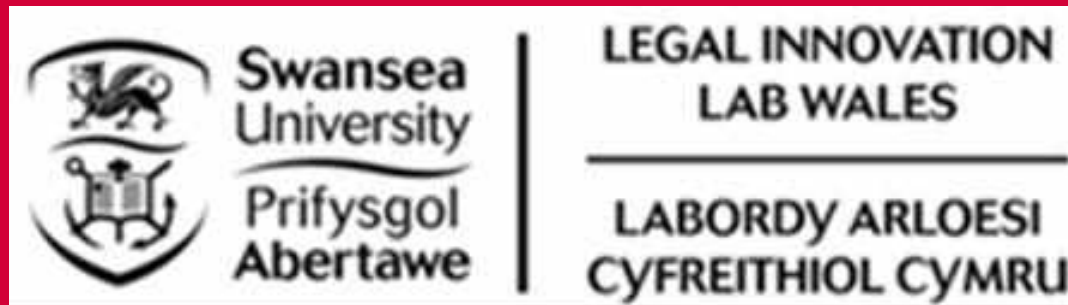


StreetSnap & Flip the Streets

Dr Lella Nouri , Associate Professor of Criminology
Swansea University



Background

- Associate Professor of Criminology
- Co-Director of CYTREC
- Expert Advisor for the Anti-Racist Wales External Advisory Group (focusing on Crime & Justice and Culture, Heritage & Sport)
- CEO of StreetSnap
- Creator of Flip the Streets – community impact work





StreetSnap

The Problem

- Hate in our communities on the rise – over 123,000 reported last year in England & Wales (Home Office, 2024)
- Significant under-reporting remains by practitioners & the public due to a lack of formal mechanism & process (Nouri, 2022).
- Visuals are even more likely to be under-reported yet impact so many!
- Future Users/Beneficiaries (councils & partners) have expressed the need for a formalised, systematic and mandatory system shared by all.









Community Exposure

Are we doing
enough?

Local Profile

Key Takeaways from training delivery across South Wales delivered from 2018-2024:

- Consistent rise in hate graffiti
- Lack of awareness & understanding of the importance of visuals
- Need for better systems for reporting & monitoring
- No clear lines of communication between CSSPs & local partners



Validation

- Long-standing working relationship with councils across Wales
 - Training (Swansea, Bridgend & Cardiff)
 - Co-design of training package needs & app
- Proof of concept: co-Design with Bridgend County Council – Welsh Government funded SMART PARTNERSHIP £124,000
- Bridgend very much invested in the project and have signed up for continued use of the service as it saves them time, money and resources.
- CTP using the service
- Sustained media, academic & policy interest



What does
StreetSnap
do?



Report/Capture

Remove

Understand

Change

Application & Website



Easy to use on phone, tablet
and Desktop
Android & Iphone



Already approved on Welsh
Policing Systems and many
other partners



Easy integration with council
equipment



☐ High priority

☐ Unapproved

☒ Hide removed

Category Filters ▾

Type Filters ▾

Far right ✕

Graffiti ✕

Q Search

MapList

MapSatellite

Map

Satellite

Lower Machen

A468

Rhiwderin

Caerphilly Rd

Bassett

Coed Craig Ruperra

ly Farm Park

Michaelston-y-Fedw

IMPER

Premier Inn Cardiff East

Street Snap

Uploads

Upload Photo

Upload Photo

Upload image

OR

Drag and Drop Image here

Type

Select Type

Comments

Flags

High Priority

Upload Photo



[Change image](#)

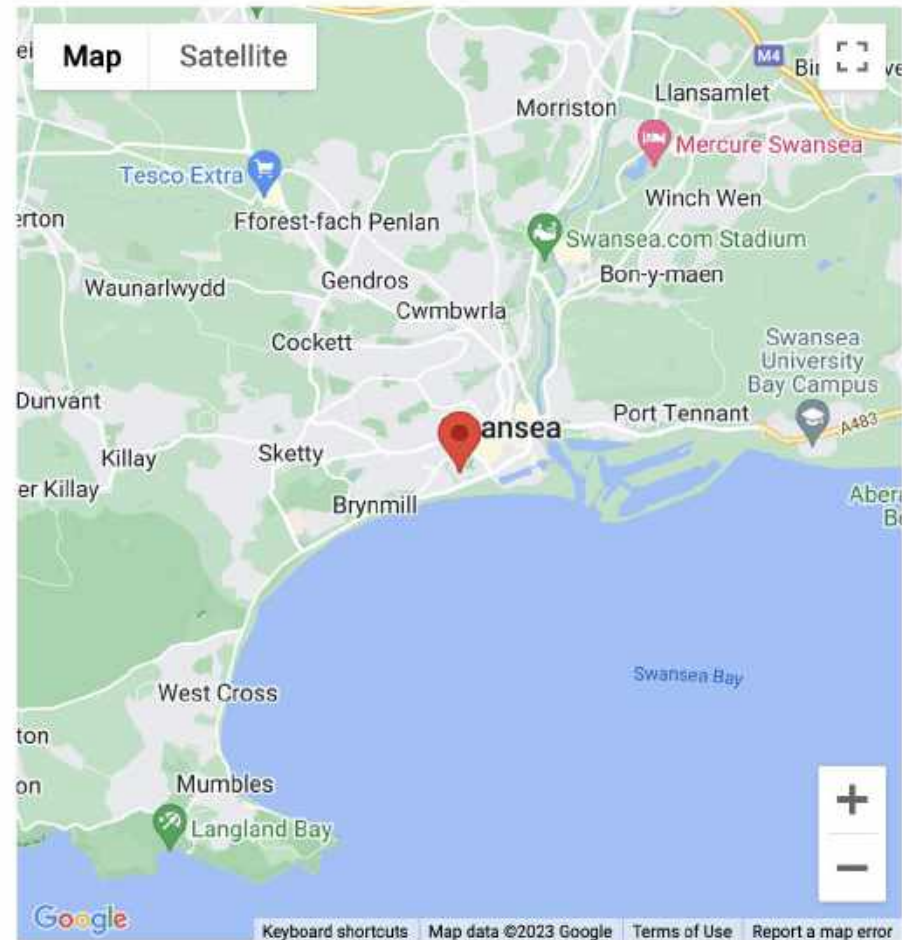
Type
Sticker

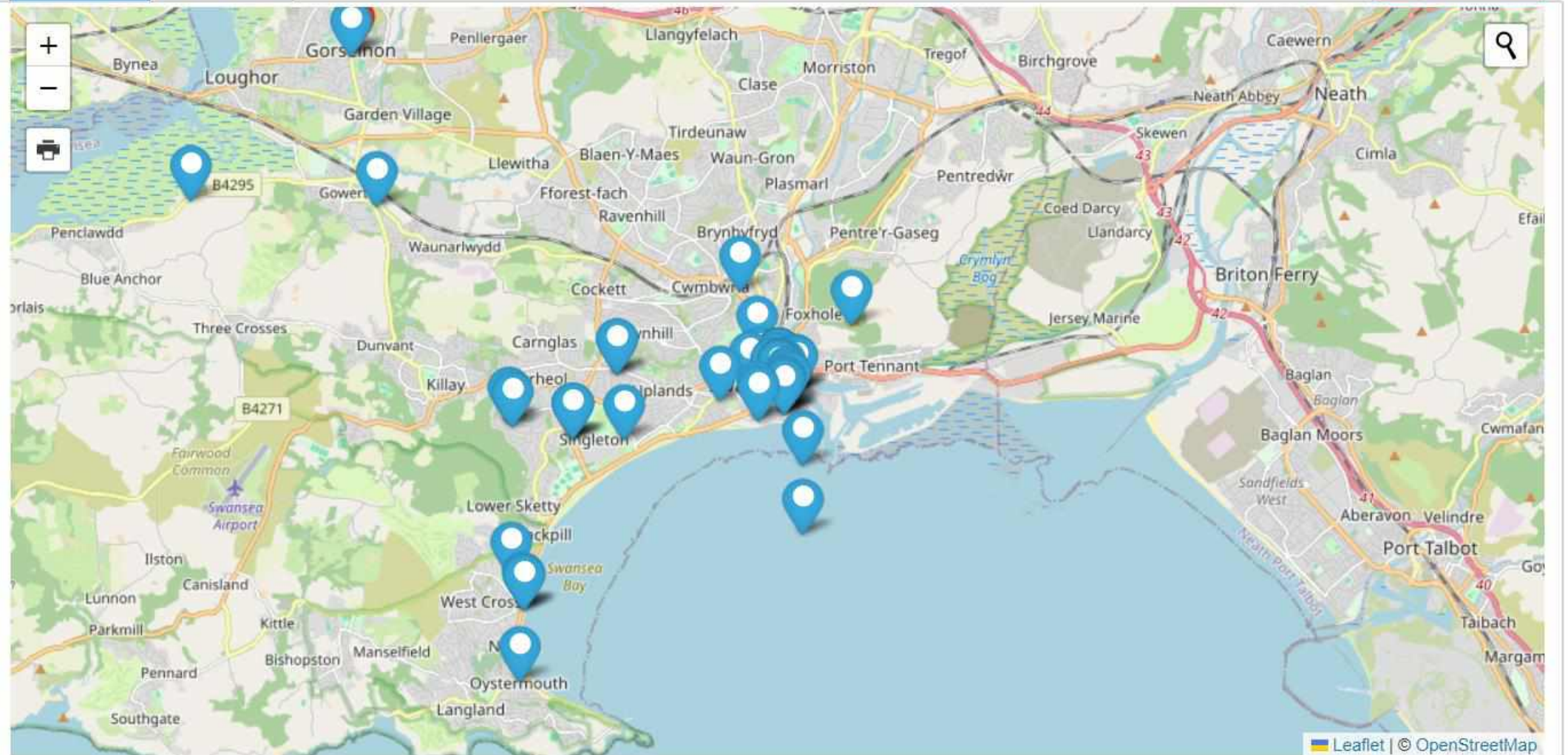
Comments

Flags

☒ High Priority

Submit



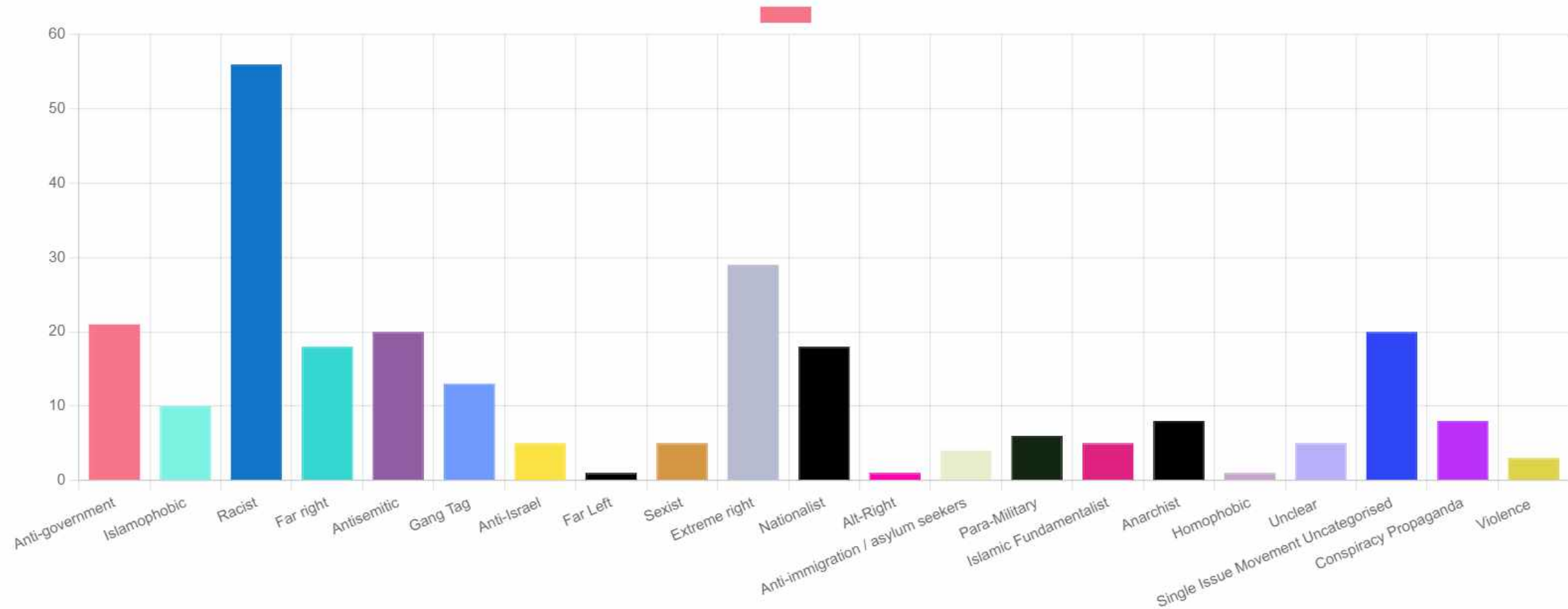


Type ▼

View on map 

 Search

Category Type



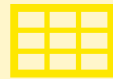
Other Functions
include:



Management panel



Home page with number of
uploads/targets etc...



Reporting functionalities for
numbers removed, time frame etc...



And much more.



Next Steps

Current Activities:

- Commercialisation of StreetSnap app and training package through UKRI ARC Funding
- Integrating AI into app to more efficiently categorise images through ESRC Impact Acceleration Funding
- Seeking councils/policing services keen to roll out app and/or government funding to reach across 5-6 councils



Cost Breakdown

- Opportunity to revolutionise approach to hate visual reporting across the UK
- Low-cost solution – maximum results
- Yearly costs: (for use by council and ALL partners)
 - Priced at £0.01 per person in the population plus delivery costs (based on current population data)
 - Ceredigion £2751 (per annum)
 - Swansea £5200 (per annum)
 - Rhondda Cynon Taf £4377 (per annum)
 - All Wales Roll-Out Year 1: £50,000



Flip the Streets

- Sister Project to StreetSnap
- Uses instances of hate graffiti as a starting point for conversations with young people
- Destigmatisation of conversations around race and protective characteristics
- Enables communities to inspire change





Swansea University
Prifysgol Abertawe

BUILDING COMMUNITY RESILIENCE WITH THE FLIP THE STREETS PROJECT

with Evolve in Gorseinon
and Dr Lella Nouri









Cost Breakdown

- Work with a variety of partners from local councils, to building management companies and NGOs.
- One-off costs of £1500 per project to include work with community, design of mural co-produced with community and creation of mural and event day



Thank You



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[StreetSnap](#)

[Flip the Streets](#)

