers' annual reports on STOP Strategy funded activities prepared for Crime Prevention and Criminal Justice Group, Ministry of Justice.*

STOP Strategy Implementation Progress Report July 2009- June 2010

Tasman Youth Consultation, Graffiti Vandalism Summary Report prepared by Rachel Sharvell Jones May 2010 (HYPE-GS)

Tasman Youth Consultation, Summary Report prepared by Sally Wood April 2009 (HYPE-GS)

APPENDIX 1

Graffiti Vandalism “Pride of Place” Project Evaluation tools

Process Criteria and Standards Tables

1. Increased regional knowledge of “what works” in reducing graffiti vandalism.

Rating	Number of Steering Group members and key people who report an increase in their regional knowledge	Number of presentations made to community/public (Over project 2 year period)	Number of people at presentations	Steering Group members report knowledge sharing
Excellent	90%	24	300	All Steering Group member report knowledge sharing
Good	75%	20	200	Most Steering Group member report knowledge sharing
OK	50%	15	150	Some Steering Group member report knowledge sharing
Poor	< 30%	< 10	100	No Steering Group member report knowledge sharing

2. Reduced number of incidents of graffiti vandalism in the TDC region are reported.

Rating	Reduced number of incidents reported to Police	Reduced number of incidents reported to Richmond Unlimited/Our Town Motueka	Reduced Number of incidents reported to Tasman District Council	Reduced number of incidents observed by Sicon	Reduced number of incidents reported by Richmond and Motueka Schools
Excellent	50% reduction	50% reduction	50% reduction	50% reduction	50% reduction
Good	35% reduction	35% reduction	35% reduction	35% reduction	35% reduction
OK	20% reduction	20% reduction	20% reduction	20% reduction	20% reduction
Poor	< 10% reduction	< 10% reduction	< 10% reduction	< 10% reduction	< 10% reduction

*Note: rating will be skewed due to conflicting aims of reduced incidence vs increased reporting

3. Reduced community dissatisfaction relating to vandalism.

Rating	Number of Newspaper articles published relating to public perception of graffiti vandalism (per year)		Young People have improved perception of their community	Community Survey finds improvement perception of their community	Photographic evidence shows improvement in selected areas
	Positive Articles	Negative Articles			
Excellent	12	0	Most young people feel very positive about the level of graffiti vandalism in their community	Most Tasman residents feel very positive about the level of graffiti vandalism in their community	All selected areas have improved
Good	6	3	Most young people feel positive about the level of graffiti vandalism in their community	Most Tasman residents feel positive about the level of graffiti vandalism in their community	Most selected areas have improved
OK	3	6	Most young people feel neutral about the level of graffiti vandalism in their community	Most Tasman residents feel neutral about the level of graffiti vandalism in their community	Some selected areas have improved
Poor	0	12	Most young people feel negative about the level of graffiti vandalism in their community	Most Tasman residents feel negative about the level of graffiti vandalism in their community	No selected areas have improved

4. Promotion of the anti graffiti vandalism project to the wider community and involvement of the wider community is achieved.

Rating	Project is promoted by a range of media	Community is actively involved in the project overall
Excellent	7 methods of promotion are used to promote the project and/or its key messages	200 community members are involved
Good	5 methods of promotion are used to promote the project and/or its key messages	150 community members are involved
OK	3 methods of promotion are used to promote the project and/or its key messages	100 community members are involved
Poor	1 methods of promotion are used to promote the project and/or its key messages	Less than 50 community members are involved

5. Reduced amount of spending by TDC Parks and Reserves Department on cleaning up graffiti vandalism

Rating	Reduction in spending on Graffiti Vandalism cleanup.
Excellent	50% reduction in spending
Good	30% reduction in spending
OK	15% reduction in spending
Poor	Less than 5% reduction in spending

6. Awareness of the effects of graffiti vandalism amongst youth.

Rating	Young People are aware of some social effects of graffiti vandalism	Young People are aware of some financial effects of graffiti vandalism	Young People are aware of some environmental effects of graffiti vandalism	Young People are aware that the best response to Graffiti Vandalism is to report it	Young People are proud of their local area
Excellent	Above 70% of young people are able to describe some of the social effects of graffiti vandalism	Above 70% of young people are able to describe some of the financial effects of graffiti vandalism	Above 70% of young people are able to describe some of the environmental effects of graffiti vandalism	Above 70% of young people say they would report graffiti vandalism if they see it	Above 70% of young people are proud of the place they live
Good	Above 40% of young people are able to describe some of the social effects of graffiti vandalism	Above 40% of young people are able to describe some of the financial effects of graffiti vandalism	Above 40% of young people are able to describe some of the environmental effects of graffiti vandalism	Above 40% of young people say they would report graffiti vandalism if they see it	Above 40% of young people are proud of the place they live
OK	Between 1-40% of young people are able to describe the social effects of graffiti vandalism	Between 1-40% of young people are able to describe the financial effects of graffiti vandalism	Between 1-40% of young people are able to describe the environmental effects of graffiti vandalism	Between 1-40% of young people say they would report graffiti vandalism if they see it	Between 1-40% of young people are proud of the place they live
Poor	No young people are able to describe the social effects of graffiti vandalism	No young people are able to describe the financial effects of graffiti vandalism	No young people are able to describe the environmental effects of graffiti vandalism	No young people say they would report graffiti vandalism if they see it	No young people are proud of the place they live

7. Reduced accessible areas for graffiti vandalism by creating youth murals/ other art in high incidence areas.

Rating	Their are fewer area's accessible to Graffiti Vandalism
Excellent	6 community murals completed and displayed in identified'graffiti hotspots'
Good	4-5 community murals completed and displayed in identified'graffiti hotspots'
OK	2-3 community murals completed and displayed in identified'graffiti hotspots'
Poor	1 or fewer community murals completed and displayed in identified'graffiti hotspots'

8. Increase in detached youth workers in our communities, on weekend evenings, in the summer months when graffiti is most prevalent.

Rating	Detached Youth Workers are present in the community at key times	Budget is available to provide service required	Tasman Street Ambassador Service continues/is funded in the future	Tasman Street Ambassadors record Acts/sightings of graffiti vandalism	Tasman Street Ambassadors promote key messages with Young People
Excellent	Dual Delivery. Teams are available in both Richmond and Motueka on Weekends evenings (between 9pm-4am) over the busy summer months (Dec – Feb)	Budget is available to meet dual delivery requirements	Service is fully funded above current levels and expanded to become more comprehensive	All staff participate in recording/identifying graffiti areas and gathering feedback from young people	All staff promote key messages to young people
Good	Single Delivery. Teams are available in Richmond or Motueka on weekends evenings (between 9pm-4am) over the busy summer months (Dec – Feb)	Budget is available to meet single delivery requirements	Service is adequately funded and remains the same	Most staff participate in recording/identifying graffiti areas and gathering feedback from young people	Most staff promote key messages to young people
OK	Limited Delivery. Teams are available in Richmond or Motueka with limited hours allocated to their service	Budget is available to meet limited delivery requirements	Service is partly funded and service is reduced	Some staff participate in recording/identifying graffiti areas and gathering feedback from young people	Some staff promote key messages to young people
Poor	No teams are available to carry out this service	No budget is available to carry out this service	Service is not funded and service is cancelled	No staff participate in recording/identifying graffiti areas and gathering feedback from young people	No staff promote key messages to young people

APPENDIX 2

Feedback from Steering Group Members of Graffiti Vandalism Project

Q.1. Would you say your knowledge about ‘what works’ in dealing with graffiti vandalism increased throughout your involvement with the Project?

YES / NO (Please delete whichever does not apply)

Q.2. Place your knowledge of ‘what works’ in dealing with graffiti vandalism before your involvement with the Project on the following scale:

1= no knowledge 2=limited knowledge 3=some knowledge 4= good knowledge 5=vast knowledge

(Please delete whichever does not apply)

Q.3. Place your knowledge of ‘what works’ in dealing with graffiti vandalism currently, after your involvement with the Project on the following scale:

1= no knowledge 2=limited knowledge 3=some knowledge 4= good knowledge 5=vast knowledge

(Please delete whichever does not apply)

Q.4. Do you feel knowledge on ‘what works’ in dealing with graffiti vandalism was shared at steering group meetings?

YES / NO (Please delete whichever does not apply)

Q.5. Place your feelings of how much knowledge was shared at steering group meetings on the following scale:

1= no knowledge shared 2= limited knowledge shared 3= some knowledge shared
4= lots of knowledge shared 5= vast amounts of knowledge shared

(Please delete whichever does not apply)

Q.6. Any other comments about your involvement with the Project, the Project’s achievement of it’s aims or other relevant information you feel is important?

Thank you for your time, your answers will be collated with other steering group member’s responses and used in the final report for the evaluation of the Project.

APPENDIX 3

Tasman Youth Voice Survey

Age (Please circle) 12 -14 15-17 18-20 21-24

Other_____

Ethnicity (Please circle) Maori Pakeha Pacific Island

Other_____

Gender (Please circle) Female Male

Home Town (Please circle) Richmond Motueka Takaka Brightwater

Wakefield Hope

Mapua Riwaka Tapawera Murchison Moutere

What are doing now? School CourseWorking Other_____

What do you like about your area?

What don't you like about your area?

How proud are you of your area? 1=not at all proud 2=a bit proud 3=proud
4=really proud

How much GV do you think is in your area? 1=Lots of GV 2=quite a lot of GV 3=some GV
4=No GV

What effect do you think GV has on your community?

Prompt: Could you describe some environmental effects?

Prompt: Could you describe some social effects?

Prompt: Could you describe some financial effects?

Would you report GV if you see it? Yes No

Who would you report GV to?

How do you feel about GV in your area? (Please circle one response)

Very Negative Negative Positive Very Positive

Where do you 'hang out' in your area?

What should be done to improve things for young people in Tasman?

What do you think are the biggest issues for young people in Tasman?

(Circle as many as you like)

Lack of things to do No-where to hang out Public transport Graffiti

School 2 work transition Alcohol & drugs Comm'ty safety
Unemployment

Lack of youth facilities/service provision Any other
issues _____

What is important for young people and the community?