The Security Network Seminar

In The Bag! Tackling Personal Theft
Getting smart about bag theft, pick-pocketing and street crime

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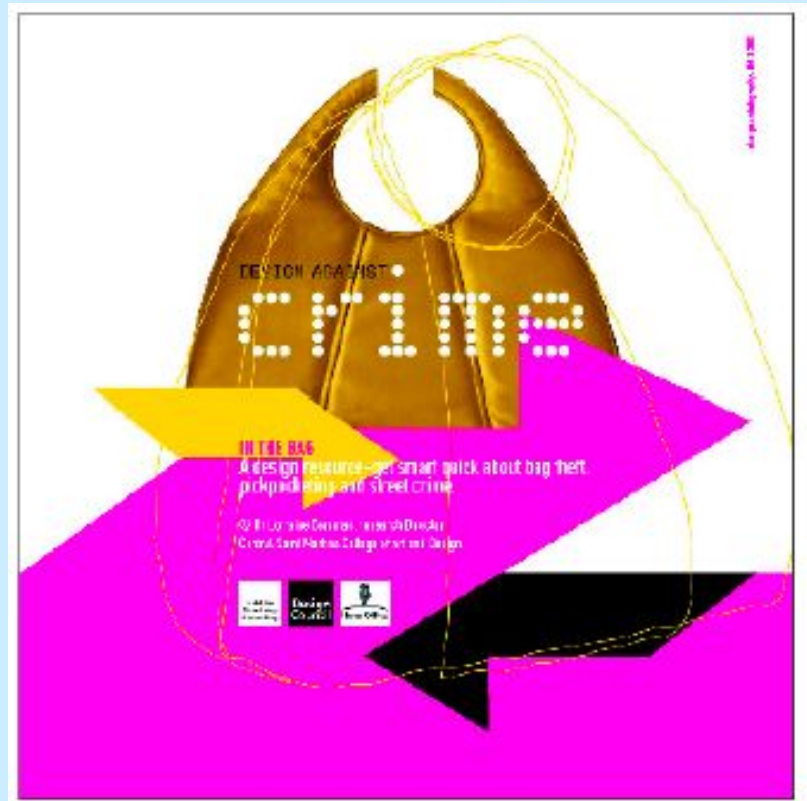
University of the Arts London
Central Saint Martins

DESIGN AGAINST CRIME

DaC

Bag thefts – snatch and stealth – occur about once every minute in UK

Design Against Crime aims to help design out bag theft, put anti-crime design into the public spotlight and give it an engaging and appealing edge

In The Bag research CD-Rom

The acronym CRAVED has been used to describe the characteristics of items most likely to be stolen - 'hot products'

- **Concealable**

- **Removable**

- **Available**

- **Valuable**

- **Enjoyable**

- **Disposable**

Many hot products are found in bags

We study perpetrator techniques to 'know the enemy'

- **Dip: Removal of articles from a bag without the owner's awareness**

- **Lift: Removal of bag and contents without owner's awareness**

We study perpetrator techniques to 'know the enemy'

- **Slash: Removal of articles from bag without owner's awareness, by cutting the fabric**

- **Grab: Removal of bag and contents by snatching it from owner's grasp**

# *Theory and research into practice: Personal Products*
MA Industrial Design, CSM

Karrysafe – Anti-theft bags and accessories commissioned and researched by DAC, designed and produced by Vexed Generation

Karrysafe was funded by the Design Council/ UAL, producing a series of smartly designed crime-resistant bags

Locking features allow the user to attach the bag to chairs, tables, posts etc
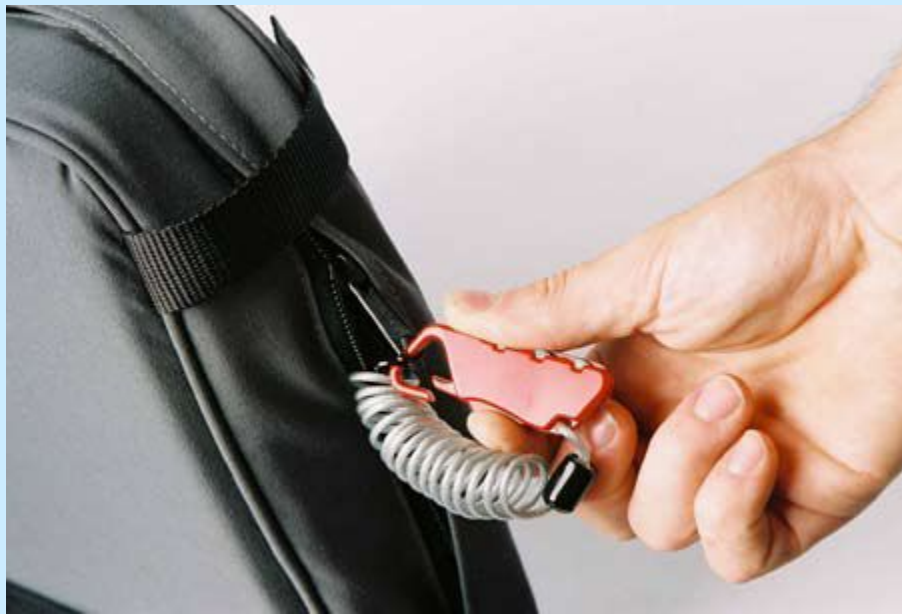
Products for public space – *Stop-thief* anti-theft chairs

Customization and user testing of market leading public furniture

- Existing clips poorly designed – Chelsea Clip cheap but hardly used by customers
  - Under table location means unseen and unused

  - Low aesthetic quality
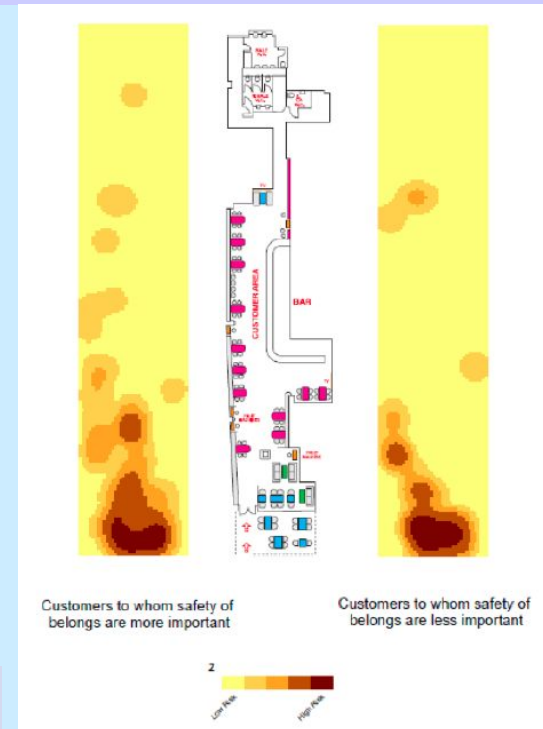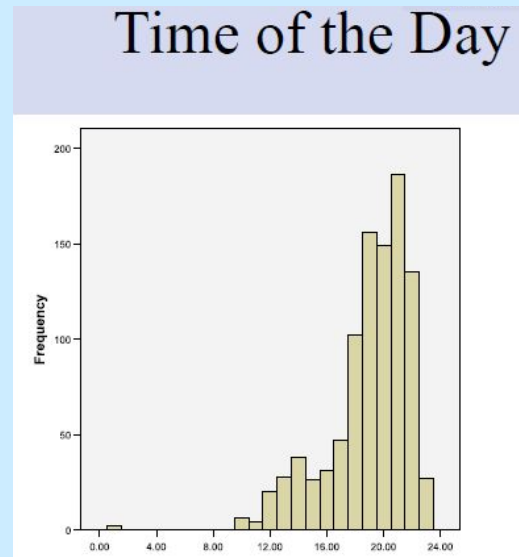 - Poor material choice – they break easily

Grippa clips – Version 1 2005

Grippa 2 Research Project, 2006-9

- Aim – to research, develop and evaluate next generation of clips
  - Studying patterns of bag theft, customer perceptions
  - Matching action and control bars

Time of the Day

Customers to whom safety of belongs are more important

Customers to whom safety of belongs are less important

Location of Bag	N	Percentage
Not specified	496	51.4
On Floor	127	13.2
Back of Chair	78	8.1
At Feet	75	7.8
Under Table	62	6.4
On Chair	40	4.1
Under Chair	33	3.4
On Table	18	1.9
By Chair	18	1.9
Close by	11	1.1
On Clip	4	0.4
On Person	3	0.3
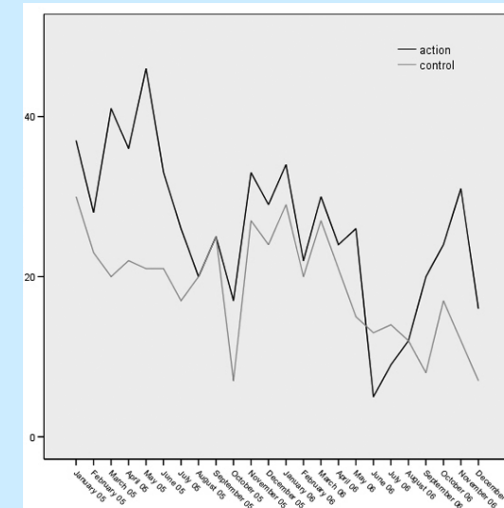
Grippa Clip 2 – after much development and trialing

Grippa Type A

Grippa Type B

Grippa clips – *people* problems

- Senior management of bar company agreed to let us trial the clips
- Then many of them were 'let go' and we were passed to more junior management
- We piloted prototype clips in 4 bars, and found that the public:
  - Liked the designs and the concept, but
  - Didn't actually use them!
  - Despite radical improvement on Chelsea clips customers unaware of what clips for and how to use them

More people problems

- Problems with card hangers - kept ending up on floor – moved to logo
- Bar staff not well-informed or motivated to care for customers
- Little communication of purpose of project from regional managers to individual bar managers
- Just before main evaluation in 13 bars, bar company pulled out of entire project due to the recession

But...

- Grippas now being marketed by a security company
- Stop Thief chairs now being manufactured/ marketed by furniture companies
- Chairs part of permanent collection of Museum of Modern Art, New York

Find us on

- www.designagainstcrime.com
- www.grippaclip.com
- www.inthebag.org.uk

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