

Case Study: Lock it or Lose it

Workstream Stakeholder Engagement

Budget
£10,000

Duration
October 2010 to February 2011

Background

According to research conducted prior to the launch of the Smarter Travel programme, 73% residents agreed that cycling would be a suitable way for them to get fit. With cycling being a popular choice, cycle thefts saw an 8% increase since 2007. Coupled with problems of matching recovered bicycles to owners and unreported crimes, the problem required a multipronged partnership approach between the Council, police and local retailers.

Objectives

- 14% reduction in borough-wide cycle theft
- 6% increase in cyclist training
- 40 new people registered to Richmond station Bike N Ride service

A three-pronged strategy was adopted to combat theft on all fronts – supported by an ongoing media plan. Below are the areas covered in the strategy and the outputs under each:

Enforcement

- All 70 bikes at Richmond Station rental service bike marked
- Meetings with Police and campaign groups to discuss new ideas for fraud prevention with recovered bikes
- Creation of a bike repository for all recovered bikes from around borough
- High visibility patrols in four hot spot areas

Education

- Two events a month held in hot spot rail stations/town centres, offering free safety advice from police and BTP officers, bike markings, Dr Bike checks and information on protecting bikes at home
- Bike tagging of bikes parked in hot spots to encourage free bike registration for life
- Distribution of existing police and partner collateral through safer neighbourhood team and events
- Posters in bike stores/on Council property and media activity at regular intervals

Engagement

- Council letters issued to retailers/charities giving advice on identifying and reporting stolen bikes
- Free bike marking kits sent to six major local bike shops
- High street events in partnership with local retail shops to share customers and help build profile of both

Challenges

- **Ambitious targets** – 14% reduction in theft as a result of a single campaign was always going to be difficult, especially as the campaign was delivered over winter months due to budget constraints. This was negated by adopting a multipronged strategy so if we fell short in one area, the other would cover it.
- **Weather** – events had varying levels of interest depending on weather and bike marking in rain was not possible. We tried to build in flexibility in the events but if the weather was not conducive at all, information was handed out on next event.
- **Resource Management** – with the police, BTP and local campaign groups involved, there was a need for consistent communication and realisation of each others time and financial constraints.

