

## **Design Council Overview**

Design Council has been a pioneer in advocating and supporting the value of design to the economy and society for more than 70 years. We are recognised as an independent, trusted partner, enabler and convener, with the capabilities to bring together senior representatives from the public and private sectors to address national and global challenges. As the independent, national adviser to the government on design, a key part of our work is generating new knowledge on the use and impact of design-led innovation across multiple sectors, at community, local, city-region, national and global levels. Governments around the world are increasingly looking to design to help them rethink and redesign policies and public service delivery. Design is now widely accepted as crucial to the development of services and systems, and Design Council has demonstrated how design can be embedded within the public sector to deliver improved outcomes.

## **Expertise and Specialism**

Design Council is a leader in shaping and delivering design-led innovation programmes to stimulate business growth, transform public services and enhance places and cities. Our built environment work is a key part of the government's National Planning Policy Framework, which highlights the importance of design in sustainable development and establishing resilient communities.

Over the last two decades, our design-led innovation programmes have delivered growth in more than 5,000 businesses. Having worked across multiple government departments – and with almost every local authority in the UK – we have inspired and developed new insights that have delivered innovative policy and service solutions. We have worked intensively with a wide variety of stakeholders, from policymakers, service commissioners and delivery teams at both central and local government levels and across a wide range of challenges: from economic growth, infrastructure, transport, housing and regeneration to health, wellbeing, education and environment.

Our core model is based on *advocating* the value of design and *enabling* our partners and clients to use it strategically to drive and deliver innovation. Our enabling work focuses on building and embedding new skills and capabilities in teams to use design strategically to tackle complex policy or service delivery challenges and create better outcomes. Design Council's Framework for Innovation provides organisations all over the world with an efficient way of systemising design-led innovation in both the public and private sectors. The Framework comprises strategic design methods and processes that are required to drive innovation systematically and enable organisations to address major social and economic challenges.

## **Capacity**

Design Council's approach is characterised by collaboration and partnership working. Through our work across the public sector, business, built environment, education and communities, we are able to draw on an unparalleled range of networks and partners from across different sectors, as well as independent experts and organisations with strong credibility and proven experience.

Our core team and extended network of more than 450 national and international design experts enables us to respond quickly and efficiently to the needs of our clients. Our strategic design expertise covers a wide spectrum, from digital, service, product and experience through to planning, landscape, architecture, urban design and master-planning.