

Agenda Item No. 9, Appendix 1

BRADFORD ON AVON AREA BOARD

WILTSHIRE COUNCIL
19 JANUARY 2011

Heaven Scent External Artwork Consultation

A consultation on whether local people were supportive of a piece of external art on the Heaven Scent wall was run from the 6th December 2010 – 4th January 2011. The Wiltshire Times featured an article about the consultation on the 17th December 2010.

1. Paper Survey

Consultation leaflets were made available in the Bradford on Avon library and were handed out by young people around the town.

A total of 43 people responded to the consultation, all of which were in favour of a piece of external artwork on the Heaven Scent wall.

Of the 43, 18 were young people (under 18) and 25 were adults.

Individuals were also invited to give additional comments on the proposal, these were as follows:

I do think it is a great idea but they might do it over the artwork

Good idea. Would it be permanent? Other artists might like to try on rota.

Please view the Trompe L'oil in Trowbridge off the Discount Ship. People don't even realise that it isn't a door and windows. It's quite incredible and is never touched.

Great idea!

I hope the young people will be involved in designing it.

Give it a go! See what happens. This will create tension between rival gangs within the local area! This will not solve the issue as they are rebellious individuals and will find another area to vandalise.

However will not prevent overlaid graffiti.

This could be the 'Banksy of B.O.A'

Great idea

Excellent idea!

2. Electronic Survey

In addition, an electronic survey was sent to the Bradford on Avon Community Network.

28 people responded to the electronic survey. 28 were supportive of a piece of external art on the Heaven Scent building, 1 was not supportive of the initiative.

Comments to the electronic survey were as follows:

- There is not enough information about how large this artwork might be or where it might be visible from to make an informed decision. I'm generally in favour so long as the size of the artwork is not overwhelming. However, that is a very subjective judgement so it would be good to know the size and which wall(s) it would be on so I had an idea of where it would be visible from and could decide for myself.
- I would not wish this to be of an 'urban youth' form, or quasi-east coast American rap culture type nonsense (like the London 2012 Olympic motif, for example). Nothing wrong with contemporary, but something more intelligent (along the lines of Banksy, perhaps).
- Still concerned that this piece of new artwork would be vandalised though!
- Address the problem not the symptoms. The money would be better spent catching the offenders who vandalise the property and punishing them severely. All members of society must understand and acknowledge respect for other persons and community property.
- there will need to be some sort of "marketing" campaign (before, during and after) to explain to the vandals why they should not deface this new piece.
- The benefit to the self esteem and sense of achievement cannot be over estimated for the young people involved in a project such as this. I know from experience of another such project that a visible piece of artwork remaining for all to see after the project is completed can be a permanent source of pride for those who take part. I fully support such an endeavour.
- The artwork should be in keeping with Bradford and appeal to as broad a range of people as possible. It should NOT be 'trendy' or present in-vogue views (e.g. the current obsession with 'climate change'). What's needed is a piece of art that will ensure for many years and be considered part of our town landscape.
- I think people will only graffiti on top of the artwork fairly soon.
- I cannot recall this building but I assume that the wall to be done is well away from the main road so would not be seen constantly by passersby or passing

traffic. If this is the case then I think it is a very good idea and hopefully will create a sense of ownership by young people. I understand from the Wiltshire Times that some very prickly bushes will then be planted in front of it to deter future vandals - as long as someone is detailed to look after these whilst they grow so that they are not simply pulled up by vandals then I also think this an excellent idea. Well done for taking the initiative!

- I believe this to be an excellent idea, in the past vulnerable buildings have been fenced off, often I believe at GREAT expense, what does this say to our young people. This will hopefully engage young people with adults within the community promoting understanding and pride in the town.
- Please ensure: 1) The project involves existing or potential graffiti offenders. 2) The art work and design is aesthetically pleasing and conveys a positive and creative message 2) The project offers follow-up guidance and courses for participants.
- The statement above boldly claims that the artwork will stop the problem - how do we know? However, anything is worth a try - but how much will it cost and out of which funds will it be paid?
- Miniature "ghosted additions within or on periphery of main artwork to represent some of the local history or activities. Weaving, boating, Spitfire manufacture, touring (canal) etc. Or very small representations of local restaurants/inns (for a donation).
- Somehow, the young people involved in the creation should be so involved as to take ownership (joint at least) of the result and as such be keen to ensure that no "adverse activities" harmed it, BUT if any damage occurred they would be willing to take part in necessary remedial action in such a way as, hopefully, to shame the perpetrators and hopefully dissuade from any repeated harm.
- long as young people are involved throughout so they feel ownership
- if possible it would be good to involve some of the young people who might have been involved in the graffiti but don't know how easy this will be
- I support the project and am enthusiastic about any community art project, however having recently seen how some of the 'non-commissioned' but popular Banksy works in Bristol have been vandalised I am not entirely convinced this will solve the problem?
- Firstly, thank you for the opportunity to comment. I think graffiti is a form of self expression which can be used to great effect - provided it has artistic input and is not the mindless kind that you mention above. The kind of artwork you are suggesting on a building in Bradford would be much more attractive than a blank wall. Engaging young people would instil a sense of pride in the work and the building would hopefully then not be a target for offensive graffiti in the future. It sounds like a cost effective solution which engages the community and I fully support it.
- Have you thought about a mosaic mural rather than a painted one? I have seen this used really effectively to combat vandalism in Kingston upon

Thames - promoted by the Save the World Club - as well as using recycled materials and involving the local community.

- Although I don't know if it would stop vandalism/graffiti, but it would create interest in a blank space. Those youngsters who help obviously wouldn't vandalise it but those who have not participated may - who knows!! Worth a try and those involved would feel they have achieved something which is always good for self worth I think.
- I think that a piece of organized graffiti would give the young people who have been scrawling offensive signs and language on the wall an idea of how good graffiti can look if done properly, and maybe curb their messy graffiti habit.

3. Additional comments from young people

We think that it would be a good idea because it would put more colour into the fields and it would cover up the graffiti.

The project will be good because it will give a good image of young people out instead of a bad image, which many people uphold. We want young people to be seen in a good light as many are lovely and are influenced by the image, so this project will show the better side of young people.

4. Statement from the Neighbourhood Policing Team in support of the initiative

Historically and currently groups of young persons rightly use the Victory Field in the capacity of a recreational amenity. The void area between the end gable wall of Heavens Scent and the Basketball Court has unfortunately attracted different fractions of youngsters who congregate at the location and cause anti social behaviour problems including offensive graphic Graffiti on the wall. The wall is in full view of all the many users and visitors to this busy historic town centre location. It is hoped that a project involving local young persons in the design and implementation of tasteful art work in conjunction with the youth service and other partners can only promote a feel good factor and generate some pride and ownership to enhance the area.