

## Business Brief Paper

# Business Development Grippa and Stop Thief products testing

2010



Title	Stop Thief Chair Piloting Program
Introduction	This program is aimed at providing workable solutions to participating outlets / premises that have notable and persistent bag theft problems.
Targeted Launch Date	October 2010
Brief	<ul style="list-style-type: none"> <li>To introduce the chair and its benefits to outlets through a study jointly pursued by DACRC and Design Council</li> <li>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</li> <li>To evaluate success rate of chair in reducing bag theft problems at chosen venue / s.</li> </ul>
Stakeholders	<ol style="list-style-type: none"> <li>Design Against Crime Research Centre</li> <li>Design Council</li> <li>The Police</li> <li>Café premises (owners)</li> <li>Customers</li> <li>Staff of participating outlet</li> </ol>
Items to be provided	100 Stop Thief Chairs (2000 Grippa Clips)
Requirements	<ol style="list-style-type: none"> <li>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</li> <li>An outlet with pro-active staff willing to educate/encourage customers about using products installed</li> <li>An outlet who would like to trial chairs and associated communication designs</li> <li>Interior of café is suitable for program</li> <li>Density of Pedestrian Traffic/footfall</li> <li>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]-</li> </ol>
Timeline	6 months <ul style="list-style-type: none"> <li>1<sup>st</sup> month – initial research and implementation</li> <li>2<sup>nd</sup> till 5<sup>th</sup> month – trial run of chairs at venue</li> <li>6<sup>th</sup> month – evaluation of performance [note – depending on theft rate in venue, this will probably be sufficient to report on intermediate outcomes only]</li> </ul>
Measuring Tools	<ul style="list-style-type: none"> <li>Time table</li> <li>Recorded Police Reports</li> <li>CCTV footage</li> <li>Staff Participation</li> <li>Cooperation with Members of Police</li> <li>Feedback from Customers and staff</li> </ul>
Desired Outcomes	<ul style="list-style-type: none"> <li>Crime Rate Reduction at Premises (ultimate outcome)</li> <li>Continued deployment of chairs at Premises (intermediate outcome)</li> <li>Continued usage by customers of securing function of chairs at Premises (intermediate outcome)</li> <li>Permission to use Premises as Case Study</li> </ul>