

CARU CYMRU

Case Study

CASE STUDY TITLE: Street Art

Organisation	Newport City Council
Date/s case study covers	April 2022 – March 2023
Project summary (including location)	<p>Newport City Council are taking a new and innovative way of tackling the graffiti tagging problem across the city. Historically, the approach has been to promptly remove or whitewash graffiti. The current approach is to identify hotspot areas and, where appropriate, install high-quality artwork murals. The intention is for the artwork to have a positive impact on the localities and reduce the incidents of problematic graffiti in the area.</p> <p>To date, this intervention has been made on over 10 sites across Newport. Each site has had a substantial piece of artwork/mural installed, which is designed to be bold and positive, and reflect local heritage.</p> <p>Data gathered at one such site (Brays Sweet Factory) found that following the installation of a mural, no further tagging took place on the wall. A comparison site, meanwhile, was whitewashed and monitored over the same period, and this was shown to continue to be subject to tagging. Furthermore, the mural has reduced subsequent tagging in the proximity and appears to have had a positive impact on wider littering behavior.</p>
Partners involved (other core funded projects, community groups etc.)	Newport City Council, Keep Wales Tidy, local artists.
Resources (funding, staffing, volunteer time etc.)	Keep Wales Tidy officer time and some of the commissioned artwork have been funded by Caru Cymru. Newport City Council also contributed enforcement time and funding.
Any barriers, risks and issues overcome	Newport City Council staff engaged with local landowners to ensure stakeholders were supportive of this new approach.

CARU CYMRU

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	<p>Permissions were needed from private land owners for some of the artwork, such as utility cabinet owners.</p>
<p>Feedback/quotes from participants / beneficiaries</p>	<p><i>“We have introduced “Mural Art” walls in areas that have been plagued by Anti-Social Behaviour prior to this and the results have been somewhat remarkable. Previously we were having to remedy tagging on a daily basis in these areas however, commissioning reputable local artists to showcase their work with themes and meaningful messages have reversed this activity 100%.</i></p> <p><i>Since the introduction of the project we have had no hits on the murals and have received reports from Police and owners of the properties that it has virtually eliminated the Anti-Social behaviour they had to experience prior.</i></p> <p><i>Allowing this space will prove that we are invested, we want to make provisions for this to happen however, we also want to try to reduce the Anti-Social Behaviour that is commonly attached to this behaviour and additionally to contain a better safety factor not only for the taggers but for the teams of people who have to often work in dangerous areas to remove.”</i></p> <p>Sarrane Phillips – Graffiti Enforcements Officer, Newport City Council</p> <p><i>“This has turned our location into an area that is now vibrant, welcoming and the wall of my business now showcases what we are. We are now a Sweet Factory from the outside and not just a building that people think they could use to sprawl Graffiti all over.”</i></p> <p>Adrian Holmes, factory owner</p>
<p>Photographs, videos, social media etc.</p>	<p>The following articles point to the artwork interventions recently commissioned by Newport City Council:</p> <p>https://www.southwalesargus.co.uk/news/20168056.beautiful-mural-appears-side-historic-sweet-factory/</p> <p>https://www.southwalesargus.co.uk/news/20032473.look-street-art-project-inject-pride-newport/</p> <p>https://www.southwalesargus.co.uk/news/20111231.look-beautiful-murals-brighten-newport-flyover/</p>

CARU CYMRU

Case Study



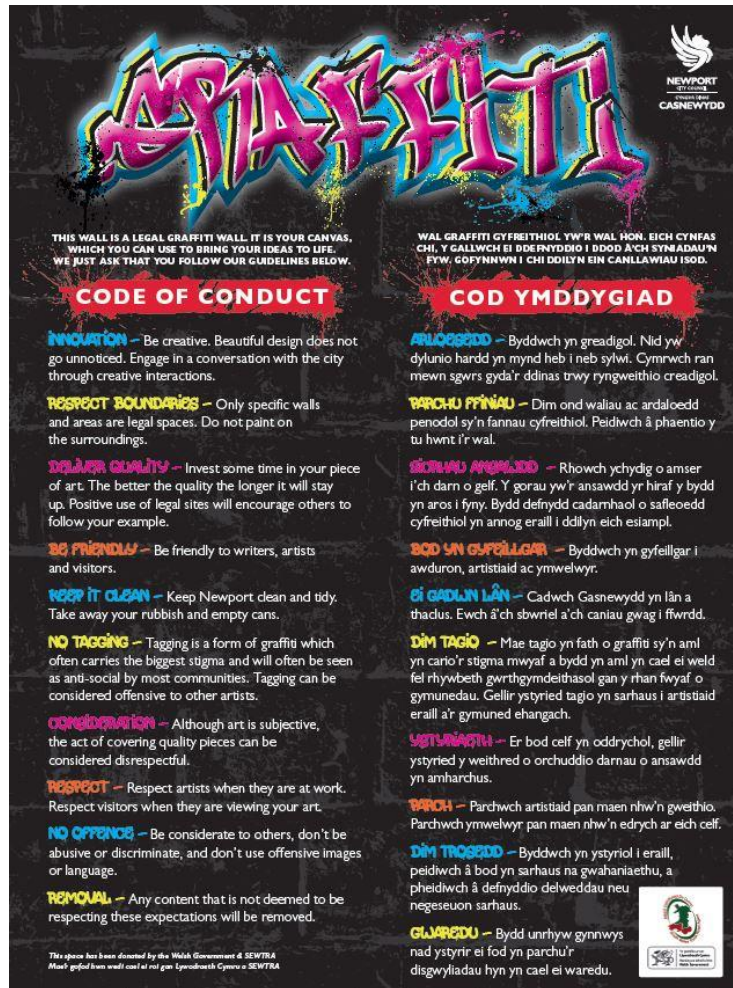
Links to other Welsh Government Departments

A link has been made with South East Wales Trunk Road Agency to jointly authorise and manage an area of 'permitted

CARU CYMRU

Case Study

graffiti. Again, the intention is to manage graffiti, rather than attempt to fully curtail it:



Collective Impact: Outputs and outcomes and how they contribute to WFG Goals and Ways of Working

This work has contributed to the WFG goals in the following ways:

- A Wales of Vibrant Culture and Thriving Welsh Language: each of the artworks has a link to a local heritage theme, thereby supporting people to engage with culture in their daily lives.

Marketing and Communications - Contact name and details

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