


Caru Cymru Local Trial Template

Local authority:	Newport	
Project title:	Life is Sweet Mural	
Issue addressed:	Graffiti tagging	
Brief outline:	This trial sets out to address the recurring issue of tagging by creating street art. The intention is that a high-quality piece of art will be less targeted by tagging than a white-washed wall. As such, a comparison will be made between the amount of tagging that takes place when a site is white-washed and when artwork is added. The impact on general littering will also be measured.	
Timescales:	Start Date: October 2022	End Date: January 2023

Project Outline

What is LEQ problem?	Street tagging (graffiti) occurs on many hotspots around the area. Brays Sweet Factory is one local hotspot.
Who is the target audience?	This is targeting the behaviour of graffiti taggers and intends to benefit the wider community.
Where will you run it? (+ What 3 Words location if possible)	2-6 Conway Road, Newport NP19 8PA ///dish.clear.deaf Wharf Road Newport ///famed.jumpy.edge
What is the intervention?	<p>The intervention will be the installation of high-quality street art to cover the heavily tagged walls.</p> <p>The target site is to be white-washed and then subsequent tagging will be counted. The target site will then have an art mural installed and, again, subsequent tagging will be counted.</p> <p>We will also gather data from a second comparison site. The second site, Wharf Road, is in the same locality and has similar characteristics. Here, a wall will be whitewashed at the same time that the art mural is installed, allowing a comparison of tagging over the same period. Meanwhile, any impact of wider local environmental quality will be monitored by carrying out a litter survey at the two sites.</p> <p>Below: historical tagging at Brays Sweet Factory</p> 

Below: art mural installed at Brays Sweet Factory



<p>What is the gross cost of intervention to KWT (including vat, postage etc)? <i>Add links if possible</i></p>	<p>The artwork was procured by Newport County Council. A local artist, Adrian Holmes, was commissioned for the work, costing £1,200.</p>
<p>What are you trying to measure?</p>	<p>We are seeking to measure whether an art mural can reduce graffiti tagging. We are also seeking to measure any impact that the mural has on litter.</p>
<p>Who will be involved?</p>	<p>Newport City Council, Keep Wales Tidy, local artist</p>

Monitoring and Evaluation

<p>What monitoring is in place for the project?</p>	<p>The following data will be captured at the target site of Brays Sweet Factory:</p> <ul style="list-style-type: none"> • the instances of tagging over a six-month period following the target wall being whitewashed. • the instances of tagging over a six-month period following the target wall having artwork installed. <p>The following data will be collected at both sites (whitewashed site at Wharf Road and mural site at Brays Sweet Factory):</p> <ul style="list-style-type: none"> • the instances of tagging over a one-month period, • litter transect surveys over a three-week period.
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Trial report

<p>Headline results</p>	<p>The mural has shown a zero return in tagging incidents since the installation. The whitewashed site has continued to be tagged. The mural has reduced subsequent tagging and appears to have had a positive impact on wider littering behaviour.</p>						
<p>Data and outcomes (including any unexpected outcomes)</p>	<p>Recurring tagging incidents after six months at Brays Sweet Factory:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Site</th> <th style="text-align: left;">Number of tagging incidents</th> </tr> </thead> <tbody> <tr> <td>Whitewashed wall April 2022- September 2022</td> <td>12</td> </tr> <tr> <td>After intervention October – 2022 -April 2023</td> <td>0 *(up until 10 Feb 2023: will collect data up to April 2023)</td> </tr> </tbody> </table>	Site	Number of tagging incidents	Whitewashed wall April 2022- September 2022	12	After intervention October – 2022 -April 2023	0 *(up until 10 Feb 2023: will collect data up to April 2023)
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The above table shows far more tagging took place at the site when it was whitewashed compared to when the artwork was in place (further confirmatory data should be collected until April 2023).

Recurring tagging incidents after one month at two comparison sites:

Site	Number of tagging incidents
Brays Sweet Factory (with mural)	0
Wharf Road (with whitewashed walls)	1

The above table show that the site with the mural artwork received no recurring tagging, whilst the whitewashed site did.

Cleanliness between two sites

Note: A litter count was carried out on three transects at each site on three separate days. The average figure of the three transects is shown below.

Site	7 Oct	14 Oct	21 Oct
Brays Sweet Factory	19	26	32
Wharf Road	53	159	112

Overall cleanliness is higher at the mural site. It is also worth noting that there was increased amount of fly-tipped domestic waste at the Wharf Road site. This suggests the mural has a positive impact on litter and fly-tipping behaviour, however the extent of the impact is uncertain as other factors were at play. For instance, footfall may have been slightly higher at Wharf Road.

Lessons

The introduction of street art instead of the usual clean and whitewash has had a positive impact on the recurrences of tagging and other types of graffiti.

The design and implementation of the artwork may be important factors in prompting behaviour change amongst graffiti taggers. The style follows a tradition of vivid urban artwork; it was carried out by a local artist using graffiti spray paint, and it celebrates local history. These factors may have helped discourage would-be taggers.

Opportunities

There is a broad appetite for further such work in Newport, and indeed, there have been further similar interventions across the city. A wider case study report will capture this wider work across Newport.

Anecdotal feedback from the public suggests the mural is very well received, however a public perception survey could help further evaluate the use of murals. Meanwhile further comparative data on the impacts of artwork on tagging and adjacent littering will provide more evidence to support this approach.

Explore opportunities for such artwork contributing to the visitor destination and cultural appeal of Newport.