Business Brief Paper

Business Development
Grippa and Stop Thief
products testing

2010

The Grippa research programme, mainly funded by AHRC, is a collaboration between the Design Against Crime Research Centre, Central Saint Martins College of Art & Design, University of the Arts London, and the UCL Jill Dando Institute of Security and Crime Science. Papers and other materials from the programme are at www.grippaclip.com and wider practical and research material on preventing bag theft at www.inthebag.org.uk
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<th>Title</th>
<th>Stop Thief Chair Piloting Program</th>
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<td>Introduction</td>
<td>This program is aimed at providing workable solutions to participating outlets / premises that have notable and persistent bag theft problems.</td>
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<td>Targeted Launch Date</td>
<td>October 2010</td>
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| Brief | • To introduce the chair and its benefits to outlets through a study jointly pursued by DACRC and Design Council  
  • To provide the chairs at a chosen venue that has high density of pedestrians, customers and others to evaluate effectiveness of chair at chosen location  
  • To evaluate success rate of chair in reducing bag theft problems at chosen venue / s. |
| Stakeholders | 1. Design Against Crime Research Centre  
  2. Design Council  
  3. The Police  
  4. Café premises (owners)  
  5. Customers  
  6. Staff of participating outlet |
| Items to be provided | 100 Stop Thief Chairs  
 (2000 Grippa Clips) |
| Requirements | 1. An outlet with notable and persistent bag theft problems going back at least a year, preferably attracting sufficient interest from police to supply continual pressure on outlet to tackle the problem  
  2. An outlet with pro-active staff willing to educate/encourage customers about using products installed  
  3. An outlet who would like to trial chairs and associated communication designs  
  4. Interior of café is suitable for program  
  5. Density of Pedestrian Traffic/footfall  
  6. An interested Police Officer (design adviser) with access to a crime analyst in his / her location, willing and able to supply relevant historical (past year) and ongoing crime figures pertaining to trial premises and comparison areas [note – quality of figures may vary and more or less effort may be needed to link incidents to precise addresses]- |
| Timeline | 6 months  
  • 1st month – initial research and implementation  
  • 2nd till 5th month – trial run of chairs at venue  
  • 6th month – evaluation of performance [note – depending on theft rate in venue, this will probably be sufficient to report on intermediate outcomes only] |
| Measuring Tools | • Time table  
  • Recorded Police Reports  
  • CCTV footage  
  • Staff Participation  
  • Cooperation with Members of Police  
  • Feedback from Customers and staff |
| Desired Outcomes | • Crime Rate Reduction at Premises (ultimate outcome)  
  • Continued deployment of chairs at Premises (intermediate outcome)  
  • Continued usage by customers of securing function of chairs at Premises (intermediate outcome)  
  • Permission to use Premises as Case Study |