

# **Tackling Graffiti**

02-06

## **in Bath**

**A Partnership Approach  
by  
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**For inclusion in the  
crime reduction category  
and looking at Home Office priority area of  
Fear of Crime**

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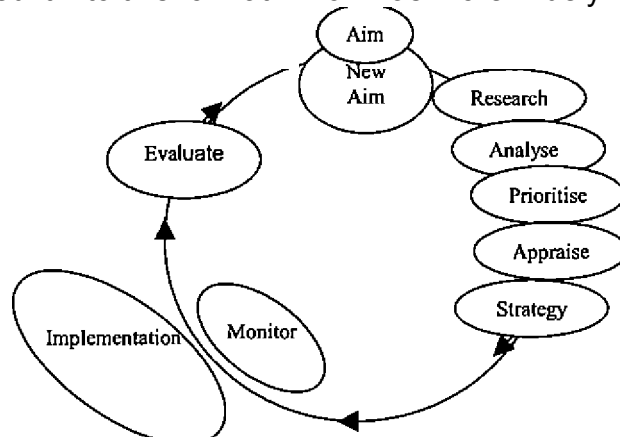
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# Summary

## Tackling Graffiti in Bath

A concern over graffiti first came to light in the Larkhall area of Bath, which we photographed in order to measure the problem. We took the force SARA model and then expanded it into this format which was more widely recognised by our partners.

Trigger



Our aim was to clear away graffiti and reduce damage and a fear of crime in a pilot scheme in Larkhall. We have now done that and are applying the lessons learnt to a new aim of tackling the problem in the whole of Bath.

To begin with we looked at other places which had experienced the problem and how they dealt with it. We examined the profile of likely offenders and studied the graffiti sub-culture, and discovered an existence of territory marking though artistic expression. We also looked at the crime statistics and found that this crime is disproportionately underreported. We took this research to our partners who were able to assist with putting a local perspective on graffiti and show how much is cleaned in the city. They also produced evidence of what people thought about this problem and that it featured very high on the agenda of both residents and tourists, producing a fear of crime.

We drew up a directory of agencies and other partners to work in co-ordination. A list of actions for all 27 partners was agreed on. This included:-

- \* Identifying sites
- ◆ Cleaning off graffiti
- ◆ Education of potential offenders
- ◆ Detecting and prosecuting current offenders
- ◆ Working with graffiti writers to find alternative legal forms of artistic expression.

These were applied in the autumn of 2001 in Larkhall.

At the end of the autumn we were able to measure how much graffiti had been cleaned and to see how much existed elsewhere in the city. Having arrested several of the Graffiti writers, we now have an established line of communication with them. Many of the graffiti sites were visited and there has been a noticeable decrease in the amount of fresh graffiti. The cost of the project is £18,976 to date with an anticipated annual saving of £34,400. There is also a reduction in the fear of crime, which can be measured by a post project survey and tourists numbers.

# Contents

<b>Page</b>	<b>Title</b>	<b>Section</b>
2	Summary	
3	Contents	
4	Introduction	
5	First indications of the problem	1
6	Initial Research and Analyses	2
9	Formation of Partnership and Detailed Research and Analysis	3
11	Responses and Actions	4
13	Evaluation and assessment of The Autumn Project	5
15	References	
16	Appendix A	
17	Appendix B	
18	Appendix C	
19	Appendix D	
21	Appendix E	
22	Appendix F	
<b>24</b>	<b>Appendix G</b>	

## Introduction

‘Youth is disrespectful. The youngsters of the Land have a disrespect *for their* elders and contempt *for authority in every form.* vandalism is rife, and crime of all kinds is rampant vs. our young people. The world is in peril.’

**Quotation from an Egyptian priest 2,000 BC.**

500,000 years before that crude paintings were being placed on cave walls.

2,000 years ago The Romans invaded Britain and established a centre at Bath.

Come forward to the present, add it all up, and you have the basis of a Problem Orientated Policing project to tackle Graffiti in Bath.

## **Section 1 First Indications of the Problem**

In January 2001 we were approached by a family, in Avondale Buildings, Larkhall, who showed us the side of their house. It was covered in graffiti, which had been gradually increasing over the course of several weeks. The cost of this damage was estimated at £400 and the impact on the family was such that they were considering moving. This was immediately photographed and six weeks later a further photograph evidenced the increases in infestation. See Appendix A.

They stated that there was a lot of graffiti in Larkhall so a quick visual assessment was made of the area. This was undertaken by PC Morgan, the local Beat Officer, who didn't realise the extent of the problem until he specifically looked for it. 'The more I looked the more I saw'.

We were conscious that this might be the same all over Bath and so the same Officer did another visual survey of the whole city. This indicated that Larkhall was suffering a higher level of graffiti than any other neighbourhood. At this time a local small business contacted us with graffiti all over their workshop walls. This had built up over a period of weeks. There was certainly a growing problem in this area.

We then looked for a force best model on dealing with the problem and found nothing. Therefore PC Morgan contacted British Transport Police and The Home Office Crime Reduction College at Easingwold. They provided a lot of background information on the culture behind the offence and gave direction as to where more facts and research could be found. We then decided to quantify the problem in Larkhall and a more systematic recording of infestations was made which provided an initial measure of the problem. 70 photographs were taken of 45 sites with 150 separate pieces of graffiti. Bath and North East Somerset council (B&NES) put the estimated cost of this damage, at £2250.

## Section 2 Initial Research and Analyses

Because of our lack of knowledge of the offender, and the rationale behind the crime, PC Morgan went to the first International Graffiti Conference in Newcastle upon Tyne in March 2001. The conference was addressed by Keith Hill MP, Parliamentary Under Secretary of State for Transport and David Gunn, former President of New York City Transit Authority amongst others. This gave a greater understanding of the problems, issues, causes and solutions to this evolving phenomenon.

In graffiti culture a tag is a unique signature or nickname adopted by a *writer*, one who does graffiti. A tag can be written very quickly and is usually a name e.g. 'Freaky' (See Appendix B). Often a writer will leave his tag at 30 or 40 locations in one session, that creates 30 or 40 victims. Most writers are members of a graffiti gang or *crew* which can number from 2 to 8 members. Crews usually adopt a name, which is traditionally abbreviated into initials e.g. West Country Ruckus or WCR (See Appendix C). A piece or *dub* is a larger graffiti illustration, which is more complex and usually coloured. We estimate in Larkhall that these writers are responsible for about 95% of the graffiti. The rest comes from people with a political agenda or occasional juvenile scribbling.

The problems graffiti causes can be placed into two categories. There is criminal damage and the fear of crime that is produced from the perception this gives. At first, damage was easy to measure and quantify in financial terms but fear of crime was far harder to evidence. We now started to involve other agencies in assisting with identifying research and analyses on the subject locally, nationally and internationally.

The fear of crime has become a subject of greater political importance since the introduction of The Crime and Disorder Act. The local Community Safety Officer, Inge Shepherd, was keen that this project would research this area and target it in the subsequent actions. Recent criminological research suggests that fear of crime is high and needs to be tackled in its own right (Ramsey [1991]). People's fear of an area could come from all types of abstract factors such as graffiti. Respondents were asked to list those locations which were poorly lit, and those which were avoided though fear. The researcher expected the two to be the same or similar but there was surprisingly little overlap between the two (Demuth [1989]).

The British Crime Survey (BCS) asks people how they perceive crime in their neighbourhoods. In 2000, 32% of respondents identified that graffiti or vandalism was a big problem, compared with 26% in 1998 and 24% in 1996.

We wanted to know how fear affects a community. 'Fear of crime may be unrealistic but none the less real' (Davidson R [1981]). Davidson goes on to say that the potential for being a victim of crime is measured by the individual by the state of the community in which they live. A run down deteriorating area can cause anxiety and confusion. Another study showed that the real crime situation often had little relationship to the local fear of crime and this was influenced by other factors. The interaction between fear as vulnerability and fear as community concern may explain

why fears may be exaggerated while crime is seen as something that affects others (Garofalo and Lamb [1978]).

The only local research evidence we had of the fear of crime was that from The B&NES Voicebox Survey of 2001. This survey is conducted annually although the questions vary and are based on the city's current concerns. 1500 people are sent mail questionnaires to fill in. They are a demographically representative sample of the local population in terms of residential area, gender, ethnicity, household composition, disability/long-term illness and age. In 2001, 1039 forms were returned unspoilt and form the survey basis (See Appendix D). 67% of respondents stated they felt unsafe on the streets of Bath at night. Although this can't be attributed to graffiti it was a factor showing peoples general concerns.

When it came to finding research on damage we again looked at The British Crime surveys, which provided a national picture. The 1992 survey estimated 2,730,000 instances of vandalism against private property, it did not cover commercial property.

The 2000 BCS figures showed the annual cost of vandalism at £1.5 billion with an average cost of £510 per household. The commercial cost was £2.6 billion compared to the total cost of crime at £60 billion.

We examined the attrition of crime as demonstrated in the 1992 survey and Lea J & Young J [1993] (See Appendix E). This was used this to set local data into perspective and provided a benchmark we could set against police statistics to obtain a truer local picture. We used B&NES figures for calls for cleaning to get a feel for the number of unreported crimes.

Year	Number of incidences of graffiti reported to the Police in Bath	Number of calls to B&NES for graffiti to be cleaned off in Bath
1998	<b>0</b>	<b>7</b>
1999	<b>2</b>	<b>15</b>
2000	<b>1</b>	<b>24</b>

These figures are so low that it is very difficult to extrapolate and would demonstrate a false picture when it comes to the evaluation phase. The rising number of reported infestations to B&NES may be an indication of a rising problem or it could be that they have better advertised their reporting methods. However, the attrition figures indicate that the amount reported is only the tip of the iceberg.

Therefore we carried out our own local research to measure the problem. 412 photographs were taken of graffiti in Larkhall, at sites where people stated there had been no graffiti two years previously. Some pictures can capture several acts on one photograph, others are one photograph for one piece. We did a count and found in excess of 1000 acts of graffiti had been written during this period. This represents around 500 hours of cleaning, which would cost B&NES £25,000. A tag, which takes the writer seconds to spray, can take half an hour to clean.

The city of Bath is constructed from the indigenous Oolite stone that is pale cream in colour and has porous properties. This light coloured surface offers the writer a

tempting canvas. Unfortunately this presents unique and expensive cleaning difficulties for the victim as the pigments and dyes are quickly absorbed by this sandstone. High pressure cleaning methods or strong chemicals are not an option. Also after it is cleaned, there remains ghosting of the original graffiti.

Our research also showed us that there are spin off crimes. These include theft to obtain materials for graffiti. An extreme example was a burglary of a coach-works, for paint, in Kingston upon Thames by a 14 year old boy, (Daily Telegraph [2001]). Also assaults when rival writers conflict, again an extreme example was a murder at Hampstead (Daily Telegraph [2001]).

We researched other places where the problem had been tackled. The most famous of these was the New York Subway. There was a study into this by Nathan Glazer in 1979. He stated that 'graffiti signified that graffitiists, other disorderly persons, and criminals who rob, rape, assault and murder passengers are part of one world of uncontrollable predators'. He also said that this gave citizens the evidence that public officials were unable to secure the subway environment even from relatively minor lawbreakers, let alone serious predators (Glazer [1979]). Between 1984 and 1989 the problem was tackled and eradicated by The Transit Authority President, David Gunn. He made 'Clean Cars', which were cleaned immediately they were re-infested. These cars carried extra security and remained clean. Slowly he cleaned up all the rolling stock until artist's gave up as their work was no longer being displayed (Kelling & Coles [1996]). This approach influenced our thinking when it came to cleaning off local authority and private houses (see agreed actions).

In March 2001 it was apparent that we could not deal with this alone and a multi partnership approach was required.



## Section 3 Formation of Partnership and Detailed Research and Analysis

'In many areas, crime and the fear of crime seriously affect the quality of people's lives. The amount of crime that takes place should not be exaggerated; nor should the impact of crime on those most likely to be victims be understated. Experience or the fear of crime is an everyday problem for many people. It needs to be dealt with by mobilising the resources of local authorities, the community itself and the police' (Osborn & Bright [1989]).

On the 14th of March 2001 we held our first partnership meeting. As the project developed the number of partners slowly grew and now number 27. (See Appendix F). Partners broadly fall into three categories.

- ◆ Representatives of the victims such as councillors and utility management.
- ◆ People who are providing solutions.
- ◆ Those representing the graffiti sub culture.

Some partners fit into more than one category.

Ten minuted meetings have taken place to date, at the police station and other venues. They are held about every six weeks. These have been necessary to steer research, actions and evaluations across the various ranges of responsibility.

One of the first things we established, as a partnership, was how much the problem affected the victims. We needed to qualify this financially, where possible, and measure other affects it had on people as well. The 14 Partners representing victims (see appendix F) each produced separate problems.

Tourism felt that their trade was adversely affected by the problem. Bath is a world heritage city and the largest tourist attraction outside the Capital, attracting 10,000 visitors a day. The revenue generated from these visitors is £195,000,000 per annum (Bath Tourism Bureau [2001]). Furthermore 5,224 jobs were directly connected to the industry when measured in 1999. This equates to 15% of the local population. During the voicebox Survey of 2001, 94% of respondents stated that tourism was 'important' or 'very important' to the city. When asked which elements they thought most likely to discourage visitors, the top reply was parking problems with dirty, unclean and littered streets coming second out of twenty. Consequently when asked how they thought the area could be improved for visitors and residents the top reply was higher standards of tidiness and cleanliness. The 2000 survey put environment at the top of local peoples priorities (See Appendix D).

B&NES were also able to cite occasional correspondence from visitors which indicated those tourists found environmental decay a problem. One letter writer, from Australia, stated that they had observed a decline in standards in their visits to the city over the years. They said they would not recommend others to visit Bath.

From this we considered measuring our actions from the revenue generated, the number of people employed in the industry (and the responses from people at any

subsequent survey with same questions asked). Revenue we would expect to go up with inflation but when we got to evaluation other events, as you will see, overtook our ability to accurately compare.

The utilities, in which we have included First Badgerline and Adshel (who maintain bus stops), have suffered a disproportionately high amount of graffiti on their equipment. They are all engaged on a continuous maintenance programme nationally, which includes graffiti removal. However they all found it difficult to give a figure on how much the problem costs them in Bath.

W.S. Atkins Transportation Engineering is responsible for maintenance of The Batheaston Bypass, a 3-mile trunk road on the outskirts of Bath, near Larkhall. This five year old road has attracted a considerable amount of graffiti. W.S. Atkins said they would cost and clean this problem.

Three councillors represented the various residents in affected parts of the city. Costs of cleaning houses have already been documented.

Other partners were able to assist with solutions. These could be broadly divided into two categories.

- ◆ Those involved with cleaning
- ◆ Those helping to divert the offenders away from illegal graffiti.

B&NES Cleansing Department proved very useful in both cleaning their own sites and advising other organisations in local cleaning problems.

Youth Development gave a wonderful insight into local youths and the 'make-up' of most of our writers. They are males between 12 and 17 years old and are predominately white middle class, however other social and ethnic groups are represented. Youth Development also advised the partnership about the best way to steer these youngsters into the direction we wanted them to go. For example, they advised that it would be better not to rush the creation of a legal wall but to wait for the writers to ask for it. They promised to go out and sow a seed to promulgate this idea. To begin with Youth Development represented the offenders on the partnership and were able to give us an insight into their views. The feedback was that they were suspicious of us because we represented authority. We were also informed that many of them did not think they were doing anything wrong, but thought we were against them as we didn't like their art.

This view influenced our education programme for younger children. We decided to inform on the illegal elements, and the misery it causes, before they form ideas from their peers. It also influenced the way we worked at getting the writers 'on our side'. The writers thrived on having their work seen by many people so we decided not to involve the local daily newspaper, The Bath Chronicle, as they would publish pictures and fuel their desire for publicity.

## Section 4 Responses and Actions

It is unrealistic to aim for totally eradicating graffiti. However it can be reduced and diverted.

As a partnership we had to sit down and look at the research to date and form actions to deal with the problem. First we had to define what we wanted to achieve and what our aims would be. Graffiti is either:-

- ◆ Historical
- ◆ Is currently being written
- ◆ Will be written in the future

The way to eradicate historical graffiti is to remove it.

The way to deal with current graffiti is to

- ◆ Arrest and prosecute the perpetrators
- ◆ Clean off infestation before anyone sees it, thus denying the writer their publicity
- ◆ Provide an alternative legal site for non-offensive artistic expression

The way to tackle any future graffiti is to

- ◆ Educate against criminal damage
- ◆ Encourage properly constructed artistic creation, on the legal site or elsewhere.

In order to be effective The Partnership agreed to apply the below strategies in a small measurable area over a fixed period of time. It was decided to trial the project in Larkhall as it had been identified as the worst affected area. The city centre was also included in order to satisfy the interests of business and tourism. This took place in October and November 2001. The project was then evaluated and the lessons applied to a city wide project which was begun this spring (2002).

There were several strategies identified by the partnership to tackle this problem.

**Remove (past):** The first action was to clean off graffiti. This had to be taken on by the various owners. The council agreed to clean private dwellings and this cost was to be subsidised from donations to a central fund. In line with the New York Subway Clean Car scheme it was decided that any cleaned site should immediately be re-cleaned in order to deter further graffiti. The funded scheme to private houses had a 3 month free re-clean guarantee on it to ensure this happened in these circumstances. B&NES Action Line was commissioned to act as a contact, recording and advice point for all graffiti problems.

**Evidence and Prosecution (present):** A full photographic data base was to be prepared so as to act as a reference point for future prosecutions and to aid identification of tags and crews. This was to complement The British Transport Police data base. Identified offenders were to be arrested and where possible prosecuted. Reparation, where by young offenders clean off graffiti, was also to be considered.

**Working with the writers (future):** Contact with the writers was to be made in order to explore alternative locations for their graffiti such as an identified legal wall. They could also be employed to re-style existing derelict sites. Local retailers were advised to display paints in such a way as to prevent them getting into the wrong hands. They were also requested to vet who they sold materials to.

Education of young people, was to be undertaken, of the hazards and morality of causing criminal damage by graffiti with emphasis to be placed on the misery caused and cost of repair.

## Section 5 Evaluation and assessment of The Autumn Project

There were successes and lessons from the autumn project. However we were aware of The recent report by HM Inspectorate of Constabulary [1998] which found that only 17 of the 335 community safety initiatives investigated were evaluated as being successful. The Audit Commission report 'Safety in Numbers' [1999] identified cost benefit analysis as being a major evaluation gap.

There is a tension between a 'scientific' and 'pragmatic' approach to evaluation. As the policy makers we realised our approach would steer towards the pragmatic end so we tried to allow for that by being conservative in some of our financial estimates.

We looked for evidence of

- ◆ Both qualitative and quantitative change
- ◆ Effectiveness of our actions
- ◆ Permanence (in which we will need to measure immediate results against similar figures in three years time)
- ◆ The projects ability to reproduce to the rest of the city

When calculating savings from reduced crime it is important to distinguish between estimates of actual savings (from reduction in property loss and damage, for instance) from notional savings (from estimated savings to the criminal justice system). It is also important to take account of non-financial costs and benefits (Osborn [1994]).

Our main aim in evaluating our progress was to test our actions and see where we could improve them and apply them to the spring clean of the whole city. Effectively we went around the research, analyse, prioritise, apprise, strategy, implement, monitor and evaluate 'loop' again. But, as a result of the New York subway example, we would make sure we kept that which has been cleaned, clear of graffiti.

In costing the whole project we tried to record and quantify damage over a two-year period. That gave a wide enough temporal data base in a time span that was in people's memory. The £25,000 cost of damage to Larkhall excluded the bypass and broke down to £20,000 on buildings and £5,000 to the utilities. W.S. Atkins have spent £10,000 cleaning the bypass over this period with an estimated £10,000 worth of work to go. This was also damaged over a two year period. The cost of cleaning other recorded infestations in Bath is estimated to be £25,000 as the total photographs of the rest equal the amount taken in Larkhall. For a full breakdown of costs and projected savings see Appendix G.

The police action, Appendix F, was to work with schools and others who could help identify the offenders from their tags. A total of 7 offenders were arrested on different occasions for 12 sites during the Autumn project. All 7 fully admitted to numerous acts of graffiti. These totalled over 200 separate crimes at an estimated cost of

£10,000. 6 of the 7 offenders were given reprimands or final warnings and the 7<sup>th</sup> was charged and put before Bath Youth Court where he was ordered to pay compensation to the value of £80. While dealing with them PC Morgan gained greater insight into the local graffiti sub-culture with all its rules and customs. Several expressed an interest in supporting a free/legal wall, which had been an action of the Youth Development but was being resolved by police while they had a captive audience. This is now being progressed by a commission from The Health Service to produce an anti smoking message on a display wall. This involves the seven arrested youths and others who are coming forward. A site for an official sanctioned wall is also being explored by this group with the partnership.

We looked at displacement following examples in Planning Safer Communities by Osborn [1998] and we recorded some geographical displacement along the Avon river bank.

We also found that The Chronicle found out about the cleaning offer and published dramatic pictures of graffiti sites which was counter productive. We have now involved them in the Spring clean by asking them to publicise the city wide clean up.

Another lesson we learnt was that private householders were reluctant to take the offer of subsidised cleaning. Several were asked why, and the reason given was the leaflet advertising the service stated that the cost of cleaning would be "£50 per hour". They did not appreciate that 99% of houses could be cleaned in less than an hour but thought that it would take all day. The leaflet has now been re-phased and has produced nearly fifty requests to date.

Also we found that B&NES cleansing Dept. could not keep pace with the amount of cleaning required as a result of this project. They had one machine and one trained operative. They have just bought another machine and they have trained other operatives in order to keep them on the road for longer hours.

Overall we have removed a lot of the identified graffiti from Larkhall. These sites are being monitored to spot for new pieces. The city wide clean is now underway and on its completion we will measure the sites to compare with our photographs. By highly publicising our project we are getting reaction from people which indicates there is an increase in confidence and hence a reduction in the fear of crime. This will be measured in a future voicebox survey.

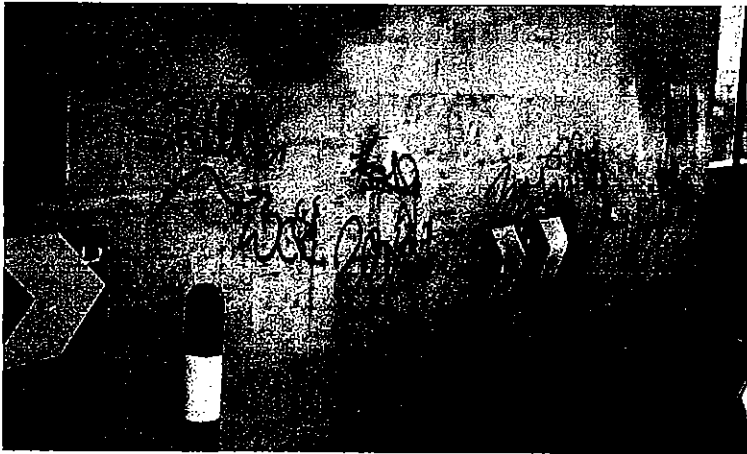
We had hoped to measure an affect on tourism, to gauge our effects on the fear of crime, by comparing numbers of visitors. Unfortunately the terrorist attack on America will skewer the figures. However it must be noted that if we increase the tourist numbers by %% it will increase the city revenue by £975,000. This would make the rest of the figures in the costed plan look small.

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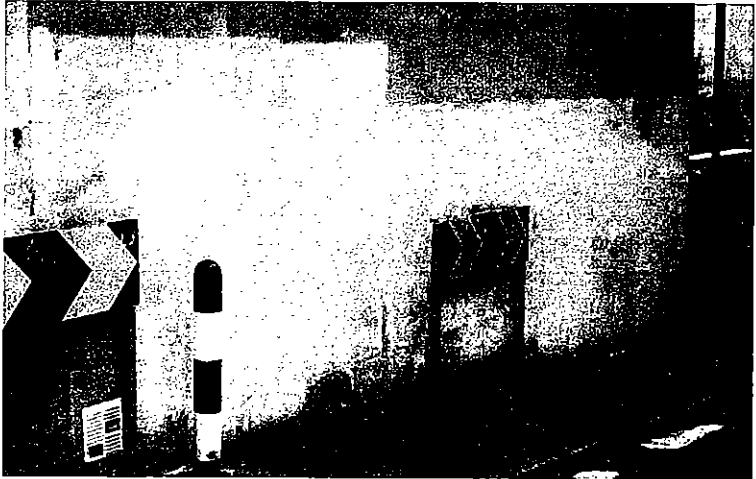


This photograph illustrates many different graffiti writers tags on the side of a family home in Bath.



This is the same wall 6 weeks earlier

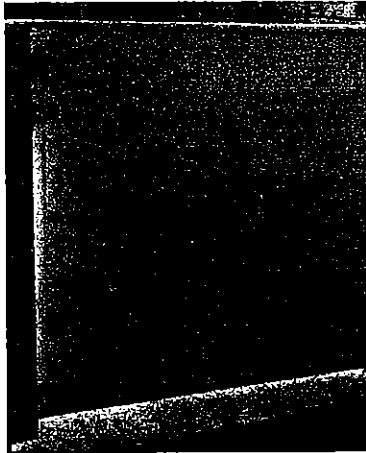
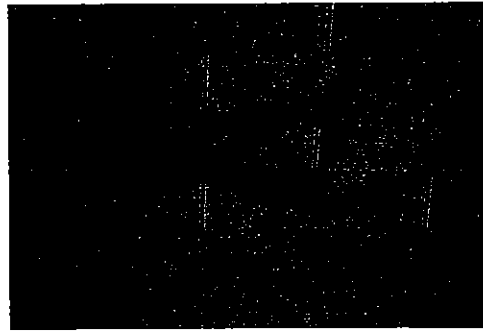
The same wall after it had been professionally cleaned



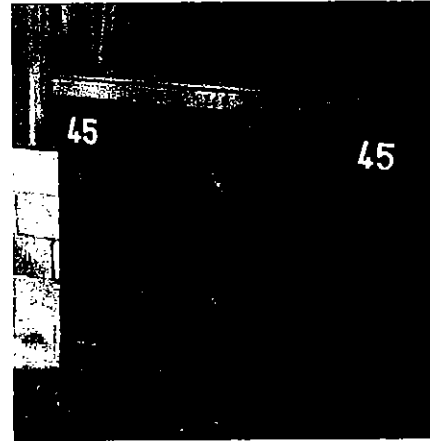




These 6  
Tags written  
by "Freaky",  
are typical  
of the  
hundreds of  
tags that  
infest Bath.



Multiple  
tagging like  
this is called  
"Street  
Bombing"



Note that often  
below the tag  
are the initials  
of the graffiti  
gang or crew.  
In this case  
WCR



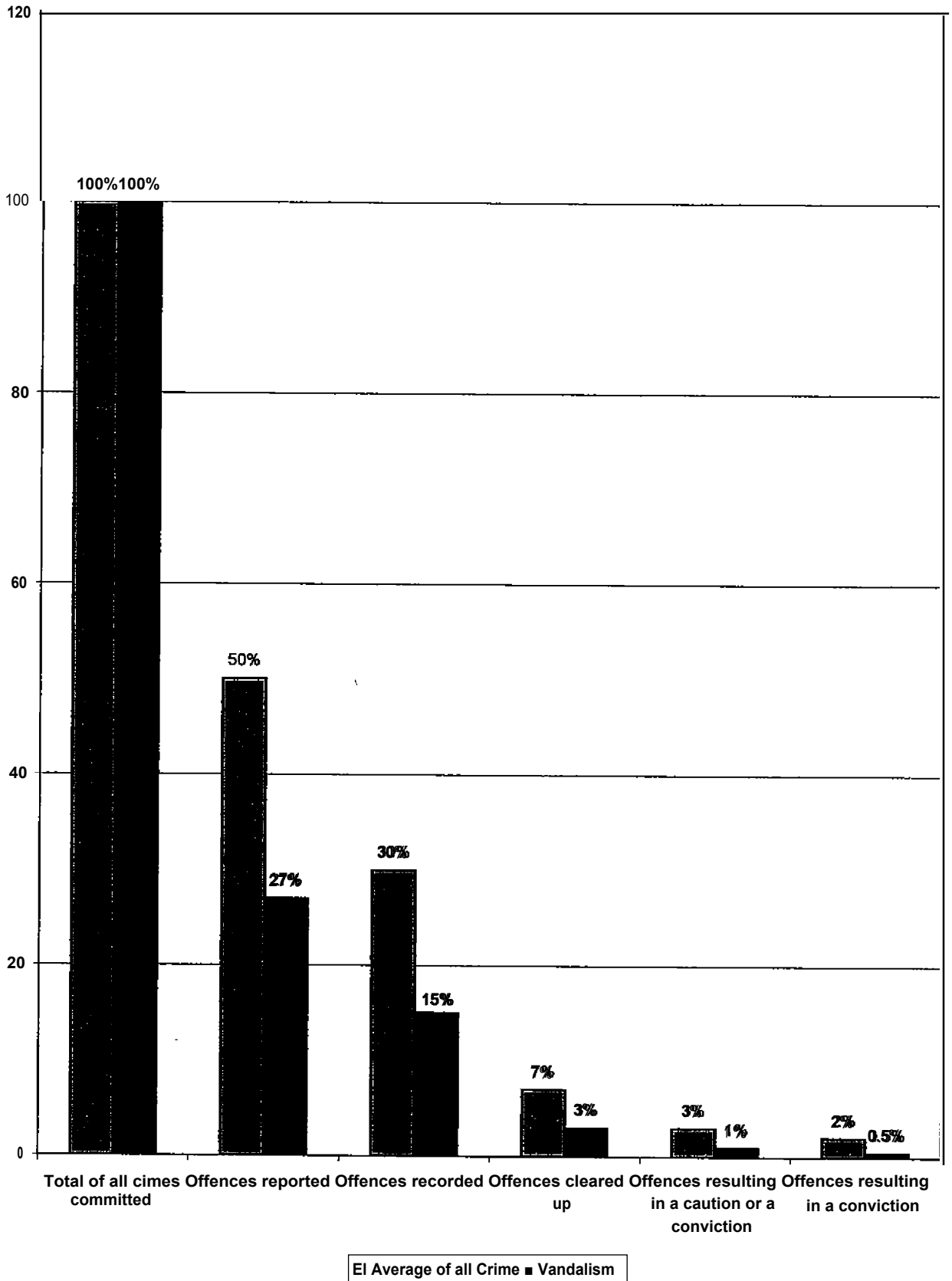




How do you think the area could be improved?	Count	% of cases
Higher standards of tidiness / cleanliness	730	70.6
More car parking	590	57.1
Better road network	46.4	44.9
More places to walk and cycle	301	.29.1
More indoor attractions	277	. 26.8
Better .evening •entertainment	237	22.9
By extending a warmer welcome	165	16.0
More outdoor attractions	164	15.9
More facilities e.g. Tourist Information Centres	132	12:8
Higher standards of accommodation	75	7.3
Better /more l improved public transport .	36	3.5
Make park & ride easier) more economic	<b>24</b>	2.3
Less rowdiness / yobs 1 drunks 1 beggars on street	22	2:1
Less cars in city (centre.). 1 traffic reduction	21	2.0
Fully pedestrianised town centre	21	2.0
More visible police / security within city	20	1.9
Better parking signs / signage.	17	
Cheaper parking	17	. 1.6
Better l cleaner public. toilets	16	1.5
More for young 1 children	15	. 1.5
5..missing cases; <b>1034</b> valid cases		

# Appendix E

## Attrition of crime



## Appendix F List of Partners and Agreed Actions

Partners	Victim or Resource	Agreed Action
Action Line (B&NES)	Resource ..	Record calls of graffiti and forward to cleansing Dept. and Police.
Adshel	Victim I Resource	Monitor and clean all their equipment in target area.
W S Atkins	Victim / Resource	Monitor and clean all their property in target area.
Avon and Somerset Constabulary.. Bath Police	Resource	1) Chair Partnership. Record all evidence of graffiti. 2) Work with education on programme aimed at new generation. .3) Investigate,, detect (where possible) and prosecute.. offenders.
Avon and Somerset Constabulary. Bath Scientist	Resource	Monitoring and finding statistics plus researching information:
Avon and Somerset Constabulary. Bath Specials	Resource	1) Identify graffiti sites in areas not covered by neighbourhood watch and send to action line: 2) Monitor cleaned sites and immediately report re-infestation to action line 3) Identify affected private dwellings and inform them of subsidised cleaning offer.
Bath Crime Prevention Panel	Resource	Donated £500 to help fund the project
British Telecomm	Victim I Resource	Monitor and clean all their equipment in target area.
British Transport Police	Victim / Resource	1) Act as liaison for rail companies. 2) Share information of database and deal with offences in their jurisdiction in Bath.
Community Safety Officer (B&NES)	Resource	1) Main B&NES representative. 2) Act as liaison with other council Departments. 3) Obtain. and verify research data and act as consultant to whole partnership. 4) Donated £500, from B&NES to help fund the project. 5) Identify possible site of legal wall:
Cleaning Department (B&NES)	Resource	1) Clean off all council owned properties in target area as-given by Action line 2) Clean off. private housing at subsidised cost when requested by occupier. 3) Act as consultant to other cleaning agencies with, regards to unique. properties of Bath Stone:
The Courts	Resource	Award Reparation and compensation when appropriate
Culverhay youth Action Group	Resource	Paint over and help clean specific graffiti sites

Education	Victim I Resource	<ol style="list-style-type: none"> <li>1) Clean off graffiti affecting their property.</li> <li>2) Help identify offenders.</li> <li>3) Work with Police in education programme aimed at new generation.</li> </ol>
First Badger Line	Victim / Resource	Monitor and clean all their property
Local Councillors	Victim/ Resource	<ol style="list-style-type: none"> <li>1) Represent views and interests of individual victims.</li> <li>2) Assist with informing residents and other councillors of cleaning action being taken.</li> </ol>
Neighbourhood Watch	Victim / Resource	<ol style="list-style-type: none"> <li>1) Identify graffiti sites on their area and send to action line.</li> <li>2) Monitor cleaned sites and immediately report re-infestation to action line.</li> <li>3) Identify affected private dwellings and inform them of subsidised cleaning offer.</li> </ol>
Norwich Union	Resource	Donated £500 to help fund the project
Probation Service	Resource	<b>Work with Youth</b> Offending Team in providing an appropriate programme of reparation for identified offenders.
Royal Mail	Victim / Resource	Monitor and clean all their equipment in target area.
Southgate Centre representing The Chamber of Commerce	Victim / Resource	Monitor and clean all their property in target area.
Tourism	Victim = . ° :	Measure impact: of initiative on tourism in Bath. -
Transco	Victim / Resource	Monitor and clean all their equipment in target area.
Wessex Water	Victim / Resource	Monitor and clean all their equipment in target area.
Western Power Distribution	Victim / Resource	<ol style="list-style-type: none"> <li>1) Monitor and clean all their equipment in target area.</li> <li>2) Donated £500 to help fund the project.</li> </ol>
Youth Development (B&NES)	Resource	<ol style="list-style-type: none"> <li>1) Work as liaison between partnership and the main writers, even with a view to inviting a writer to join the partnership.</li> <li>2) Help steer writers into seeking a legal wall for their work. .</li> </ol>
Youth Offending Team	Resource	Work with probation in providing an appropriate programme of reparation for identified offenders. by liasing with cleansing Dept. as to, best sites and locations.

## Appendix G Costed Plan of Project

Cost Implication	Methodology of Calculation	Costs	Savings
Cost of damage to Buildings in Larkhall in the two years preceding the project	612 photographs taken of about a 1000 different pieces of graffiti. Of this about 20% related to the utilities, covered below. The remaining 800 pieces would take around 400 hours to clean for which it costs B&NES £50 an hour. We have therefore used this figure as our ready reckoner although we know private contractors charge more.	£20,000 over 2 years	<b>£10,000 per year</b>
Cost of damage to Utilities in Larkhall in the two years preceding the project	See above. 200 pieces for which we have used the £50 an hour reckoner as an average but we believe this could be higher in most cases.	£5000 over 2 years	<b>£2,500 per year</b>
Cost of damage to the rest of the city up to the end of the project period.	A similar number of photographs were obtained as above, however many of these occurred towards the end of the project period and are believed to be as a result of geographical dispersal. 800 pieces, 400 hours to clean at £50 an hour.	£20,000 over 2 years	<b>£10,000 per year</b>
Cost of damage to utilities in the rest of the city up to the end of the project period.	200 pieces at £50 an hour.	£5000 over 2 years	<b>£2,500 per year</b>
Cost of damage to The Bath Easton By-pass over the last two years.	Priced by W.S. Atkins the contractor employed by The Highways Authority to clean it. Half has been done at a cost of £10,000. The rest will cost the same.	£20,000 over 2 years	<b>£10,000 per year</b>
Policing costs	Using the force ready reckoner which prices Constables at £17.50 and Sergeants at £20.60 an hour. We worked out it has taken 600 Constable hours or £10,500 and 140 Sergeant hours or £2,884	<b>£13,384</b>	Un-qualifiable but small as most crime not reported.
Venue for meetings when held other than at the police station	7 meetings at £10 a meeting and £12 for tea and biscuits.	<b>£154</b>	
Cost of partners time.	An average of 12 partners attend each meeting. Some are volunteers but some are highly paid executives. We have averaged their cost at £12 per hour per person. Allowing 3 hours per meeting this includes travelling over 9 meetings.	<b>£3,888</b>	Un-qualifiable
Developing and Printing of film.	20 films at £5 a film.	<b>£100</b>	



Printing leaflets for Bath distribution.	35,000 leaflets to advertise clean up.. Set price at Police print shop.	<b>£250</b>	
Sending PC Morgan to Newcastle Conference.	Rail, Hotel and misc. expenses.	<b>£200</b>	
Construction of legal wall	Site still to be decided but will be of brick. Building cost is estimate. Negative figure in saving represents expected maintenance costs at£50amonth.	<b>£1000.</b>	<b>-£600</b>
Tourism	At present the city earns £195 million a year for tourism. This should go up if the city image is improved		Un-qualifiable but potentially very large... See evaluation.
Fear of crime	The most difficult aspect to put a price on. Social well being can mean reduced health costs and-lower demand on social services:		17n-qualifiable but large
Quality of life .	Again difficult to quantify but would be seen in increased house prices, reduced business costs, higher job prospects. as business move in. etc. etc.		Un-qualifiable but large
Total	Totals of measurable figures recorded above in bold.	£18,976	£34,400 per year

Of course we are not naively saying we will stop all graffiti and thus save £34,400 every year. However we hope to sustain no more than a 115th of the pre project rate which would cost £6,880 per year and would represent an ongoing saving.