



SHARING EXPERIENCE EUROPE
POLICY INNOVATION DESIGN

Case Studies in Design Policy & Programmes

This case study was developed as part of the SEE project. SEE is a network of eleven European partners sharing experience and stimulating debate on how to integrate design into innovation policies at regional, national and European levels.

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Design Against Bike Crime

United Kingdom

This case study has a slightly different format to the others in the SEE Library, as it is drawn from the first SEE Policy Booklet: Integrating Design into Regional Innovation Policy (November 2009).



In recent years there has been a movement at the European, national and regional level to expand the understanding of innovation from a narrowly technological remit to non-technological disciplines like design and design for societal challenges. The UK government has been progressively increasing the application of design in projects against crime. The project Bike Off 2 applied design processes to cycling-related objects and scenarios in order to reduce bicycle theft. The project created a multi-stakeholder and multidisciplinary network (including academics, police officers, local government officials, transport planners, designers, engineers and criminologists) in order to benchmark up-to-date design standards for securing bicycle parking, test parking facilities and disseminate cycling-related research. Research activities were conducted transparently, facilitating an open innovation process in order to draw on a wider pool of expertise. The project resulted in the development of bike parking design guidelines by adopting a 'user-friendly, abuserunfriendly' approach to design out crime and encourage cycling. This has contributed to achieving sustainable transport targets and promoting healthy living.

By broadening the scope of innovation and exploring alternative approaches to innovation practice, Europe can regain its competitive edge, enjoy economic growth and drive societal change. Design research has its roots in ethnography. Thus, with an in-depth understanding of the problems facing individuals and communities regarding specific societal challenges, design can ultimately result in innovative solutions to even the thorniest of issues. As innovation focus shifts to the real needs of real users, the concept of innovation expands to incorporate design and a myriad of opportunities open up for individuals, businesses and regional economies. Despite this being relatively new territory, more and more examples of the positive impacts of community-based, user-centred design are accumulating at a rapidly increasing pace. Education, transportation, health care, urban and rural planning – new approaches to design thinking have already made innovative contributions to nearly all areas of public sector services as well as to addressing broader societal issues.

For more information on Bike Off 2 visit: <http://www.bikeoff.org/2009/01/05/final-report-wpa2-of-bike-off-2/>