

## Grippa Working Paper

# Changes in Customer Opinion in Two Trial Pubs

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## Grippa User-Testing in Two Trial Sites (Liberty Bounds and Glassworks)

### Background

Grippa clips were fitted in two bars for user-testing. The aim was to capture knowledge on the suitability of and customer response to the grippa clips in the barroom setting. Where appropriate, such data would be fed back into the (iterative) design process with second-generation Grippa clips altered accordingly. Data were collected using a customer survey (see appendix 1) which gauged patrons' perceptions of the Grippa clips, their current bag placement behaviour and attitudes towards crime prevention publicity more generally. Surveys were carried out in three sweeps: before implementation of the Grippa clips when each pub contained only Chelsea clips, shortly after implementation of the Grippas and then a considerable time after implementation (roughly a year). This report describes the findings of each data sweep, makes comments on any changes observed over time, particularly Chelsea versus Grippa clips, and draws some general conclusions.

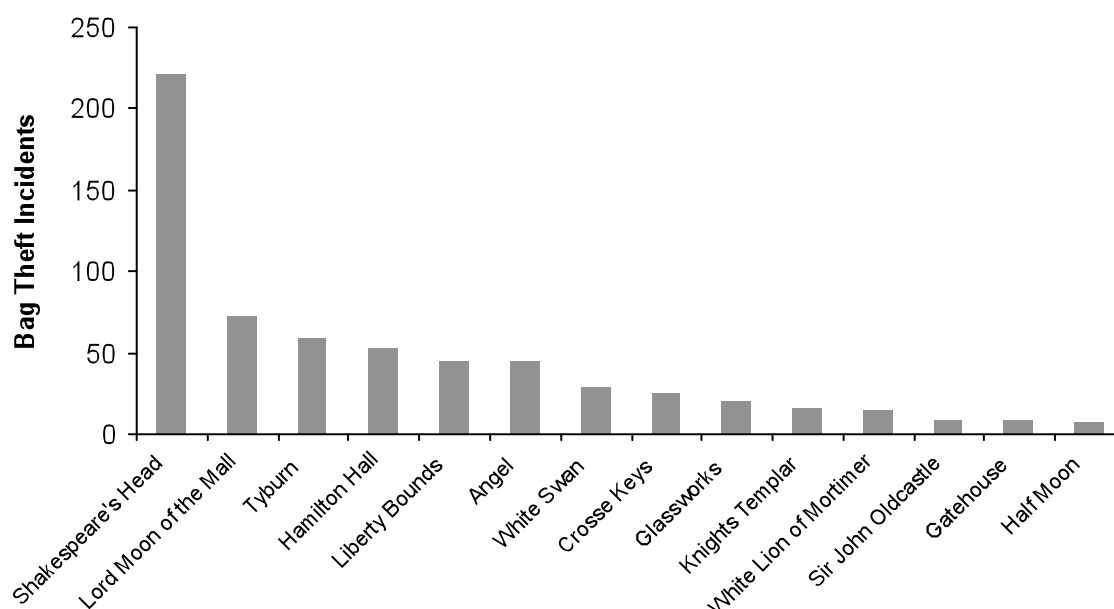
### Why those bars?

Grippa clips were installed at two bars (Liberty Bounds and Glassworks). Both had previously been assigned to treatment status for the subsequent impact evaluation (i.e. the final Grippa clips were to be installed there). The intention was that second generation Grippa clips would be installed at the remaining action bars after, and responding to, the findings gleaned from user-testing. The final impact evaluation would then test the impact of first versus second generation Grippa clips.

The bars were selected through consultation with the bar chain management. It was considered important that the user-testing venues did not experience particularly high or low bag theft levels compared to the other action bars; we didn't want to work with the high bag theft bars as that may (negatively) affect the final impact evaluation – bag theft is highly skewed in our sample and the high bag theft bars represent the best test-site for the final impact evaluation; and not too low so that we were sampling customers in a setting generally considered non-risky.

Figure 1 shows the distribution of recorded bag thefts between Jan 2005 and Dec 2006. It can be seen that both Glassworks and Liberty Bounds are within the middle section of the bag theft curve.

**Figure 1:** Distribution of Recorded Bag Thefts across Action Bars, 2005/06, n = 624



### Data Procedure and Sampling

Participants were selected using opportunist sampling. Pubs were visited midweek and between the hours of 12.00 and 18.00. Customers in bars were approached by a researcher and asked if they would be willing to complete a survey on bag theft and crime prevention more generally. The same researcher approached participants who were seated at tables in bars, each of whom were afterwards debriefed on the aim of the study and thanked for their participation. Surveys took place *in situ*, took roughly 5 minutes to complete and were (generally) filled out in the absence of the researcher<sup>1</sup>. It is possible that patrons frequenting pubs at this time may behave/perceive differently to customers visiting pubs in the evening and/or at weekends. Whilst aware of this limitation, carrying out site visits at these times were beyond the remit of this study.

Customer surveys were carried out in three stages:

Stage 1 took place between August and October 2007. This comprised the pre-intervention period, i.e. before the Grippa clips were installed. During this period both trial

sites contained Chelsea clips – a functionally-equivalent but less well-designed clip already on the market. Then, first-generation Grippa clips were fitted at all seating opportunities at the two trial sites, Liberty Bounds and Glassworks, on July 3rd and 4th 2008 respectively. Each Grippa clip was fitted with the same publicity. This was a brightly-coloured bag-shaped flyer hung from the clip. The second sweep of surveys took place in September and October 2008. The final sweep took place between August and October 2009. The rationale behind a delayed third data sweep related to the discretionary nature of this type of intervention. Namely, customers had the *choice* of whether to hang their bag on the clip or not. It is plausible that a shift in behaviour in terms of using the clip may require an ‘incubation period’ – i.e. an interval between implementation and observed changes in bag storage location; time may be required for customers to acclimatize to intervention-induced changes in the barroom environment. From an evaluation perspective this implies that a sufficiently lengthy observation period may be required in order to be able to detect a potentially delayed impact. Hence the decision to revisit the bars at phase three.

## Results

### Stage 1: Pre-implementation baseline findings

#### Descriptive Statistics

Analyses were carried out on all surveys collected in Liberty Bounds (n = 15) and Glassworks (n = 20) before installation of the Grippa clips. It must be noted that some responses to some questions were left blank. Consequently, not all of the analyses that follow are on a sample of 35.

The sample comprised 19 females and 12 males with a modal age group of 18 – 25. Over a third of respondents were frequent users of the respective premises (n = 11, 34%) and over half were frequent users of Wetherspoon bars (n = 16, 53%).

#### Clip Usage: Past and Present

Despite both trial sites having Chelsea clips installed at each table, none of the respondents were using a Chelsea clip at the time of questioning. However, eight (25% n = 32) reported they *had* used a clip like the ones available

before. This lack of usage may be attributed, in part, to the lack of awareness of these measures. For example, 30 respondents (94%) stated that they didn’t notice the bag clips before they were pointed out to them by the researcher. Just two did, one claiming that they noticed the clips as soon as they sat down and the other reporting that they always look for such items. This is important as it suggests that the Chelsea clip intervention is currently unsuccessful in communicating its presence to potential users. This relates to previous crime prevention research which documents how other *discretionary* interventions - such as the anti-bag theft chairs described by Bowers and Johnson (2006) - failed to yield significant reductions in crime due to a simple lack of usage.

#### Rating the Chelsea Clips

Respondents were also asked to rate the Chelsea clips on various criteria using a series of 5-point Likert scales, 1 being the most positive response and 5 the most negative. Figure 2 shows the mean response, underlined and emboldened, for each category. It can be seen that whilst respondents tend to report that the Chelsea clips are quite easy to use, many are indifferent as to the other categories. Moreover, the clips were generally considered to be dull.

Figure 2: Customer Ratings of Chelsea Clips

<i>Ease of use</i> (n = 18)	<i>Easy to Use</i>	1	<b><u>2</u></b>	3	4	5	<i>Hard to Use</i>
<i>Fun to play with</i> (n = 16)	<i>Fun</i>	1	2	3	4	<b><u>5</u></b>	<i>Dull</i>
<i>Availability</i> (n = 17)	<i>Available</i>	1	2	<b><u>3</u></b>	4	5	<i>Difficult to access</i>
<i>Practicality</i> (n = 16)	<i>Practical</i>	1	<b><u>2</u></b>	3	4	5	<i>Impractical</i>
<i>Appearance</i> (n = 17)	<i>Attractive</i>	1	2	<b><u>3</u></b>	4	5	<i>Unattractive</i>
<i>Maintenance</i> (n = 16)	<i>Well maintained</i>	1	2	<b><u>3</u></b>	4	5	<i>Shabby looking</i>
<i>Visibility</i> (n = 17)	<i>Easy to see</i>	1	2	<b><u>3</u></b>	4	5	<i>Hard to see</i>

#### Publicity in the Service of Crime Prevention

Publicity has long been utilized in crime prevention (Barthe 2006). It can take various forms and serve various purposes: as offender-oriented campaigns (see Decker 2003; Mazerolle 2003), as victim-oriented campaigns (e.g. Poyner 1993), as stand-alone crime prevention schemes or as an additional strategy to promote crime reduction interventions. Both the pubs visited as part of this study contained crime prevention publicity in the form

of posters. Respondents were asked if they had noticed the crime prevention publicity prior to it being pointed out by the researcher. The majority ( $n = 26$ , 84%) said no, with just five respondents stating they did. Despite low rates of awareness, twelve respondents indicated that the presence of such publicity did encourage them to look for and/or use the bag theft clips.

## Stage 2: Post-implementation comparison with baseline

### Descriptive Statistics

Nineteen survey were carried out within three months of the Grippa clips being fitted (Liberty Bounds = 11 and Glassworks = 8). The sample comprised 12 females and 6 males with a modal age group of 25-35.

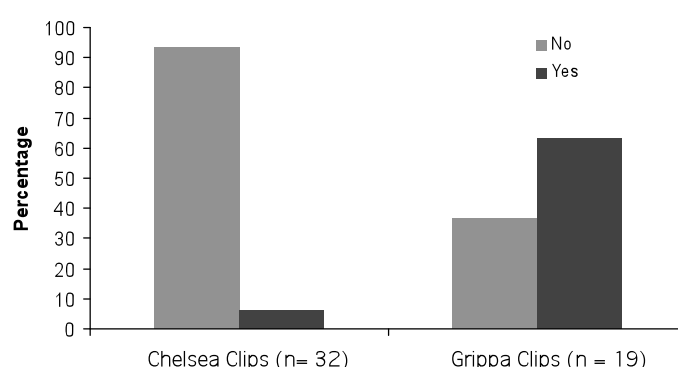
### (Grippa) Clip Usage and Awareness

The surveys in stage one revealed that none of the respondents were using the Chelsea clips. Following implementation of the new Grippa designs, two of the nineteen respondents had their bag secured on a Grippa clip. Both users were women who had been the victim of bag theft in the previous twelve months. Whilst aware of the small sample size, this finding hints at a possible relationship between prior victimisation and the likelihood of noticing (and using) bag theft interventions of this sort. Further research using a larger sample could test this hypothesis. However, that said, there were also two other respondents who had had their bag stolen in the previous twelve months but weren't using the Grippa clips.

The low usage rate observed in stage one was attributed, in part, to the lack of respondents noticing the Chelsea clips – just two from 32 participants. To increase the number of people using design-based interventions of this type, it is therefore important that more people are aware of their existence. Figure 3 plots the percentage of respondents who noticed the clips in stage one of data collection (Chelsea clips) compared with stage two (Grippa clips). It shows that there is a marked increase in the proportion of respondents who noticed the Grippa clips. This is encouraging as it suggests the Grippa design is more successful than the Chelsea clip in terms of communicating its presence to potential users. Whilst it is possible that other changes in the pub setting may explain (some) of the increase in awareness rates, i.e. increases in publicity etc, when asked what it was that drew their

attention to the Grippa clips, seven of the 12 respondents reported that they noticed the clips as soon as they took their seat. Other reasons for noticing the clips include another customer pointed them out ( $n = 2$ ) and customers always looking for similar items ( $n = 1$ ). Noteworthy is that none of the respondents who noticed the Grippas reported that the bar staff had pointed out their presence to them. This is discussed further in the *involvement failure* section below.

**Figure 3:** Did you notice the clips before they were pointed out to you?



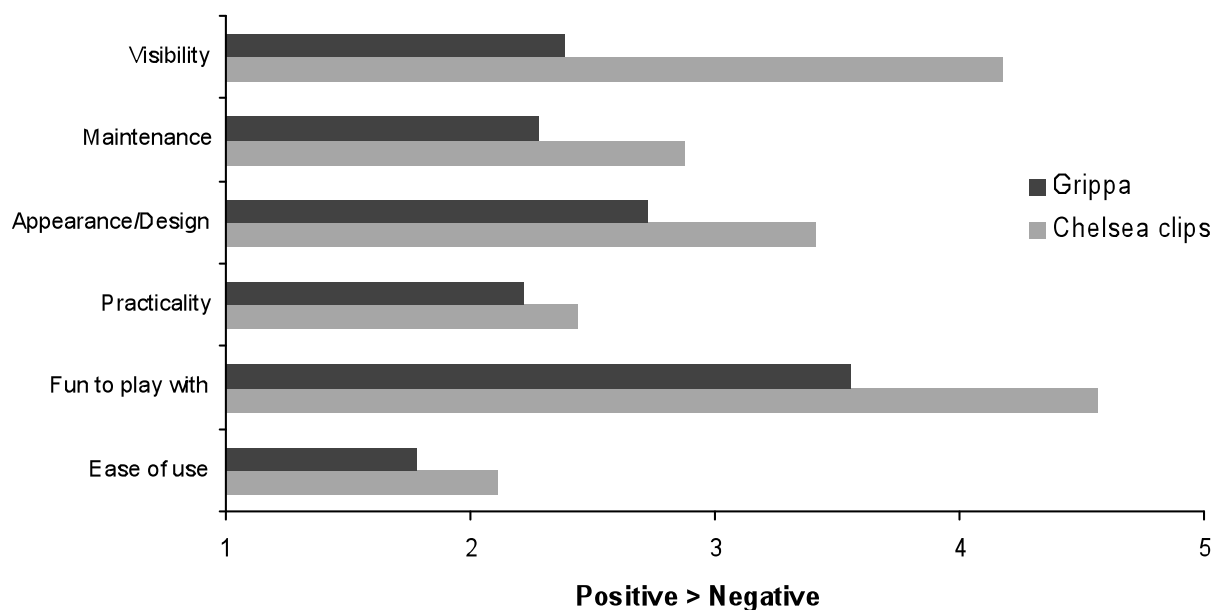
An increase in the awareness of the Grippa clips is considered positive, and constitutes a successful intermediate outcome necessary for the ultimate reduction of theft, albeit causally way upstream. But on the negative side, the above findings also demonstrate a failure to achieve the next intermediate outcome: simply making people (more) aware of anti-bag theft interventions does not necessarily mean that they will use them. This non-use could not, moreover, be attributed to customers perceiving that theft was not a problem. As Sidebottom and Bowers (2009) found through comparing recorded bag theft data from bars with customer survey data, many customers often stowed their bags in locations they recognized as risky, most notably on the floor or the back of a chair.

### Design Ratings: Chelsea clip versus Grippa

As in stage one, respondents (users and non-users) were asked to rate the Grippa clips on the same criteria used to assess the Chelsea clips. Each question was measured using a 5-point Likert scale, 1 being the most positive response and 5 the most negative. Figure 4 shows the mean response for each category compared with those received for the Chelsea clips. For each category the mean

response for the Grippa clips is better than that received for the Chelsea clip, i.e. the mean is closer to the left of the y axis. An independent-samples t test revealed that the difference was statistically significant for the *visibility* ( $t(32) = 2.609, p < .05$ ) and *fun to play with* ( $t(33) = 4.878, p < .001$ ) categories.

**Figure 4:** Comparison of User-ratings of Chelsea Clips versus Grippa Clips



### Stage 3: Delayed post-implementation

The aim of stage three was to determine whether an 'incubation period' may occur in which clip usage displays a lagged effect: customers may need to adjust and adapt to the presence of the Grippa clips.

### Descriptive Statistics

Fifteen surveys were carried out between August and November 2009, around a year after the Grippas were first fitted. Eight of the surveys took place in Glassworks and seven in Liberty Bounds. Of the ten respondents that reported their gender, half were men. As with previous data sweeps the modal age group was 25-35.

### (Grippa) Clip Usage and Awareness

Eight respondents (57%,  $n = 14$ ) claimed they noticed the Grippas before they were pointed out by the research

team. This pattern is similar to that observed in stage two, increasing the confidence we can place on such findings. Furthermore, 4 customers (29%,  $n = 14$ ) were found to be using the Grippa. Whilst the sample is admittedly small, this is higher than the usage rate found in stage two, implying a gradual increase in Grippa usage in line with that predicted by the 'incubation' hypothesis. Also similar to that found in stage two, three of the four users had been the victim of bag theft in the past twelve months.

### Design Ratings: Grippa versus Grippa

There were no statistically significant differences in the mean responses for the Grippa clips in stage two and stage three. Again, this similarity suggests we can be more confident that the estimates found here are reliable.

### Qualitative Findings

In addition to the analyses described above, discussions with bar staff also took place on an informal, opportunist basis. Staff members from Liberty Bounds and Glassworks all claimed that they had observed customers using the Grippa clips but that usage remained relatively infrequent. The landlord at the Liberty Bounds reported that many customers seemed unaware of the Grippa clips. Consequently, he (and his staff) claimed to inform customers of the presence of the Grippas if they noticed bags stowed in insecure positions. This was not identified in the customer surveys however.

### Implementation Difficulties

Implementing crime prevention interventions is recognized as a complex and challenging task. From large-scale programmes to local-level demonstration projects, *implementation failures* abound (see Knutsson and Clarke 2006; Tilley 2009). The current project encountered similar difficulties. As previously described, in the present study each Grippa was fitted with a bag-shaped flyer. The flyers were designed with the aim of catching customers' attention, thereby signaling the presence of the Grippa clips and (hopefully) encouraging their use. In practice however, the flyers were short-lived. Shortly following implementation (of the clip + flyer) the research team visited the two trial sites to find that all the flyers had been removed. Discussions with respective bar staff revealed that immediately after installation the flyers became strewn across the bar floor. This was because customers were

unclipping the flyers in order to view them, then failing to reattach them to the Grippa clip and subsequently they became scattered throughout the bar. In view of this, the bar staff were understandably reluctant to replace the flyers. Consequently, after an initial few attempts, both pubs refused to reattach the flyers. In terms of Grippa usage, the lack of communication materials may well have contributed to the low usage rate.

### Involvement Difficulties

In the 5Is process model of crime prevention (Ekblom, 2005), *Implementation* refers to the practical tasks that need to be done to make crime prevention work on the ground; *Involvement* to the more specialized tasks of mobilizing people to undertake those tasks. The survey findings indicated that there were no cases of bar staff alerting customers to the Grippa clips. This is important because field trials in Barcelona found that empowered and motivated bar staff provided an important encouragement mechanism which served to produce comparatively high usage rates. Lack of staff involvement may reflect cultural/business differences across the two countries: the chain of UK bars in which the Grippa clips were fitted had a rapid staff turnover and continual movement between pubs. Consequently, many of the (new) staff were unaware of the project (and the Grippas) and didn't encourage customers to use them. Possible ways to overcome such involvement weaknesses are discussed in

### Conclusions

Whilst acknowledging the small sample size and potential limitations in the sampling procedure, here are some initial conclusions from the user-testing study:

- The customers broadly seemed to approve in principle of the Grippas (over the Chelsea clip) and their design;
- Awareness and usage rate for the Grippa clips was higher than that of the Chelsea clip, although awareness was still relatively low in absolute terms;
- Whilst Grippa usage did increase a little over time, overall usage was infrequent. This is likely attributable to a variety of factors: failure to notice the Grippa clips (quite a common finding), unfamiliarity/ novelty, and occasional hesitancy over risk of leaving bags behind. It may also be that the relatively low crime

risks in the prototype bars meant people were not especially motivated to protect their bags;

- The impact of the communications materials (flyers) was hard to evaluate because they quickly became detached by customers and consequently ended up on the floor. This incidence of *implementation failure* is also identified as a likely contributory factor to the low usage rates.

The findings suggest that increasing the influence on the customers, by design interventions on the Grippas and communications material, and also by actions of bar staff, would be needed to get the use of the Grippas established. Whilst the Liberty Bounds landlord reported informing customers of the Grippas, no survey respondents indicated that bar staff had actively done so. At Barcelona sites where bar staff pointed out or demonstrated the Grippas to customers, usage was greater.

## Notes

<sup>1</sup> Some respondents, typically the elderly, requested that the survey be completed by the researcher.



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