

Design/ Policy

Government can enact policies that support the design community
Providing education/ training, setting IP rules, business support measures (such as export support), policies to encourage clusters (eg Tech City), promoting use of design to other industries, procurement of design businesses itself.

Government can promote design as a tool of wider industrial improvement encouraging other industries to use design to increase quality and competitiveness (this is what the Design Council was originally set up to do).

Government can use design to
improve its own internal
workings

Design thinking applied to policy,
public service design, central
government interface ie websites,
and the procurement of these.



Associate Parliamentary
design&innovation
 Group

design
 Commission



policy connect

Manufacturing, Design & Innovation

Jocelyn Bailey
 Head of Manufacturing, Design & Innovation; Manager, Associate Parliamentary Design & Innovation Group

- Joined full-time in February 2009
- Previous roles as Project Manager at Mies van der Rohe Architects



Thomas Kohut
 Manager, Associate Parliamentary Manufacturing Group

- Joined in October 2010
- MA Public Policy from King's College London, and BA (Hons) English from University of Cambridge
- Previous roles as Public Affairs Manager at the Arts and



Research



design
Commission



Associate Parliamentary
design&innovation
Group

Parliamentary
Members

Associate
Members (£)

Wider industry
network

Policy
debate

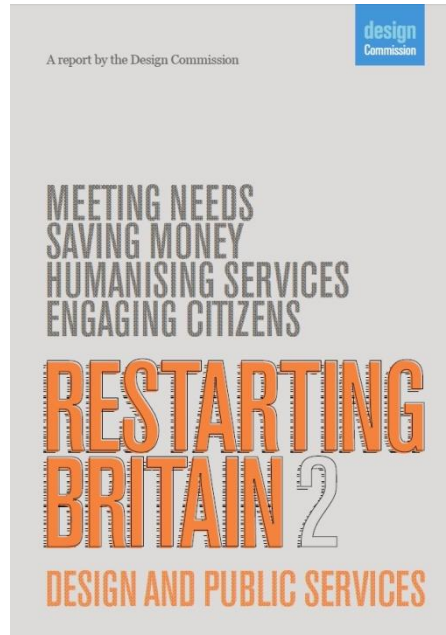
Lobbying

Community
building





Members
(Parliament and industry)



RESTARTING
BRITAIN 3
?

WE HAVE FOUR RECOMMENDATIONS:

1. GOVERNMENT NEEDS A NATIONAL DESIGN STRATEGY THAT IT TAKES OWNERSHIP OF IN A WELL-INFORMED AND PRO-ACTIVE WAY
2. WHILST GOVERNMENT SHOULD OPPOSE ANY MOVE TO REMOVE DESIGN FROM THE NATIONAL CURRICULUM, WE ALSO NEED TO THINK AGAIN ABOUT HOW DESIGN OPERATES IN SCHOOLS
3. FURTHER EDUCATION ROUTES INTO THE SECTOR NEED TO BE EXPANDED AND DEVELOPED
4. HIGHER EDUCATION CENTRES OF EXCELLENCE – RESOURCE-INTENSIVE HIGH QUALITY CENTRES TEACHING TOMORROW'S INNOVATORS AND RESEARCHING FUTURE PRACTICE – NEED PROTECTING AND FUNDING

