

Retail Loss Prevention and Safety Seminar for Small Business

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Tuesday 5th April 2011

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1. DACRC Centre UK

DAC Established 2000



1. DACRC Centre UK

Aims

Reduce the incidence and adverse consequences of crime through design of products, services, communications and environments that are 'fit for the purpose' and contextually appropriate in all other respects

Equip design practitioners with the cognitive and practical tools and resources to design out crime;

Prove and promote the social and commercial benefits of designing out crime to manufacturing and service industries, as well as to local and national government and Society at large; and

Address 'environmental complicity' with crime in the built environment and to reduce crime also to increase well being of individuals and communities

1. DACRC Centre UK Philosophy

‘Things’ as well as people cause problems.

DAC draws upon design thinking (is the problem really “the” problem?) ; also on the theory of Situational Crime Prevention (SCP) which considers ‘opportunities’ (linked to objects / environments and services as well as users and abusers) to be the ‘root causes’ of crime.

Design out criminal opportunities and you can design out crime. But, how and why you do this is the crux.

Social innovation, as well as product, spatial and social design, may be the way forward in terms of designing out crime.

Based on Felson & Clarke ‘Opportunity Theory’, 1998, Rutgers University, New Jersey

1. DACRC Centre UK

Common Approaches

Designers, Criminologists and Police share in common approaches such as:

- Situational Crime Prevention (SCP)
- Crime Prevention Through Environmental Design (CPTED)
- 'Thinking Thief' (via offender interviews)

1. DACRC Centre UK

User and Abuser

We look at
the user experience



the abuser experience



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User Modus Operandi



on lap.



on floor between legs.



on the chair.



hung on back of chair.



on the table.



on the floor next to chair.

1. DACRC Centre UK

Abuser Modus Operandi

Dipping



Slashing



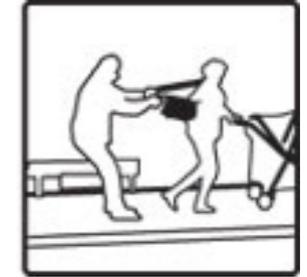
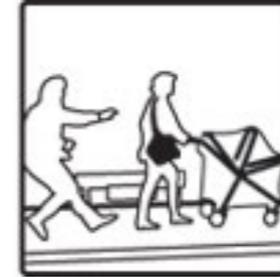
Lifting



Snatching



Grabbing



1. DACRC Centre UK

Frameworks e.g C.R.A.V.E.D.

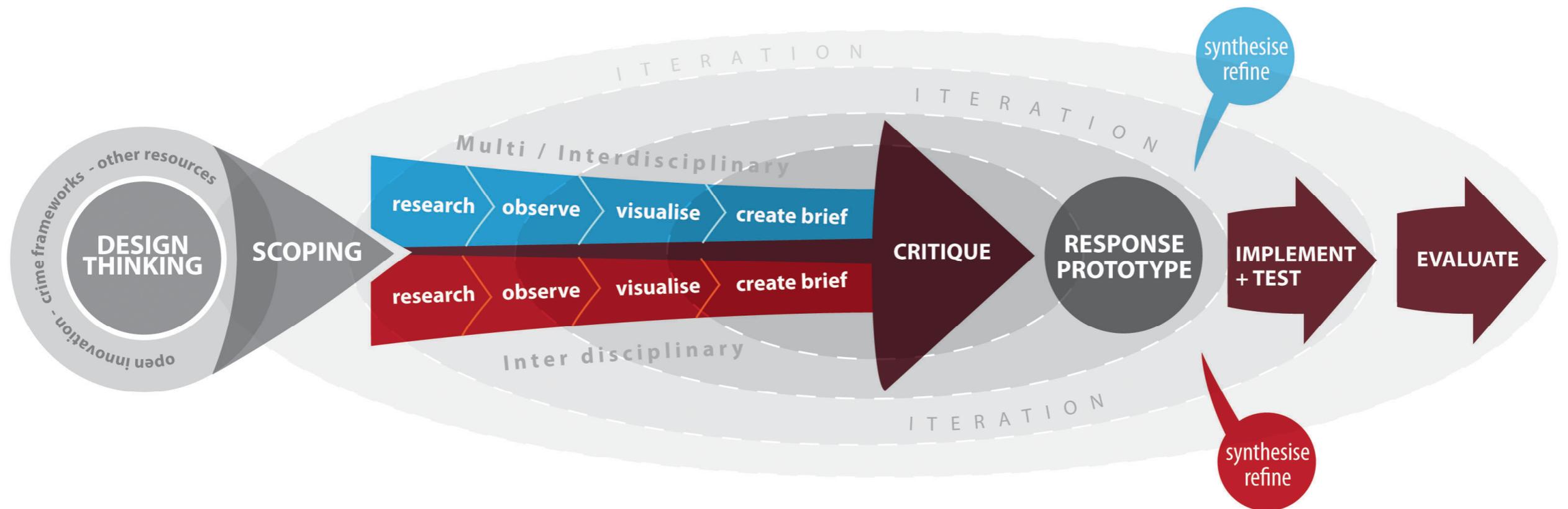
Frameworks like C R A V E D help us to predict which products will be vulnerable to theft - 'Hot Products'. This means we can design our retail environments to protect them.

Concealable
Removable
Available
Valuable
Enjoyable
Disposable



1. DACRC Centre UK Methodology

Our methodology has two strands.
Practice led research and research led practice.



(Gamman & Thorpe)

1. DACRC Centre UK

Methodology

‘Twin track’ approach generates:

- Tested ‘design resources’ that are freely disseminated to stakeholders within design education and design practice with the aim of “equipping design practitioners with the cognitive and practical tools and resources to design out crime”.
(innovative capacity)
- Tested ‘design exemplars’ that address industry and ‘the market’, providing the case for DAC as a tool for socially responsive innovation and “promoting the social and commercial benefits of designing against crime to manufacturing and service industries”. These exemplars are applied to afford social impact and create social change. *(operational capacity)*

1. DACRC Centre UK Example Project

DACRC Bag Theft Karrysafe / In The Bag



DESIGN AGAINST

crime

IN THE BAG A DESIGN RESOURCE
get smart quick about bag theft,
pickpocketing and street crime.

Design Council Home Office
THE LONDON INSTITUTE

© Dr Lorraine Gamman, Project Research Director, Central Saint Martins College of Art and Design

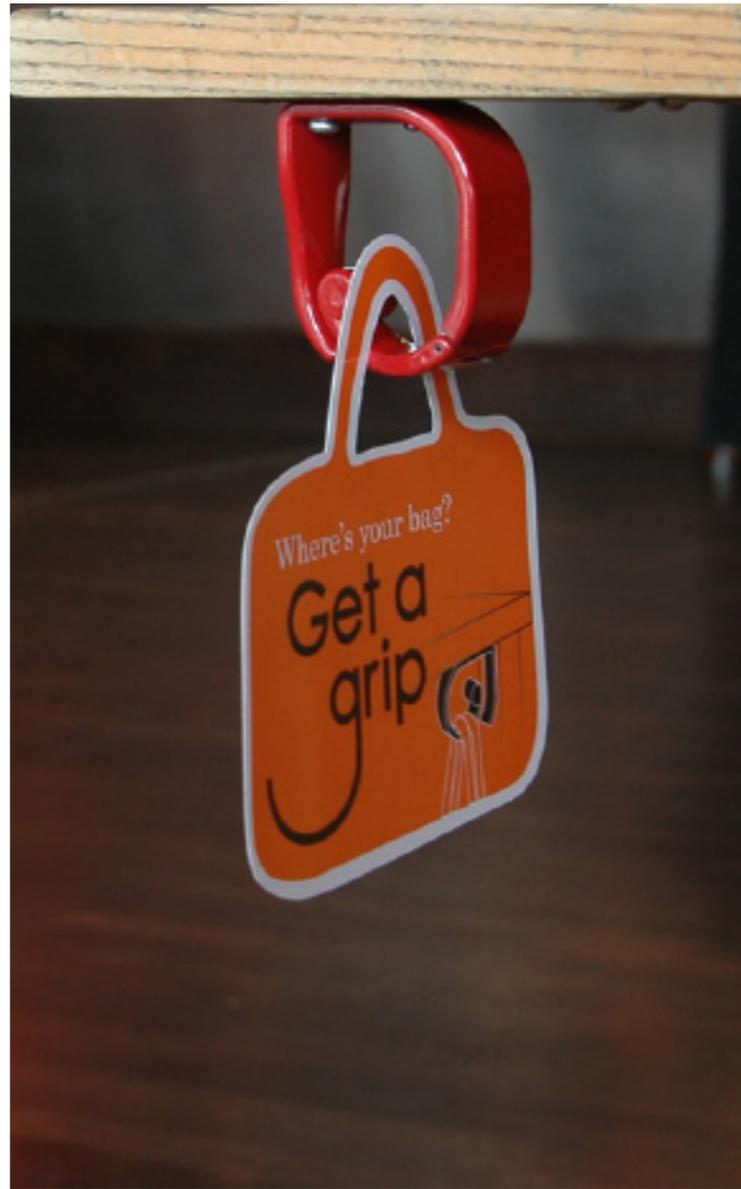
design+photography: tom in zuma

3. DACRC Centre UK

Example Project

DACRC Bag Theft: Defensible Space

Stop Thief Chair / Grippa



1. DACRC Centre UK

Example Project

DACRC ATM Crime

How has defensible space been used to design out ATM crime?



1. DACRC Centre UK

Example Project

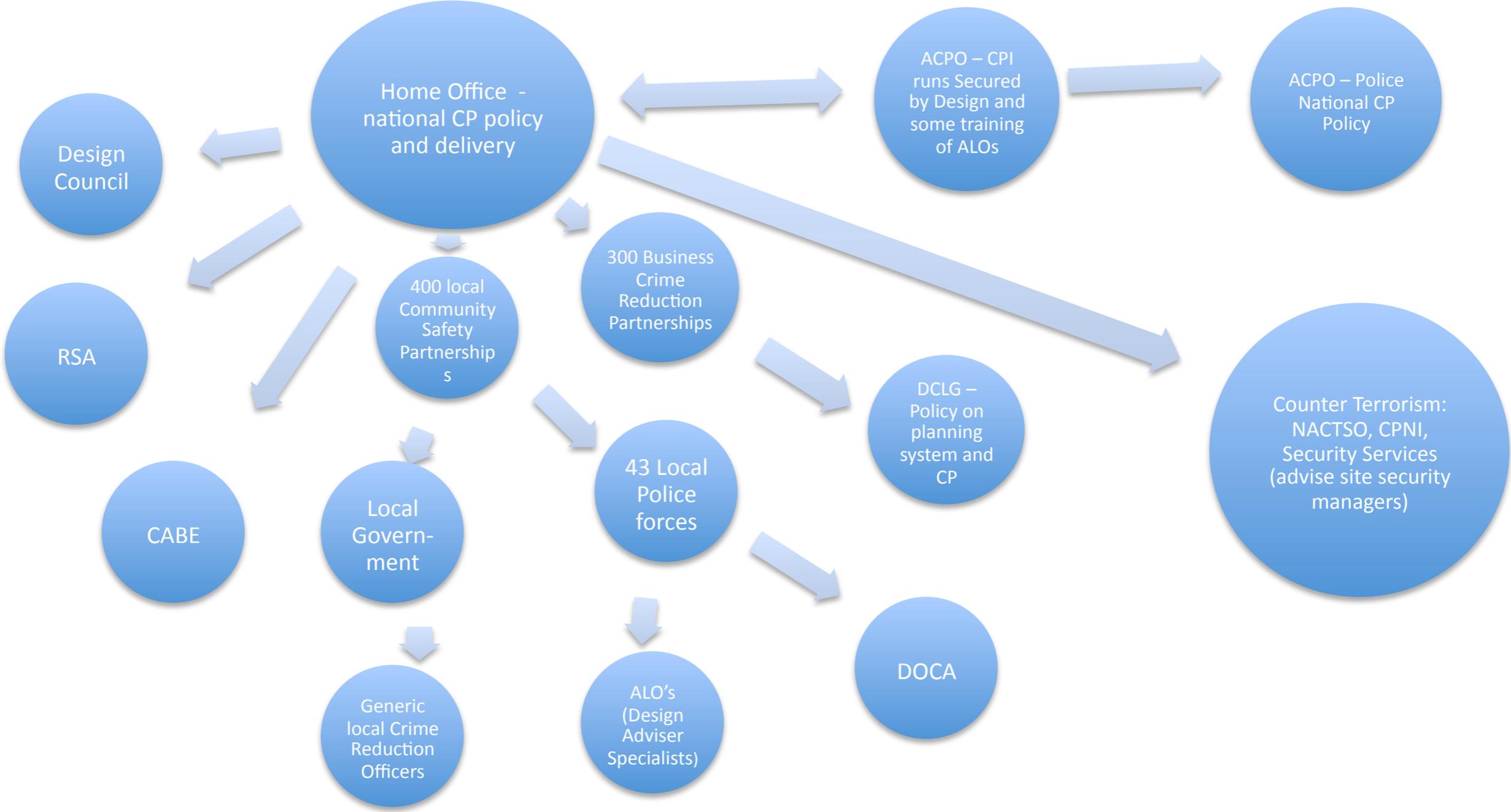
DACRC ATM Crime

Cash Point Art by DACRC / Steve Russell



Hammersmith Broadway (2010)

2. Crime Prevention in the UK



2. Crime Prevention in the UK

Design Technology Alliance Against Crime - Priorities

DOC Drivers: UK Government Commitment

The Design and Technology Alliance seeks to champion the message that **Designing Out Crime** is about sustainable and innovative design of products, spaces and places to make crime unattractive and make communities feel safer.

It's a programme, initiated by the Home Office, funded by the BIS, via TSB and managed by the **Design Council**, that has worked on developing solutions to a wide range of crime-related problems, particularly those which affect young people, including:

1. Hot Products
2. Schools
3. Alcohol
4. Housing
5. Business

2. Crime Prevention in the UK

Design Technology Alliance Against Crime: Business Stream

Prof Lorraine Gamman was appointed to lead the Business Stream for the DTA Alliance between 2008-2011.



2. Crime Prevention in the UK

Design Technology Alliance Against Crime: Business Stream

The cost of crime for small businesses is £3,000 a year according to the Federation of Small Businesses in 2010, and there is an increasing concern in the retail industry about theft and its impact.

The DTA business stream sought to help businesses get smart quick about how best to protect themselves against crime.

The free online toolkit created was based on a series of 63 questions devised by Professor Martin Gill and looks at how small business owners can address security concerns in seven key areas:

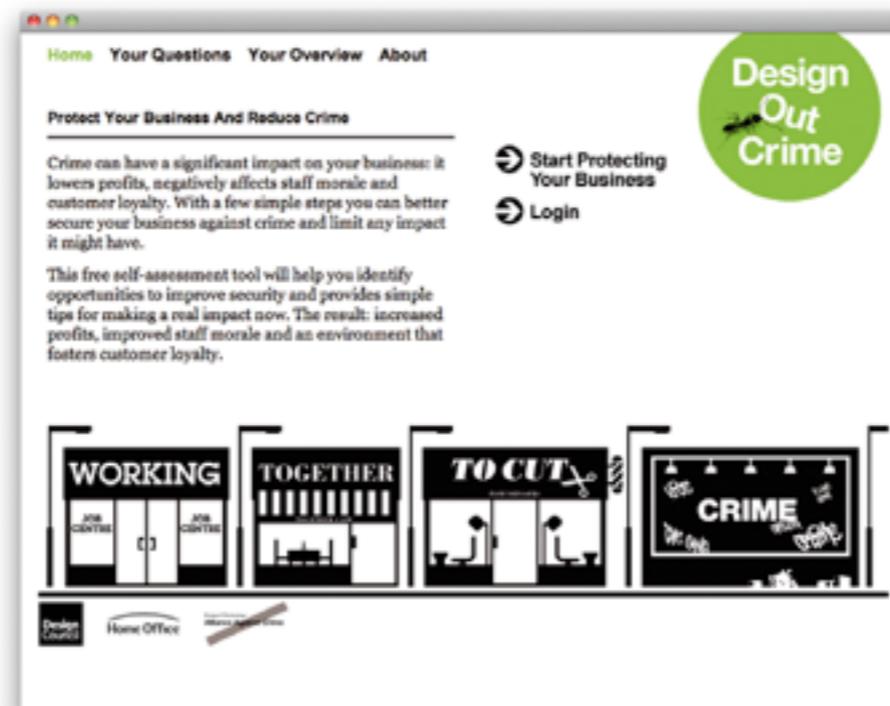
1. Outside Area
2. Security Measures
3. Surveillance
4. Management
5. Strategies and Techniques
6. Store Layout
7. Staff Dishonestly

2. Crime Prevention in the UK

Design Technology Alliance Against Crime: Business Stream

Business Self-Assessment Tool

The toolkit can be found for free on <http://www.designoutcrime.org.uk/toolkit/>



Design: Sense Worldwide www.senseworldwide.com / A+B Studio www.aplusbstudio.com

Crime expert: Perpetuity Research and Consultancy International
www.perpetuityresearch.com

Web usability expert: Bunnyfoot
www.bunnyfoot.com

Programme Overview: *Demonstrating the role of design in crime reduction.*
Design & Technology Alliance. Alliance Against Crime. 2011

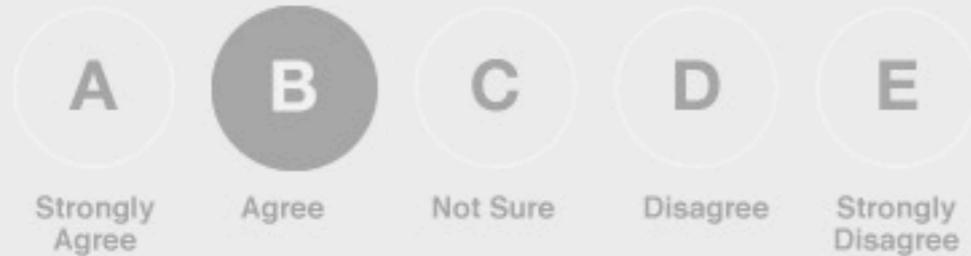
2. Crime Prevention in the UK

Design Technology Alliance Against Crime: Business Stream

Business Self-Assessment Tool: Particular crime problem: Staff Dishonesty

Do you agree with the following statement?

All staff are required to sign in and out as they enter and leave the premises, and/or report to someone senior at the start and end of each shift.



 Next

Did You Know?

Requiring staff to sign in can serve a number of purposes. In case of a fire or other emergency this provides you with a record of who is known to be on the premises. It can also provide you with a good check on the actual time worked.

Theft does not just come in the form of loss of products; some staff arrive at work late or leave early, and this will cause a loss in productivity. If staff are consistently working less than their contractual hours it may be necessary to take action so that they are not over paid for the hours they are actually working.

- Ensure that you comply with employment law when making decisions by seeking legal advice.

<http://www.emplaw.co.uk/emplaw/employer/research-employer.aspx>.

2. Crime Prevention in the UK

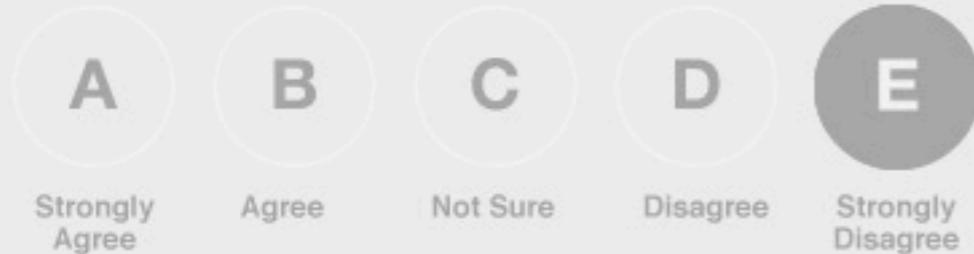
Design Technology Alliance Against Crime: Business Stream

Business Self-Assessment Tool:

Particular crime problem: Staff Dishonesty

Do you agree with the following statement?

Random bag searches are conducted.



Did You Know?

Studies have shown that a considerable amount of loss results from staff dishonesty. Therefore, it's necessary to be aware of the risks they pose. Random bag searches could be enforced to check for staff theft.

➔ Next

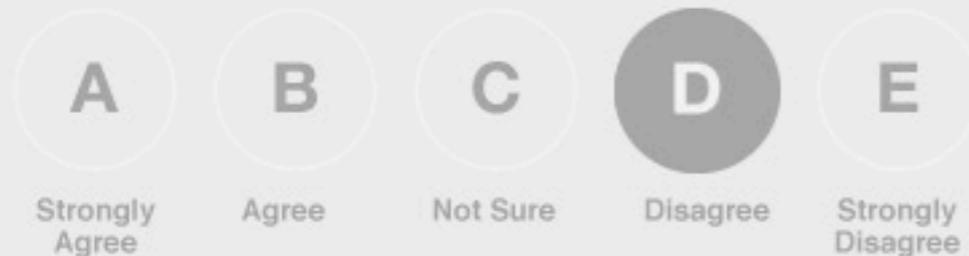
2. Crime Prevention in the UK

Design Technology Alliance Against Crime: Business Stream

Business Self-Assessment Tool: Particular crime problem: Staff Dishonesty

Do you agree with the following statement?

There is an effective vetting policy for staff, e.g. references are always taken up.



← Prev

Next →

Did You Know?

It is important to know that your staff are who they say they are, and that there is nothing in their past that is a risk to your business.

- You should ensure that employees are eligible to work in the UK. Usually you should view originals of identification items such as a passport, driving licence or birth certificate. You should make a photocopy of these and check that any photographs match the appearance of the person applying for the job. You can obtain full details of the documents required from the UK Border Agency website:
<http://www.ukba.homeoffice.gov.uk/employers/preventingillegalworkin>
- Ask them to bring proof of their address, such as bank statements or bills in their name.
- Ask for references, and ensure that you follow them up. Speak to referees to confirm that they have given the reference, and it is genuine.

2. Crime Prevention in the UK

Design Technology Alliance Against Crime

National Anti-Shoplifting Competition: RSA: Ugly Faces

'Ugly Faces' is an advertising campaign aimed at teenage girls who steal from high street cosmetic retailers. Many teenage girls believe that they have to use cosmetics to make themselves more attractive. The campaign's message is that stealing is ugly and socially unacceptable.



Rachael Muli
University of East London,
Winner of the Design Out Crime
award of £2,500

Design Out Shoplifting
Student Challenge 2010



3. Retail Crime: The problems



Learning from Shirley Pitts
The 'Queen of Thieves'

1934 - 1992

<http://www.goneshopping.org.uk/archinve.html>

3. Retail Crime: The problems

19th Century Department Store

Birth of the 'criminogenic' environment?



1870's Department store shopping images
Suzanne Abelman, *When Women Go A Thieving - MiddleClass Shoplifters in the Victorian 'Department Store'*,
Oxford University Press, 1989.

3. Retail Crime: The problems

Shirley Pitts on the Criminal Masquerade:

“Today I still use disguises and work down my knickers, although I do have some good leather bags lined with foil and use them when I need to. I always change my appearance and I have had so many different names that even I don’t remember all of them. I’ve been stealing ever since I was a child and I’d be trying to do all that in between bringing up my kids with all their problems, so I really have forgot half of what I got up to.”

- Shirley Pitts

Extracted from Gamman L.

Gone Shopping, the Story of Shirley Pitts, Queen of Thieves, Penguin, 1996

3. Retail Crime: The problems



Foil-lined bags

Confiscated from offenders at Bluewater Shopping Centre

3. Retail Crime: The problems

The Theory: Crime Triangle

Much academic theory and literature exists to explain crime and shop theft.



1. Desirable target
2. Motivated offender
3. Lack of guardianship

Crime triangle can help identify:

- The perception of need or want for an item and motive for theft;
- The perception that the item is accessible and obtainable;
- Low perception of personal risk associated with committing the offence.

3. Retail Crime: The problems

Situational Crime Prevention Techniques

25 Techniques that aim to:

Increase the effort	Increase the Risks	Reduce the Rewards	Reduce Provocations	Remove Excuses
1. Harden Targets <ul style="list-style-type: none"> •Steering column locks and immobilisers •Anti-robbery screens •Tamper-proof packaging 	6. Extend guardianship <p>Take routine precautions:</p> <ul style="list-style-type: none"> •go out in group at night, •leave signs of occupancy, •carry phone •“Cocoon” neighborhood watch 	11. Conceal targets <ul style="list-style-type: none"> •Off-street parking •Gender-neutral phone directories •Unmarked bullion trucks 	16. Reduce frustrations and stress <ul style="list-style-type: none"> •Efficient queues and polite service •Expanded seating •Soothing music/muted lights 	21. Set rules <ul style="list-style-type: none"> •Rental agreements •Harassment codes •Hotel registration
2. Control access to facilities <ul style="list-style-type: none"> •Entry phones •Electronic card access •Baggage screening 	7. Assist natural surveillance <ul style="list-style-type: none"> •Improved street lighting •Defensible space design •Support whistleblowers 	12. Remove targets <ul style="list-style-type: none"> •Removable car radio •Women’s refuges •Pre-paid cards for pay phones 	17. Avoid disputes <ul style="list-style-type: none"> •Separate enclosures for rival soccer fans •Reduce crowding in pubs •Fixed cab fares 	22. Post instructions <ul style="list-style-type: none"> •“No Parking” •“Private Property” •“Extinguish camp fires”
3. Screen exits <ul style="list-style-type: none"> •Ticket needed for exit •Export documents •Electronic merchandise tags 	8. Reduce anonymity <ul style="list-style-type: none"> •Taxi driver IDs •“How’s my driving?” decals •School uniforms 	13. Identify property <ul style="list-style-type: none"> •Property marking •Vehicle licensing and parts marking •Cattle branding 	18. Reduce emotional arousal <ul style="list-style-type: none"> •Controls on violent pornography •Enforce good behavior on soccer field •Prohibit racial slurs 	23. Alert conscience <ul style="list-style-type: none"> •Roadside speed display boards •Signatures for customs declarations •“Shoplifting is stealing”
4. Deflect offenders <ul style="list-style-type: none"> •Street closures •Separate bathrooms for women •Disperse pubs 	9. Utilize place managers <ul style="list-style-type: none"> •CCTV for double-deck buses •Two clerks for convenience stores •Reward vigilance 	14. Disrupt markets <ul style="list-style-type: none"> •Monitor pawn shops •Controls on classified ads. •License street vendors 	19. Neutralize peer pressure <ul style="list-style-type: none"> •“Idiots drink and drive” •“It’s OK to say No” •Disperse troublemakers at school 	24. Assist compliance <ul style="list-style-type: none"> •Easy library checkout •Public lavatories •Litter bins
5. Control tools/ weapons <ul style="list-style-type: none"> •“Smart” guns •Disabling stolen cell phones •Restrict spray paint sales to juveniles 	10. Strengthen formal surveillance <ul style="list-style-type: none"> •Red light cameras •Burglar alarms •Security guards 	15. Deny benefits <ul style="list-style-type: none"> •Ink merchandise tags •Graffiti cleaning •Speed humps 	20. Discourage imitation <ul style="list-style-type: none"> •Rapid repair of vandalism •V-chips in TVs •Censor details of modus operandi 	25. Control drugs and alcohol <ul style="list-style-type: none"> •Breathalyzers in pubs •Server intervention •Alcohol-free events

<http://www.popcenter.org/25techniques>

3. Retail Crime: The problems

Situational Crime Prevention Techniques

25 Techniques that aim to:

- Increase the Effort
- Increase the Risk
- Reduce the Rewards
- Reduce Provocations
- Remove Excuses

(5 techniques for each 'mechanism')

The CRAVED model was first developed by Professor Ron Clarke (1999)

3. Retail Crime: The problems

The Theory: Crime Triangle > Shortcomings

But Crime Triangle limited in understanding it generates

Engagement with wider crime frameworks helps reveal:

HOW thieves steal things.

ROLE incentives may have in inspiring staff help prevent shop theft.

HOW staff steal things.

INCENTIVES may have in inspiring staff help prevent shop theft.

See more sophisticated mechanisms

Paul Ekblom - <http://www.designagainstcrime.com/index.php?q=crimeframeworks>

3. Retail Crime: The problems

Education

Year	Title	Author	Discuss Security?	Shoplifting	Defensive Design?	Comments
1986	Designing to Sell	Barr & Broudy	✓	✓	✓	Explains some CPTED concepts and corresponding design strategies
1991	Design for Shopping Centres	Beddington	✓	✗	✗	Security section focuses mainly on safety, hazards, fire code, & emergencies.
1999	Trade Secrets of Great Design	Cliff	✗	✗	✗	About retail atmosphere, trendiness, aesthetics.
1999	Designing Entrances for Retail & Restaurant Spaces	Currimbhoy	✗	✗	✗	Focus is on first impressions and overall appearance.
2003	The Inspired Retail Space	Dean	✗	✗	✗	About branding & image.
1990	Retail Design	Fitch & Knobel	✓	✓	✓	Discusses surveillance (formal & natural), blind spots, CCTV, EAS, & employee awareness.
1986	The Retail Store: Design & Construction	Green	✓	✓	✓	Outdated but thorough. Has specific recommendations for designing a secure store.
2001	The Power of Visual Presentation: Retail Stores/Kiosks/Exhibits/Environmental Design	Horton	✗	✗	✗	
1994	Store Planning/Design: History, Theory, Process.	Israel	✓	✗	✗	Pessimistic about reconciling merchandising and security goals. Few design recommendations.
1995	Retail Store Planning & Design Manual	Lopez	✓	✗	✗	Covers all phases of retail planning, budgeting, scheduling, and construction.
1981	Shops – A Manual of Planning and Design	Mun	✓	✓	✓	Outdated but detailed: covers many specific ways to implement security into design.
1992	Market, Supermarket, Hypermarket Design/2	Pegler	✗	✗	✗	Concentrates on merchandising, mood, marketing.
2002	Designing the World's Best Supermarkets	Pegler	✗	✗	✗	About branding & image.
2002	Brandscaping	Reinwoldt	✗	✗	✗	Mostly about creating image & identity via design.
2000	Retail Design	Reinwoldt	✗	✗	✗	Focuses on retail experience & trends, not security.
2001	Influencing Sales Through Store Design	Saucier	✗	✗	✗	
2004	New Shops and Boutiques	Serrats	✗	✗	✗	
1999	Better Models for Chain Drugstores	Stillman	✗	✗	✗	Suggests ways drugstores can better fit in with communities and historic areas.
2005	Retail Desire: Design Display and Visual Merchandising	Tucker	✗	✗	✗	
Caroline Cardone, 2006, University of Florida, Thesis: Opportunity makes the thief: Analysis of the physical cues that influence shoplifter perceptions of the retail interior and the decision to steal.						

3. Retail Crime: The problems

- The level of global retail theft reached \$104.5 billion in the past year, equivalent to 1.34% of retail sales (June 2008).
- While global retail shrinkage as a percentage of total sales has declined slightly in the past 12 months, the overall cost of retail crime has increased substantially - by \$4.7 billion since last year.
- The cost of retail crime, calculated on the basis of crimes by customers, employees and suppliers/vendors (excluding internal error), plus the costs of loss prevention, were \$112.78 billion in 2008, compared to \$108.1 billion last year.
- “This sum represents a tax imposed on honest people by retail criminals of \$229.73 per household, or \$71.12 for every individual person in the 36 countries surveyed”, said Professor Bamfield, Director of the Centre for Retail Research.

3. Retail Crime: The problems

What is stolen?

Hot Products: cosmetics, perfume, skin-care, razor blades, womenswear, designer goods, alcohol, fashion accessories, DVDs/ CDs, video games and small electronic items.

Concealable
Removable
Available
Valuable
Enjoyable
Disposable



3. Retail Crime: The problems

Abuser Focus > Youth

The British Crime Survey identifies that where the age of the offender is known, 16% are found to be younger than 18.

Shoplifting at HMV



From Rochester

Seen by security selecting a number of CDs and games, walking to internal stairwell and placing the items in own bag. Both fully admitted the theft and were issued PNDs

3. Retail Crime: The problems

Abuser Focus > Youth



When surveyed without fear of prosecution by the Centre for Retail Research (Young People and Shop Theft), young people say their reasons for shoplifting include lack of money (50%), wanting the goods (40%), bullied into theft (25%), boredom (26%) and excitement (21%).

Items most commonly stolen are familiar and include: CDs (68%), jewellery (60%), computer games (56%) and clothes (51%).

Centre for Retail Research: Young People and Shop Theft. Available at:
http://www.retailresearch.org.crime_and_fraud/young_people_and_shop_theft.php

3. Retail Crime: The problems

Abuser Focus > Gender

In the UK it has been found that women target clothes, groceries, perfumery, toiletries and health products whilst men target mainly electrical products, DIY and hardware items.



£73.78

Goods recovered
Issued a PND

From East Ham London

Monday 1st June between 19:45 & 20:00 Entered Boots where she was seen to select various toiletries and place them in a black Harrods bag and an M&S bag. She left making no attempt to pay.



£33.45

Goods recovered
Issued a PND

From Billericay

Sunday 7th June at 15:50 he was seen to select some Diesel aftershave and remove the Security label to conceal under his shirt.

(He admitted stealing it for a Fathers Day Present.)

British Retail Consortium website.

Available at: <http://www.brc.org.uk/policycontent04.asp?iCat=48&iSubCat=451&sPolicy=Retail+Crime&sSubPolicy=Overview>

Photos courtesy IBIS

3. Retail Crime: The problems

Abuser Focus > Addicts

Shop thieves typically sell goods for between a third (when they go via a fence) to a half (when they sell direct to users) of the price on the label.

Drug addicted thieves are prolific. One interviewee stole every day for two years and in that time was caught just four times.

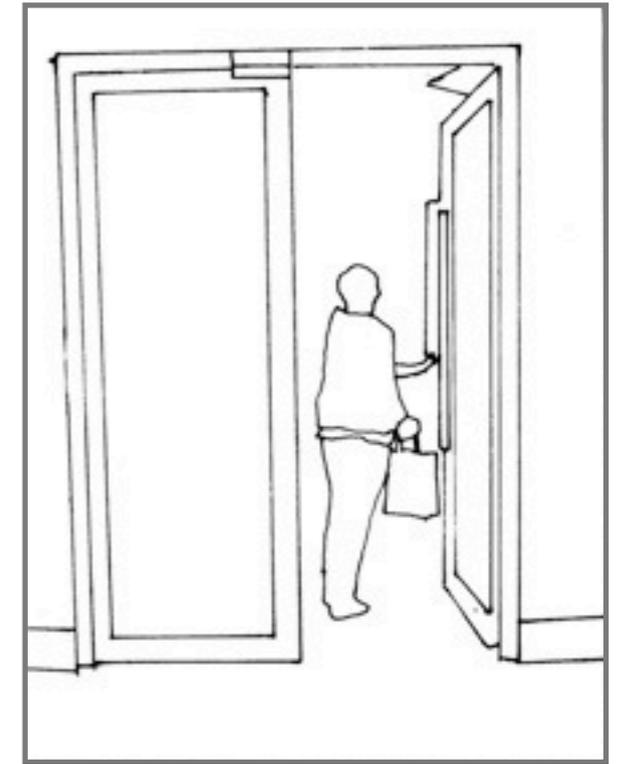
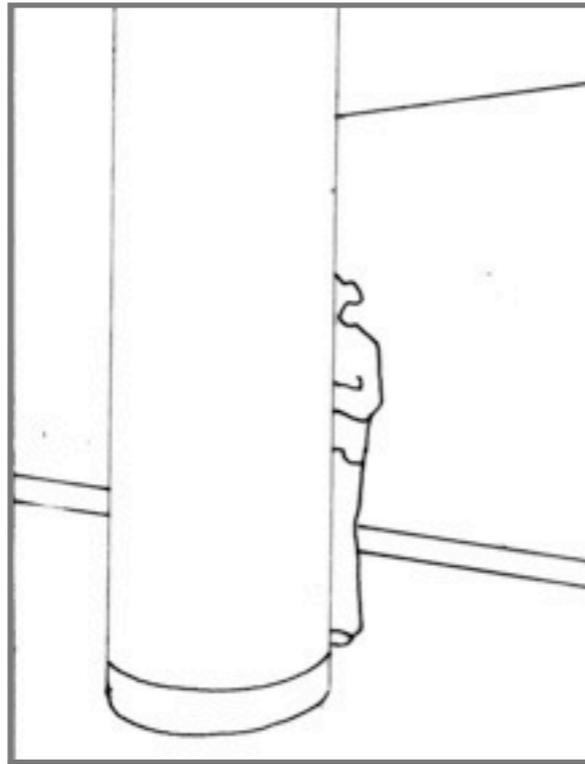
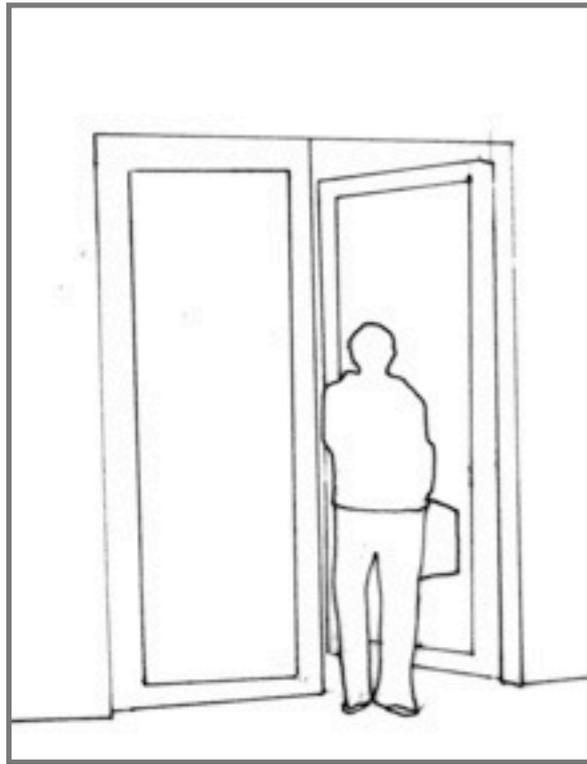


Centre for Retail Research: Young People and Shop Theft. Available at:
http://www.retailresearch.org.crime_and_fraud/young_people_and_shop_theft.php

3. Retail Crime: The problems

Abuser Focus > How?

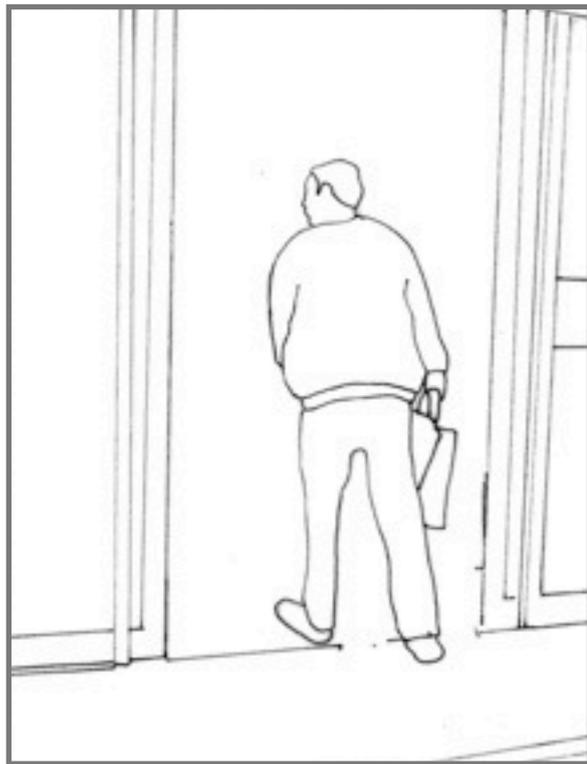
Foil-lined bag



3. Retail Crime: The problems

Abuser Focus > How?

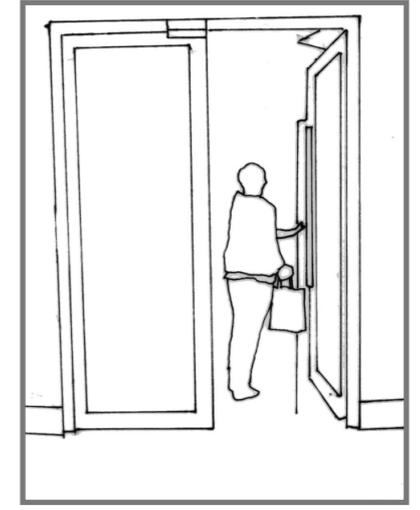
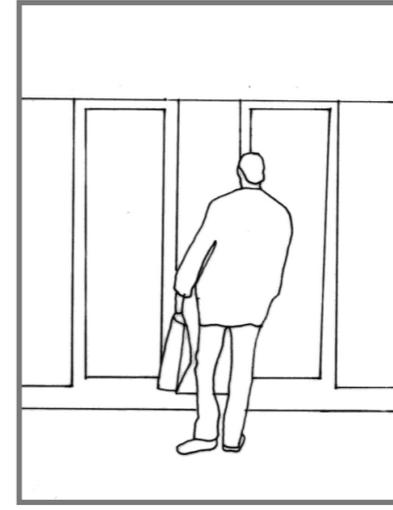
Removal from packaging



3. Retail Crime: The problems

Abuser Focus > How?

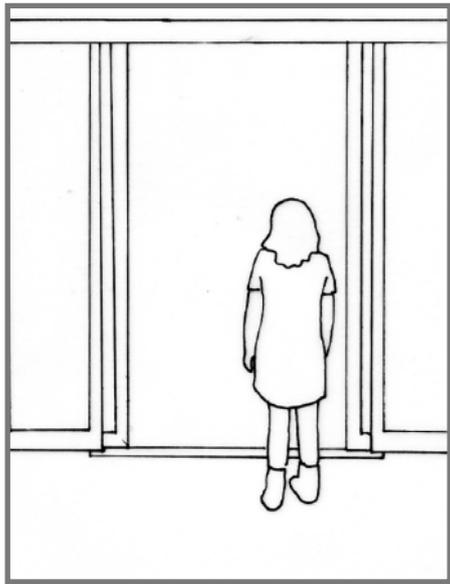
Look-out tag team



3. Retail Crime: The problems

Abuser Focus > How?

Staff complicity



3. Retail Crime: The problems

Abuser Focus > How?

Sweethearting

Collusion between staff and customers can be a huge problem. Staff can be persuaded to give huge discounts, or even free goods, to friends and family.



3. Retail Crime: The problems

Environmental Complicity

Poor Formal Surveillance

CCTV that is poorly specified and which generates low quality images that cannot support a prosecution even if the offender is apprehended.



See for example, Gill, M. (2005) Reducing the Capacity to Offend: Restricting Resources for Offending. In Tilly, N. (ed.)

Handbook of Crime Prevention And Community Safety. Cullumpton: Willan.

Hayes. R. (2006) Shoplifting. in Gill, M. (2006). Introduction. The Handbook of Security. London:

Palgrave, MacMillan. See for example, Spriggs, A. and Gill, M. (2006) CCTV and the Fight Against Retail Crime: Lessons From a National Evaluation in the UK. Security Journal, 19.4. pp 241-51

3. Retail Crime: The problems

Environmental Complicity

Poor Natural Surveillance

Here, the cashier's view of the store is blocked by high shelves and poorly-arranged aisles, making it difficult for active monitoring of the space. Also, HOT PRODUCTS are placed far from the employee's line of sight. Ideally, HOT PRODUCTS would be placed in direct view of employees, as it can indirectly increase a potential offender's sense of risk.

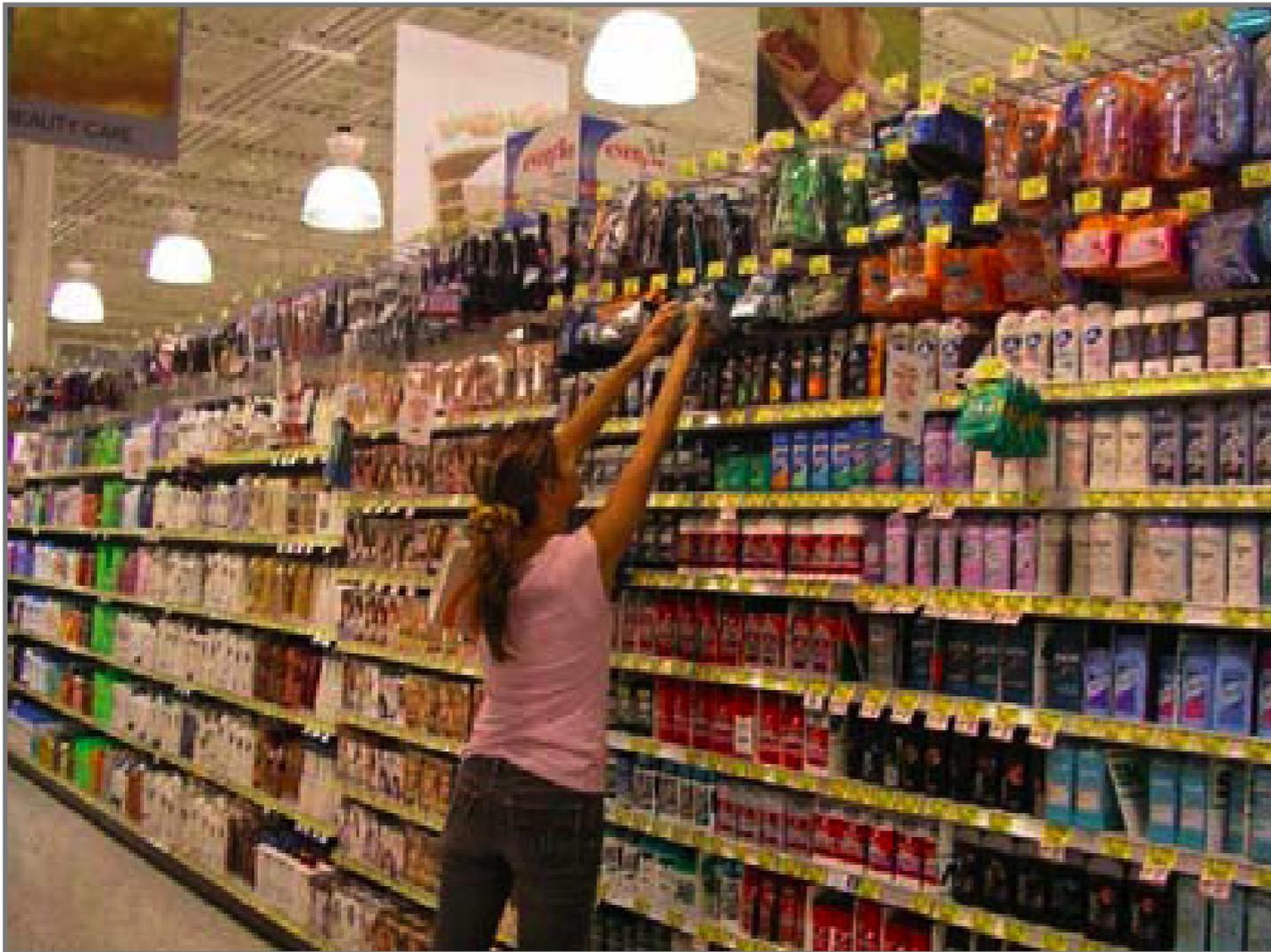


3. Retail Crime: The problems

Environmental Complicity

Product Placement - High Shelf Height

In Butler's study, shoplifters did not cite "items on a high shelf" as a deterrent to shoplifting. Placement of CRAVED products on high shelves may make access a stretch, but not impossible. In fact, high shelves may actually facilitate theft acts, since they block lines of sight.



3. Retail Crime: The problems

Environmental Complicity

Bad Retail Displays

Poor sight lines and blind spots.



3. Retail Crime: The problems

Environmental Complicity

Negative signage



3. Retail Crime: The problems

Environmental Complicity

Retail Staff / Security Personnel

Security officers, may not be properly informed, empowered or motivated. For example, interviews with security personnel reveal that security measures do not work properly because staff do not apply them appropriately.



Sasse, A., Ashden, D., Lawrence, D., Coles-Kemp, L., Flechias, I. and Kearney, P. (2008) Human Vulnerabilities in Security Systems. Cyber Security Knowledge Transfer Network. Human Factors Working Group, White paper.

3. Retail Crime: The problems

Environmental Complicity

Access Control

Properly located and managed keys, entrance cards, entrances, exits, fencing, landscaping and lighting can be used effectively to discourage crime.



- Locked areas with access allowed to staff only
- Signage that limits access and deters inappropriate activity
- Improves safety of staff and customers
- Staff time taken in opening restricted areas

3. Retail Crime: The problems

Environmental Complicity

Theft at self-checkouts



- No staff interaction
- No one checking if switched tags
- No one making sure you pay before you leave

4. Retail Crime: Some responses

Thinking thief

“What designers can do is ‘think thief’: that is, put themselves in the place of an offender, anticipate their actions, understand their tools, knowledge and skills and thereby develop design solutions that short circuit the offender’s action without jeopardising the design’s value to legitimate users”.

- Prof. Paul Ekblom 1997

4. Retail Crime: Some responses

Thinking thief

“What designers can do is ‘think thief’: that is, put themselves in the place of an offender, anticipate their actions, understand their tools, knowledge and skills and thereby develop design solutions that short circuit the offender’s action without jeopardising the design’s value to legitimate users”.



- Prof. Paul Ekblom 1997

4. Retail Crime: Some responses

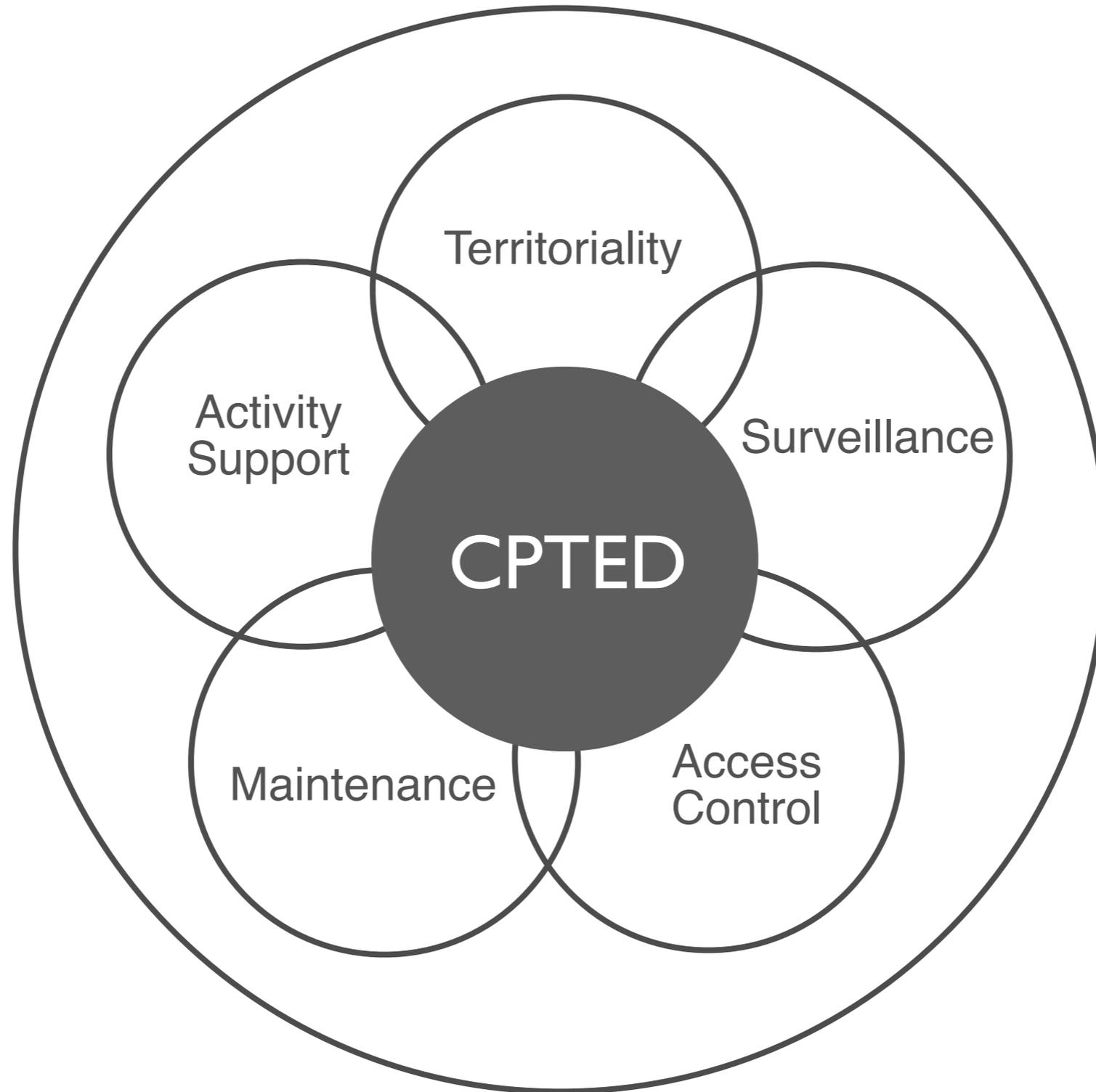
Thinking thief

- Why do I chose the store I steal from?
- On entering the store, does this look easy?
- Can I avoid attracting attention?
- Can I avoid being seen?
- Can I be sure that no one is following me?
- How will I get my money without being traced?



4. Retail Crime: Some responses

Apply CPTED



4. Retail Crime: Some responses

Apply CPTED

Natural Surveillance

Cashiers and pharmacists have good sight lines across the store. 'Feathering' maximizes surveillance opportunities, increasing a sense of risk for potential offenders.



4. Retail Crime: Some responses

Apply CPTED

Capable Guardian

Capable Guardians are part of a 'natural surveillance' regime that places everyday physical features, physical bodies (people) and activities in ways that maximize the ability to witness and deter negative activity.



4. Retail Crime: Some responses

Apply CPTED

Lowered Shelf Height

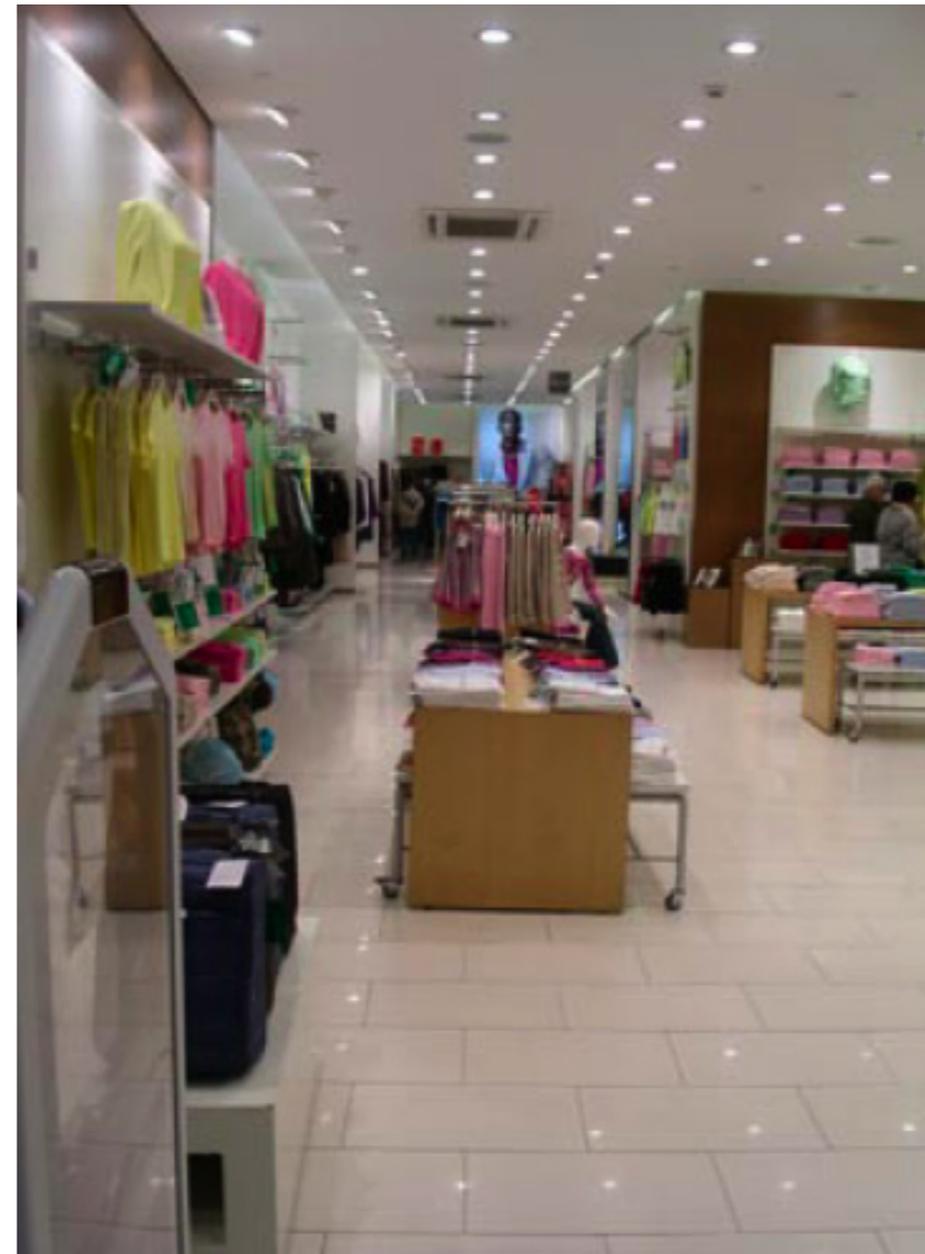
Items placed on displays, less than 60 inches, help make customers more visible, and thus rendering shoplifting more risky.



4. Retail Crime: Some responses

Apply CPTED

Good retail displays



4. Retail Crime: Some responses

Apply CPTED

Access Control

This electronics retailer uses cables to secure products to an interactive display. This type of access control prohibits theft while allowing customers to examine and try products.



4. Retail Crime: Some responses

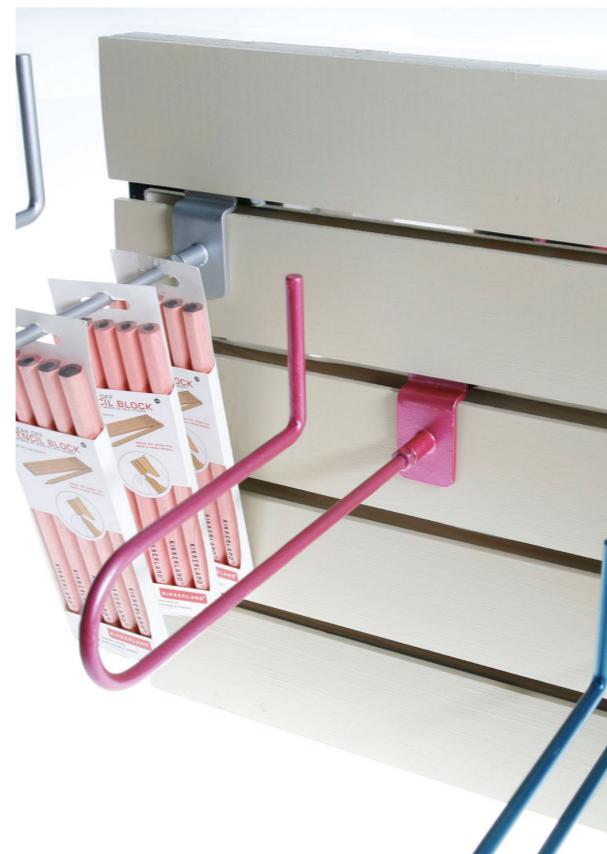
Apply CPTED

Target Hardening

Making things harder to get.



5. How a design led multi-agency approach can be good for business



Consultancy
Services

Training
Schemes

Student
Projects

Communication
Designs

5. How a design led multi-agency approach can be good for business

Design Initiatives

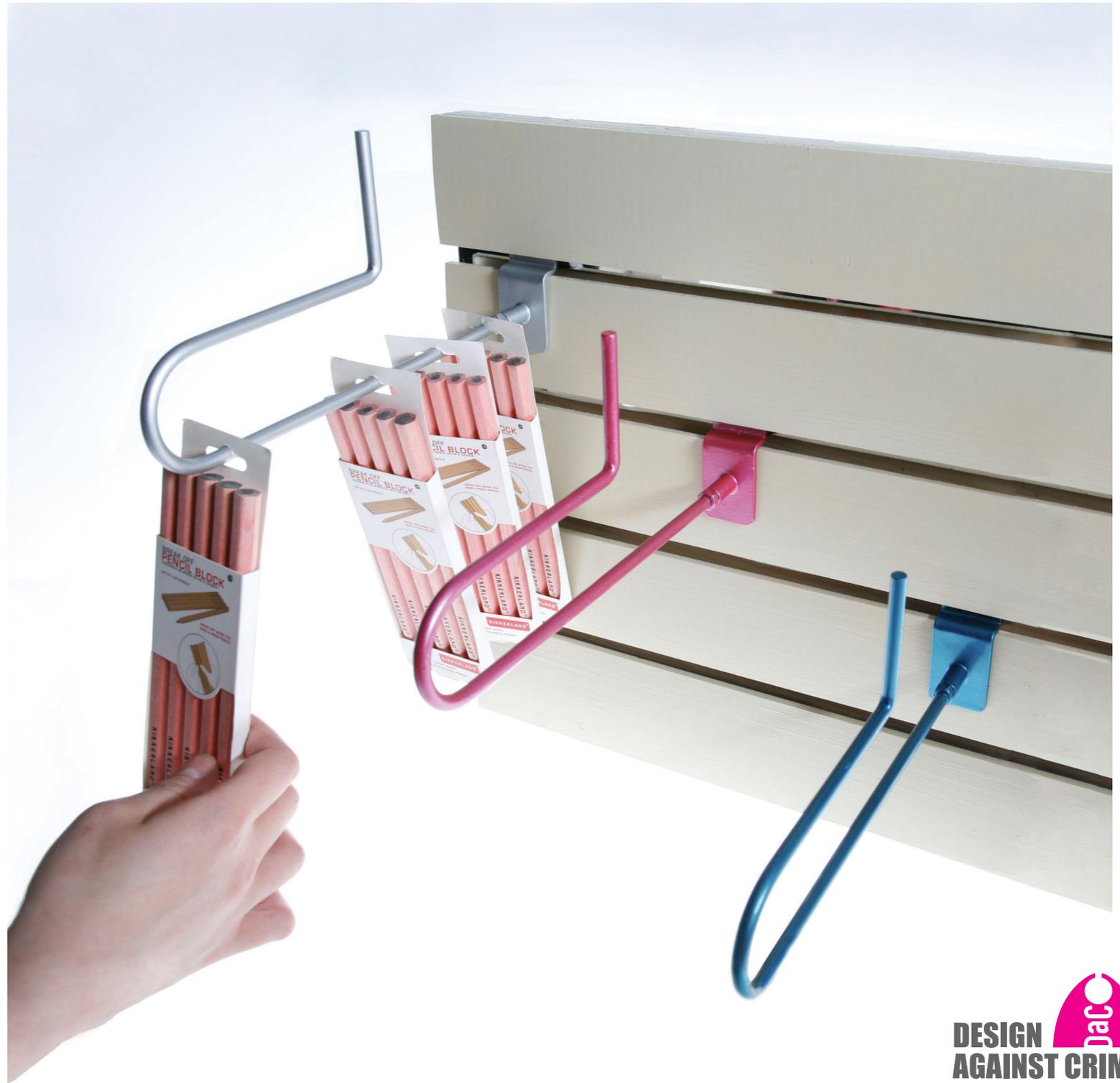
To encourage retailers to try and reduce temptation to thieves it's important to inspire them. Prof Gamman led a national design competition - The Dark Side of Shopping - in partnership with the Design Council and RSA.



5. How a design led multi-agency approach can be good for business

Retail Theft: Student responses

Mai Ohashi
Exaggerated Customer
Movement

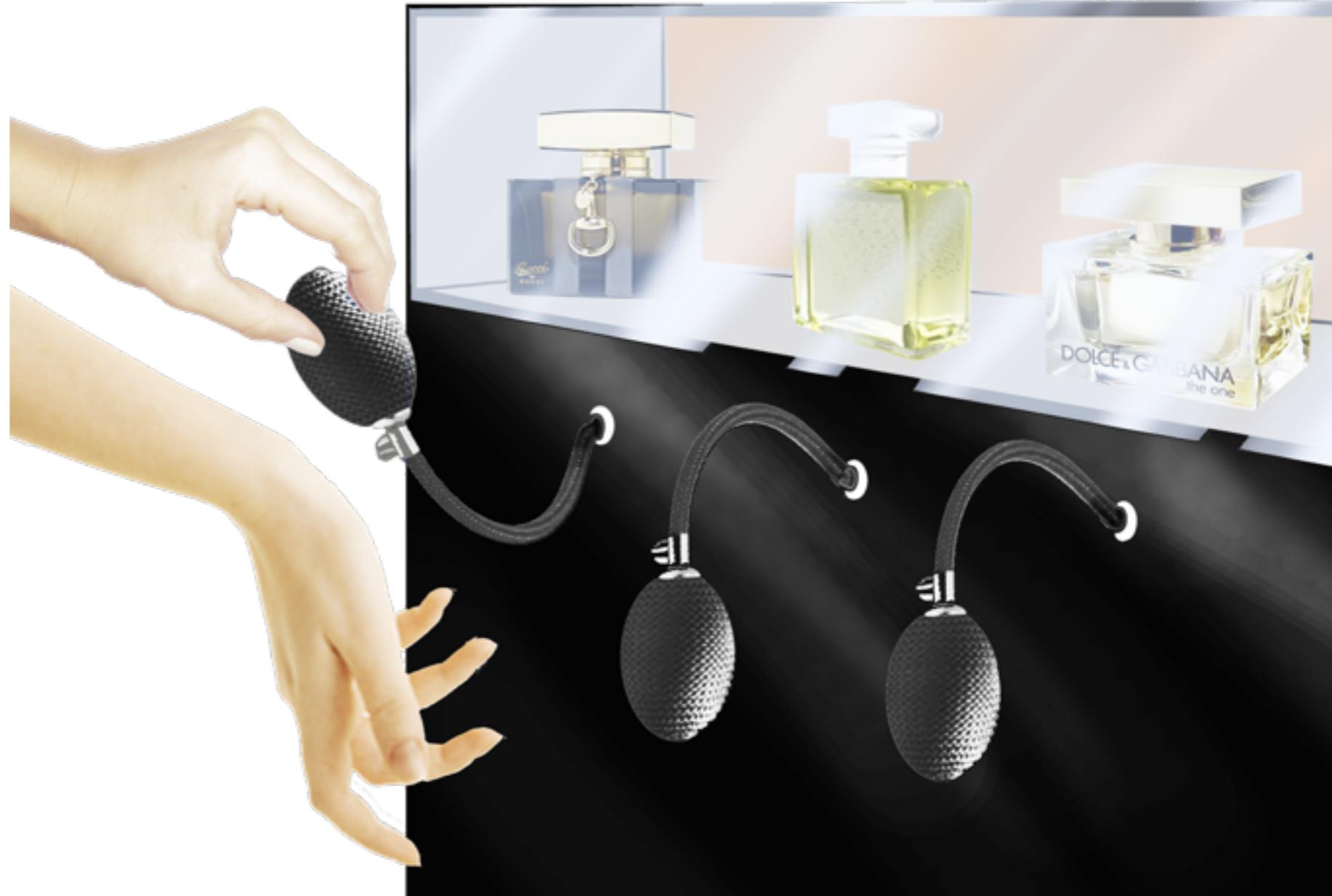


5. How a design led multi-agency approach can be good for business

Retail Theft: Student responses

Anna Schwamborn
Perfume Stand

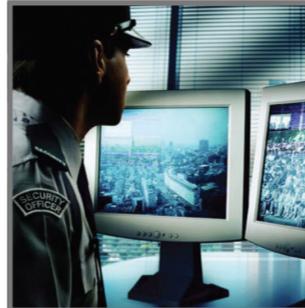
Contains perfume but does not have the brand identity.



5. How a design led multi-agency approach can be good for business

Retail Theft: Student responses

Michael Zogg
CCTV



Designed as an extension for the Numark NuVJ video mixer, CC-TV turns customer surveillance into a feature.

It makes shoppers more visible and exposes potential shoplifters by projecting CCTV feeds onto the screen of a shop. This product transforms the retail environment into a stage and offers new promotion and advertisement opportunities.

5. How a design led multi-agency approach can be good for business

Retail Theft: Student responses

Angelica Di Gaeta
Anti-Theft Hangers

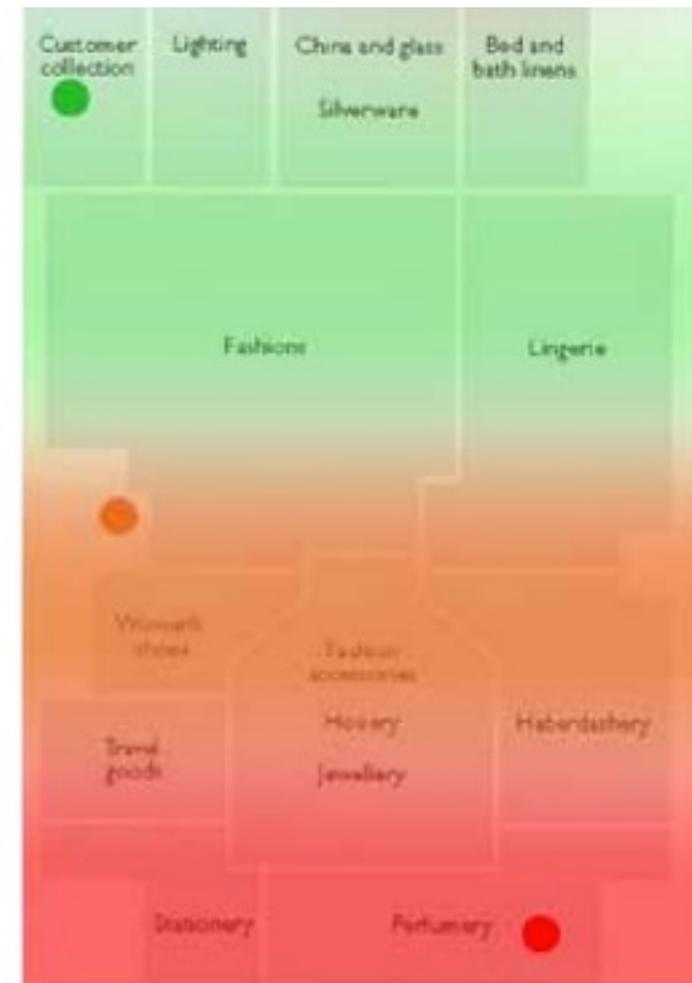


5. How a design led multi-agency approach can be good for business

Retail Theft: Student responses

Jamie Bates

Mobile and motivated

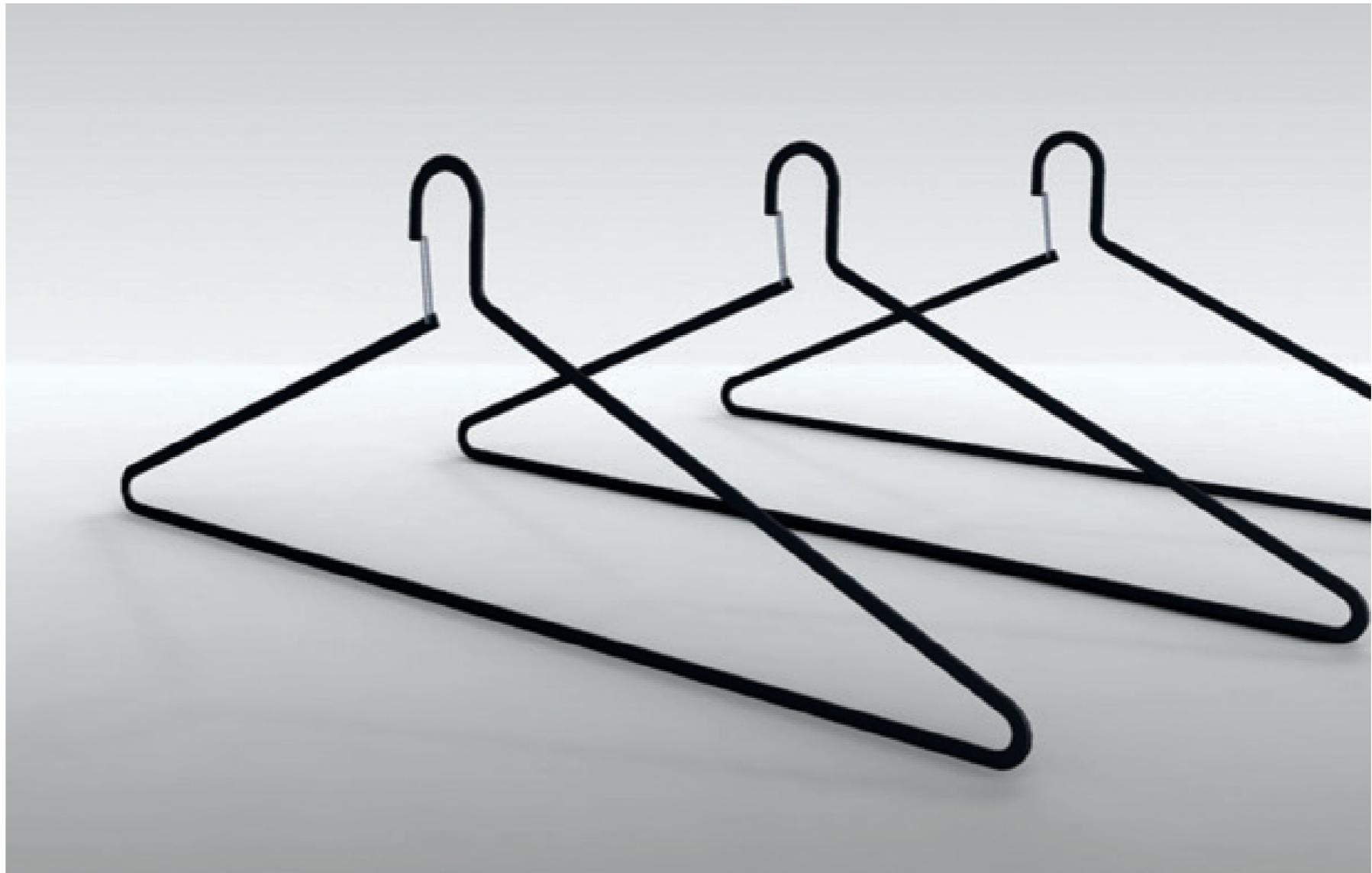
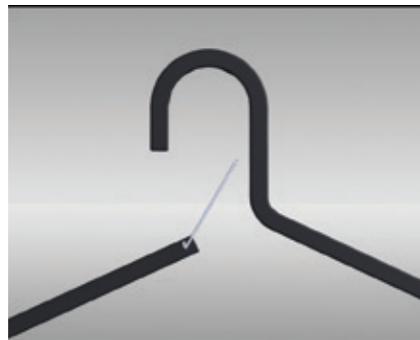


5. How a design led multi-agency approach can be good for business

Retail Theft: Student responses

UTS

The Clip Hanger



5. How a design led multi-agency approach can be good for business

Retail Theft: Consultancy



5. How a design led multi-agency approach can be good for business

Retail Theft: Consultancy: Hennessy

Mirror Display

Install 'Hennessy' mirror behind bottles to play on the guilt factor on would-be thief.

1. He sees his reflection
2. He subconsciously feels as though he is being watched
3. Will beneficially give Hennessy more 'presence' on shelf, standing out from other brands
4. Opportunity to leave 'guilt-prompt' messaging



5. How a design led multi-agency approach can be good for business

Retail Theft: Consultancy: Hennessy

Chain Gang Bling

Chain 'connection' display for selected speay shops which customer can still remove bottles without assistance, however could be adapted to be used with a special key upon purchase.

1. Simple chain connection can reduce the opportunity for many bottles being taken at once
2. Can help minimise a grab-and-dash technique, and sound of chains will attract unwanted attention for abuser
3. Will need shop participation to connect the bottles, however, no assistance is needed for purchase
4. Advantage is idea can make Hennessy brand stand out as unique product with an interesting product display



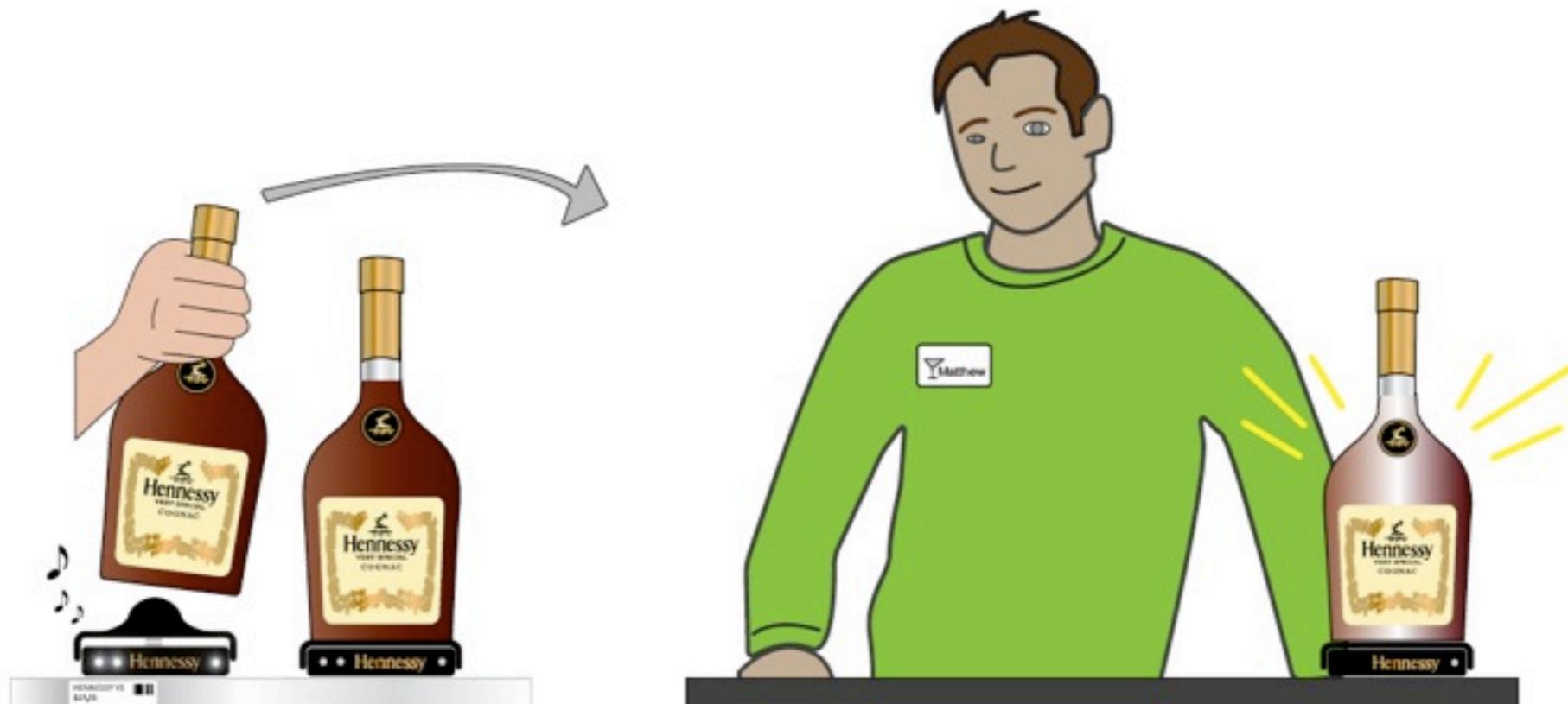
5. How a design led multi-agency approach can be good for business

Retail Theft: Consultancy: Hennessy

LED Stand and Alert

LED lights are activated when bottle is taken from the display by a spring-activated switch, and will blink until set timer turns them out. Will also send signal via bluetooth to large display bottle on counter to light up.

1. Will draw attention to customer, making it fun for the user, however, unwanted by the abuser
2. Branded, so can only be used with Hennessy product
3. Alerts the shop clerk that bottle is being taken off of shelf by lighting up display bottle on front counter



5. How a design led multi-agency approach can be good for business

Retail Theft: Consultancy: Hennessy

Hidden Embedded RFID in Label

Source tagging, deactivated by swiping it over a pad or with a handheld scanner that 'tells' the tag it's been authorized to leave the store



5. How a design led multi-agency approach can be good for business

Retail Theft: Consultancy: Hennessy

Hidden Embedded RFID in Label

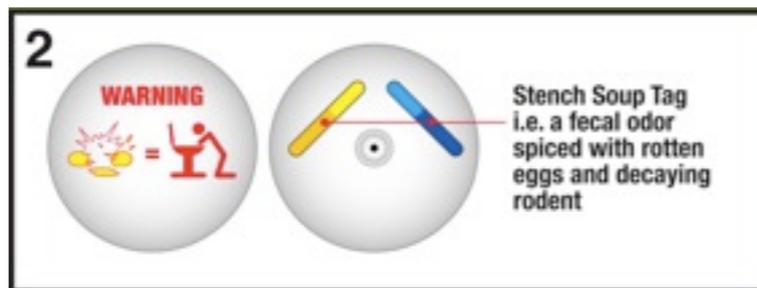
Source tagging, deactivated by swiping it over a pad or with a handheld scanner that 'tells' the tag it's been authorized to leave the store



5. How a design led multi-agency approach can be good for business

Retail Theft: Consultancy: Hennessy

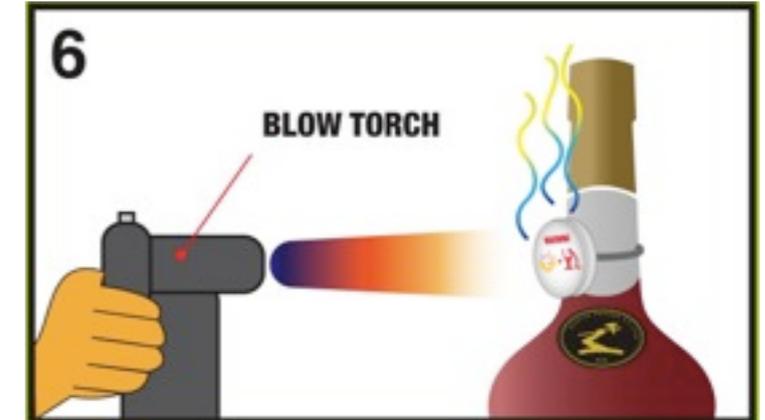
Stench Soup



3

“Odors are one of the quickest ways to get people to move away from something. I’ve evacuated our building on several occasions because we’ve had an odor escape.”

Pamela Dalton,
Monell Chemical Senses Center



5. How a design led multi-agency approach can be good for business

Retail Theft: Consultancy: Hennessy

Chimes

The bottles stand within a wall of acrylic chimes, making a lovely sound when the customer pulls a bottle from the display.



5. How a design led multi-agency approach can be good for business

Retail Theft: Consultancy: Hennessy

Ringin'

This delays the would-be thief by prohibiting him grabbing the bottle by the neck (the fastest and easiest place to grab).

The bell-tag act as an alert that a bottle has been removed from the shelf, but also acts a souvenir after the champagne has been consumed.



6. CONCLUSION