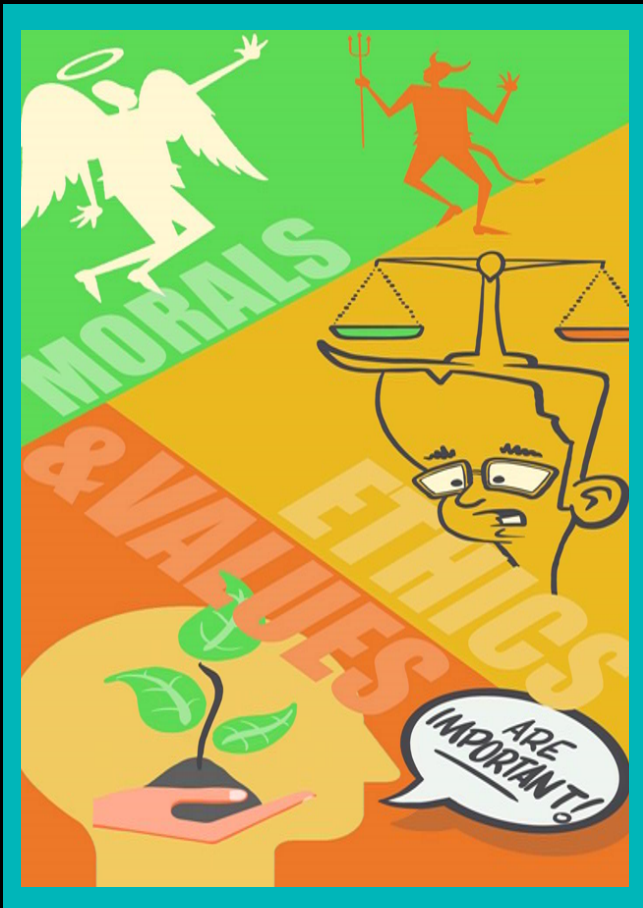




# Community Murals

Group visit to Bouygues UK Construction Site  
Oxford Street, Swansea

Wednesday March 23rd 2022



"THESE MURALS WILL GET PEOPLE **THINKING**.

IF EVERYONE'S THINKING IT THEN SOMEONE WILL BE **BRAVE** ENOUGH TO TAKE ON THE **CONVERSATION...**"

- Young Person

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**On Wednesday 23rd March 2022 a group of student representatives from Pentrehafod School, Police Youth Volunteers, and supporting adults attended the Bouygues UK construction site on Oxford Street, Swansea City Centre.**

**The purpose of the site visit was to view two murals that were produced by Fresh Creative Co and to learn more about the future collaboration between Bouygues UK, Fresh Creative, and the local community through the Art In The City project.**

**The inspiration for the murals came directly from young people so it's important that young people have their say on the final art works, the location, and the intended impact of the art works on the community that view them.**

**The group were greeted by Nick and Hadley from Bouygues UK and were invited to view the ongoing construction project at 71-72 Kingsway from a viewing platform. Young people asked the site manager questions about the construction process and the intended final use of the building.**

**The group also discussed the possibility of producing artworks that tie in with Bouygues UK's Diversity and Ethics programme and displaying the art along the hoarding boards that make up the perimeter of their construction sites.**

## Background and Context

Prior to lockdown, a group of 60 young people from across Swansea, Neath Port Talbot, and Bridgend, who were aged between 11-18 met as part of a voluntary participation and engagement programme called 'School Swap'.

The group came together to discuss important issues and share their personal experiences, feelings and emotions on topics such as racism, religion, culture, and social backgrounds.

Evaluations, pieces of work, detailed quotes, and art works that young people produced during the 'School Swap' workshops have been shared with Artists at Fresh Creative Co who were inspired to produce two vibrant murals that construction company Bouygues UK have displayed on Oxford Street Swansea.

These art works aim to celebrate diversity and encourage people to be respectful in our communities. It is hoped that people will see these murals and feel connected to their local area as the messages promote peaceful and integrated communities.

Future artworks will be produced as a result of facilitated, intergenerational workshops. It is hoped that the workshops will take place in the High Street Units and the art works will be displayed on Bouygues UK hoarding boards and other identified areas in the city that have experienced negative or hateful graffiti/messages.

**"IT'S IMPORTANT TO GET THESE  
MESSAGES OF PEACE AND  
TOLERANCE OUT THERE IN OUR  
COMMUNITY."**

*- Young Person*

## Young People

- **Five Year 8 pupils from the Student Parliament at Pentrehafod School attended representing the young people from secondary schools who participated in the School Swap Project.**
- **Two young people from the Neath Port Talbot group of Police Youth Volunteers representing the young people from volunteer groups who participated in the School Swap Project.**



## Professionals

- **Director of Fresh Creative Co**
- **Teaching Assistant and Attendance and Wellbeing Officer from Pentrehafod School**
- **Children's Rights and Participation Officer representing the Bridgend Youth Council**
- **Community Partnership and Engagement Officer, and Channel, Prevent, and Hate Crime Coordinator for Swansea Council**
- **Senior Project Manager, Site Manager, and Diversity and Ethics Lead at Bouygues UK**

**"The artists have done a great job of capturing some of the key points that the young people raised during the School Swap workshops."**

**"The murals are really eye catching. People have been walking past and reading the words. More art now will just keep spreading the message around town."**

**"These murals bring important issues to the forefront, even if it's just a conversation starter when you're walking through town."**

**"A lot of people are really struggling since Covid so something like this will be nice little shift for people towards something positive ."**

**"These issues are also priority topics for the Welsh Youth Parliament so it's definitely relevant to young people in Wales at the moment."**

**"Being seen and being heard are really important to people's sense of self-worth. It is crucial that as a society we give space to people who have limited opportunities to get their point across. At Fresh Creative we recognise that art can act as a striking and engaging medium to raise issues and we are passionate about providing these opportunities. The young people who contributed to this project are clearly highly motivated and keen to make a positive impact on the world. It was a privilege to be able to contribute to giving them a voice, and we look forward to future collaborations."**



## Suggestions for the Future

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### Commencing Art In The City Project...



The sessions will take place in the High Street Units and will involve intergenerational and diverse groups of people working together to discuss issues that affect them in the community and then producing positive art works that will be used to counter any negative messages.

### Working on the project...



The sessions in the High Street Units will take place after the school Easter Holidays, during the Summer term. Sessions will be weekly. The length of the project is yet to be agreed upon.

### Sharing the artworks...



Participants will produce artworks for display on Bouygues UK Hoarding boards on the Kingsway and Clarence Terrance sites. It is also hoped that the participants will identify where they feel is the best location for some of the artworks that are directly countering hateful narratives such as offensive graffiti in areas across the city.

### Future topics to address...



Following the production of art works relevant to the current topics of Race, Religion, Culture and Social Background that are direct counter narratives to offensive graffiti seen in the local community, additional relevant topics will be discussed with a view to running a similar Art In The City Project to address the issues raised. For example, the topics of Mental Health, Disability and Impairment Awareness and the Safety of Women and Girls have already been put forward as future topics as these are both relevant to community members and also central to Bouygues UK's Diversity and Ethics campaign.

**"SWANSEA IS A CITY OF SANCTUARY SO FOR PEOPLE WHO ARE NEWLY ARRIVING HERE, HAVING THESE MURALS, IT COULD BE A REAL BOOST TO THEM TO SEE THESE MESSAGES..."**

*-Children's Rights and Participation Worker*



*Nick Toulson from Bouygues UK showing the group the CGI Impression of the interior of 71-72 Kingsway*

**Following the site tour where we were able to witness concrete piles being drilled and poured, the group asked questions about the build, the proposed plans for the future use of 71-72 Kingsway and the environmental impact of the project.**

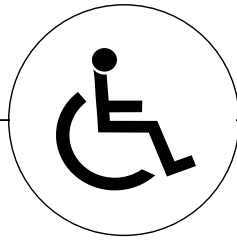
**Both Nick and Nick clearly explained the process and the proposed use of the building as a communal office and agile working space that aims to encourage economic development in the area as well as providing a professional working space to communities in Swansea.**

**The young people considered the points that were raised, and when they were satisfied that they had asked all of the difficult questions they could think of, they felt inspired to make further suggestions about the potential that the Art In The City Project has to address other issues that are affecting communities in Swansea...**

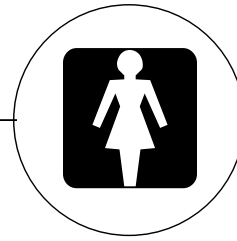




**Mental  
Health  
Awareness**



**Disability/  
Impairment  
Awareness**



**The Safety  
of Women  
and Girls**

**Young people and professionals all agreed that Mental Health, Disability Awareness and The Safety of Women and Girls are big issues for community members at the moment, particularly those most vulnerable to loneliness such as 16-24 year olds, adults older than working age, and those from marginalised communities.**

**As we recover from the Covid-19 pandemic and subsequent lockdowns and lack of services/community provision, the group feel that the time is right to address these issues and work together to provide solutions through collaborative artworks.**

**Conversations about protected characteristics such as disability and impairment took place as the group left the Bouygues site. One young person said "There's more disabled people on TV nowadays but you still don't really see it [representation] on the street. There could be more things that make disabilities seem "normal" when you're out and about."**

**Another participant suggested promoting the safety of women and girls by reminding people to be respectful of other people's personal space and the language they use around others through art: "We could do something about how every girl is a daughter and every woman could be your mother or your gran" . One young person suggested inviting the female project managers at Bouygues UK to the Art In The City workshop sessions. These suggestions will be shared with relevant partners.**

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