



University of the
Arts London * *
Central * *
Saint Martins * *

CENTRAL SAINT MARTINS: PRESS RELEASE

DESIGN AGAINST CRIME LAUNCH caMden ANTI-THEFT BIKE STANDS
THURSDAY 15TH MAY 2008

Following a two year research and development period culminating with the publication of a survey on its effects, the caMden M-shaped anti-theft bike stand designed by Design Against Crime is to be launched nationwide and is already on the streets.



The **caMden** bike stand has been developed by the University of the Arts' **Design Against Crime** (DAC) Research Centre, based at Central Saint Martins College of Art & Design as part of a Design for the 21st Century funded research project and delivered in partnership with Transport for London's Cycling Centre of Excellence and London Borough of Camden through its LIP funding. The Metropolitan Police offered advice and the stands were tested and reviewed at prototype stage by the Camden Cycling Campaign.

Installed and tested on the streets of Camden and Brighton & Hove, a cycle demonstration town, the M shaped stand makes it easier to lock both wheels and the frame to the stand and more difficult to lock only the top tube (a common insecure locking practice according to Bikeoff's research). The new stands revealed that locking practices were vastly improved with the result that fewer bikes were stolen.

Research shows that 17% of cyclists in the UK experience cycle theft. Of these victims, 24% stop cycling and 66% cycle less often as a consequence.

The National Cycling Strategy (1996) aimed for a 200% increase in cycle use by 2012. The work of the Design Against Crime Research Centre in this field responds to a specific undertaking of many UK councils to reduce cycle theft in their regions and increase provision of secure cycle parking to help achieve this increase in cycle use.

Cycling England, launched by the Minister for Local Transport in 2005, has selected six Cycle Demonstration Towns (CDT's) to "pioneer local initiatives" to increase cycle use. Brighton and Hove is one CDT that is taking bike theft reduction seriously as a means to get more people cycling. Bikeoff is working with this council on a number of initiatives to achieve this including installing the new stands.

The caMden stand was designed by the **Bikeoff** design team led by **Adam Thorpe**, director of the Bikeoff Project (a research initiative of the Design Against Crime Research Centre) and co-founder with Joe Hunter of the fashion label **Vexed Design**. He has also designed bikes and consulted on public space design. "There are two strands to the work we do as Bikeoff. One involves researching and creating design resources to help designers design against bike theft. The other, testing the resources, applying them to make sure they work. From this practice we get design exemplars like the caMden stands. We see our approach to Design Against Crime as linked to other social design agendas. The aim being to reduce crime, but also to increase cycling and the benefits associated with that. "

"Design Against Crime should not be separate to other design territories, but integrated with all of them," says the Design Against Crime Research Centre's director, **Professor Lorraine Gamman**. "We are located at Central Saint Martins, where alumni include John Galliano, Hussein Chalayan, Giles Deacon and Jarvis Cocker and University of Arts London is one of the biggest providers of art and design education in Europe. Working with us is crime scientist, Professor Paul Ekblom and so it is inevitable that design and social trends are combined with research for the products we create. The proof of the caMden's success will be in it's take up by more councils."

Mayor of London, Boris Johnson said, "The caMden stand is a great example of the type of innovative solution to crime that can be made reality given the right support. As Mayor, I am determined to make London safer, and I firmly believe that if we drive out so called minor crime, such as bike theft, then we will be able to get a firm grip on more serious crime. In the process we will also make cycling in London more attractive, which will help to improve the environment for all of us. "I've asked Transport For London to do all they can to support such initiatives."

The stand is being manufactured and distributed by **BROXAP**, the biggest manufacturer of bike parking furniture in the UK and is available from 15th May 2008.

For further information please contact Jo Ortman, Press Officer, Design Against Crime, Central Saint Martins College of Art & Design.