



CABE is now part of the Design Council


David Kester
22nd September 2011
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A bit about the Design Council



The context





Everyone knows there
are big issues facing
the UK right now

A black and white photograph showing a wooden post with a sign that reads "CAUTION DEEP WATER". The sign is rectangular with a white border and is mounted on a weathered wooden post. The background is a flooded area with a brick wall and a window visible in the distance.

**CAUTION
DEEP
WATER**

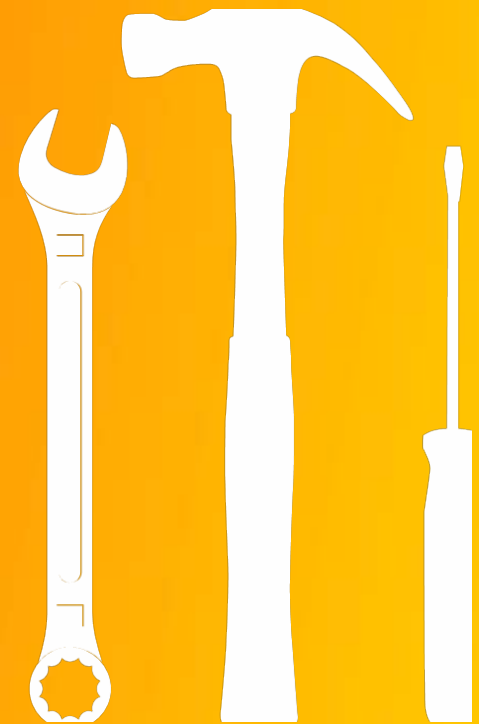
We believe design has
an important role to
play in social and
economic renewal



Design translates ideas into
good products, brands, services,
systems, places and spaces

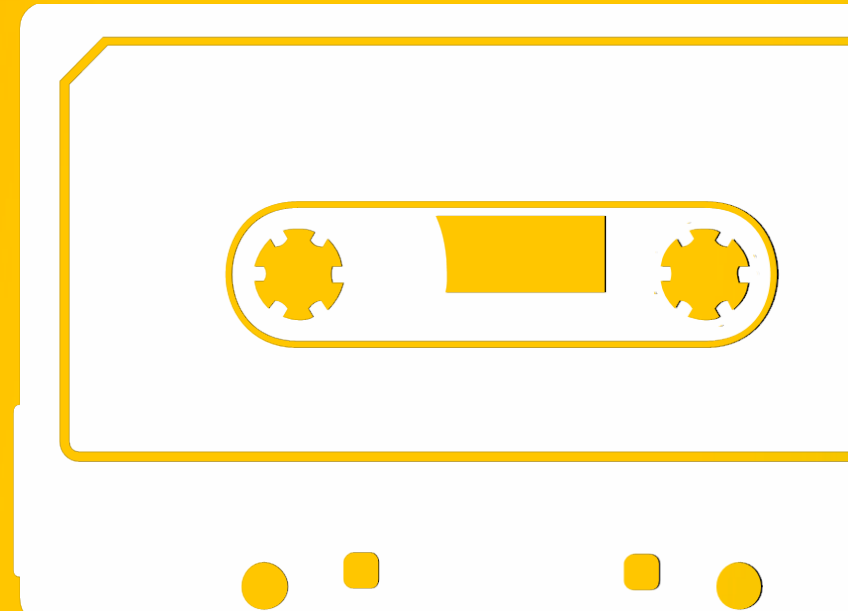


Our role



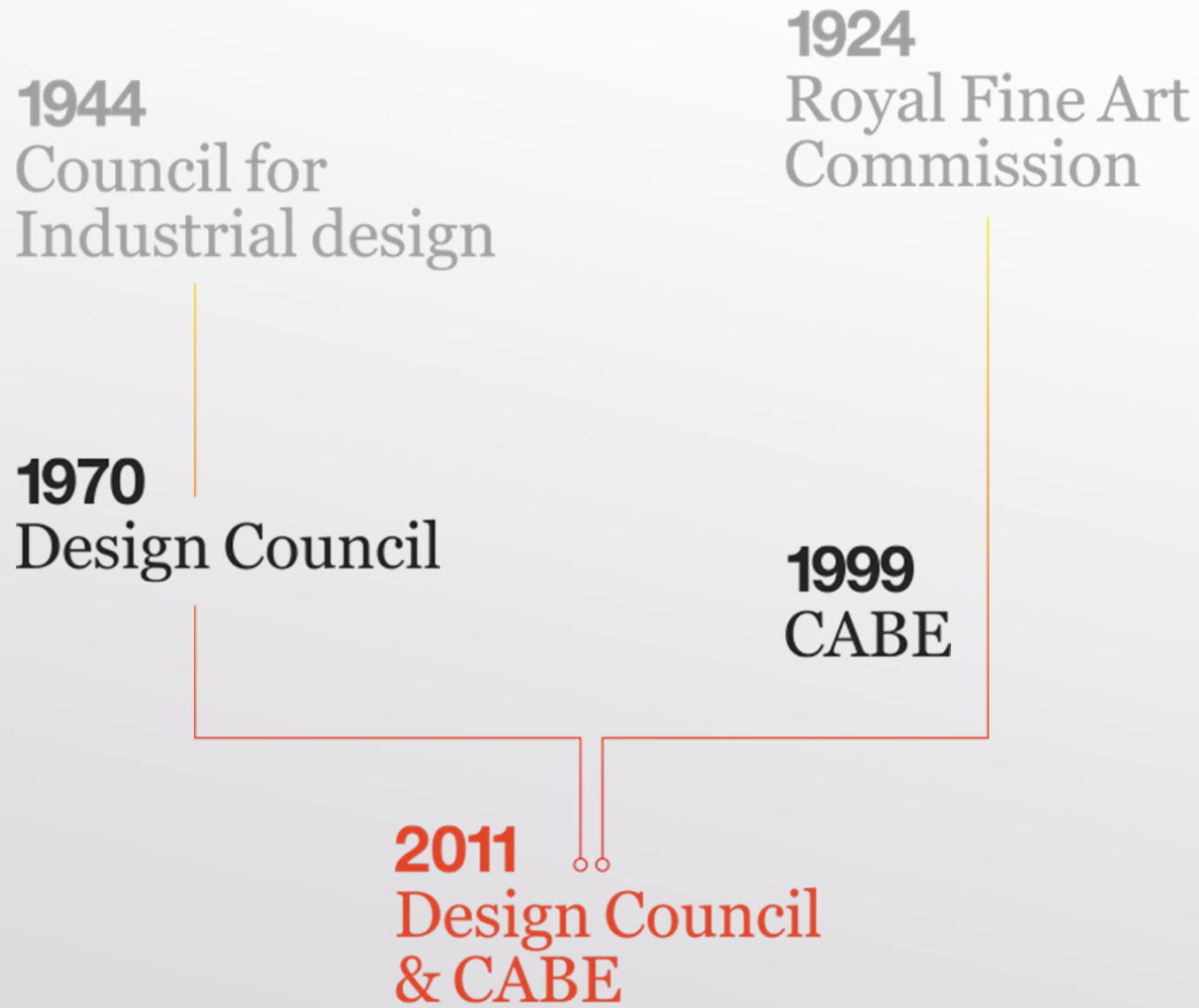
Our role is to provide the
evidence and to demonstrate
how design can make an impact

Our history

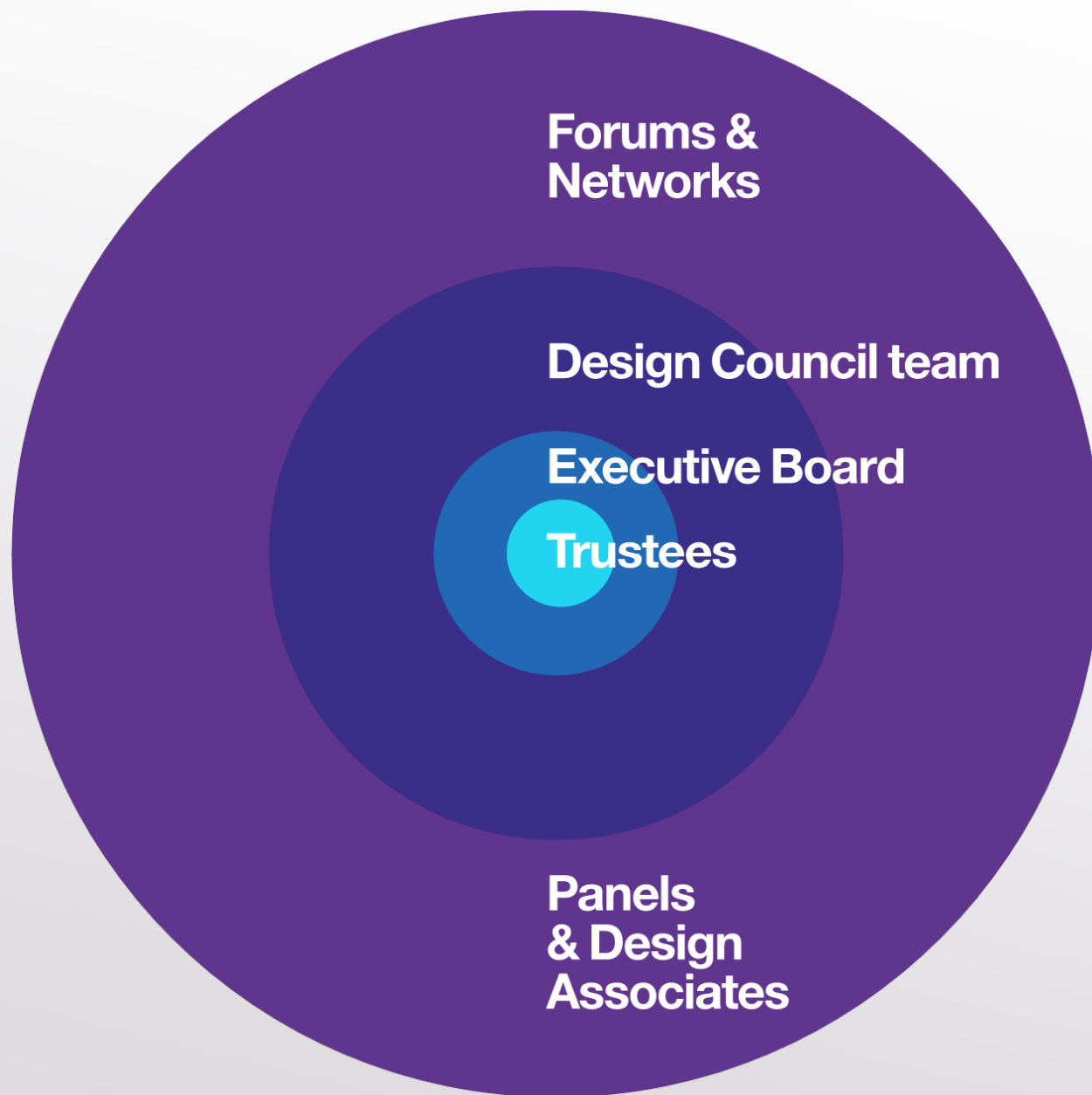


But it's not a blank slate;
we don't start from scratch

How we got here



How we're organised



Our vision



Design leads to social
and economic renewal

Industry



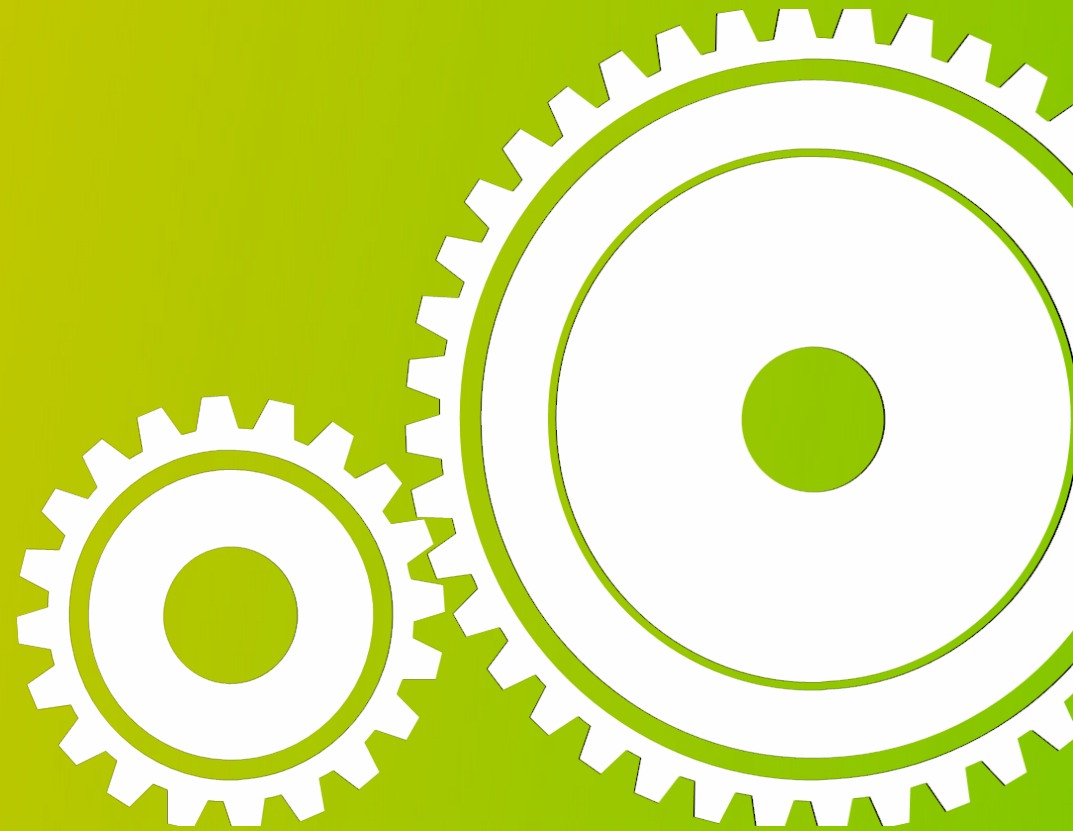
Challenges



Communities



How we'll do it



*Inspiring, influencing
and enabling*

Independent and impartial



Our network

Built Environment

Education

Government

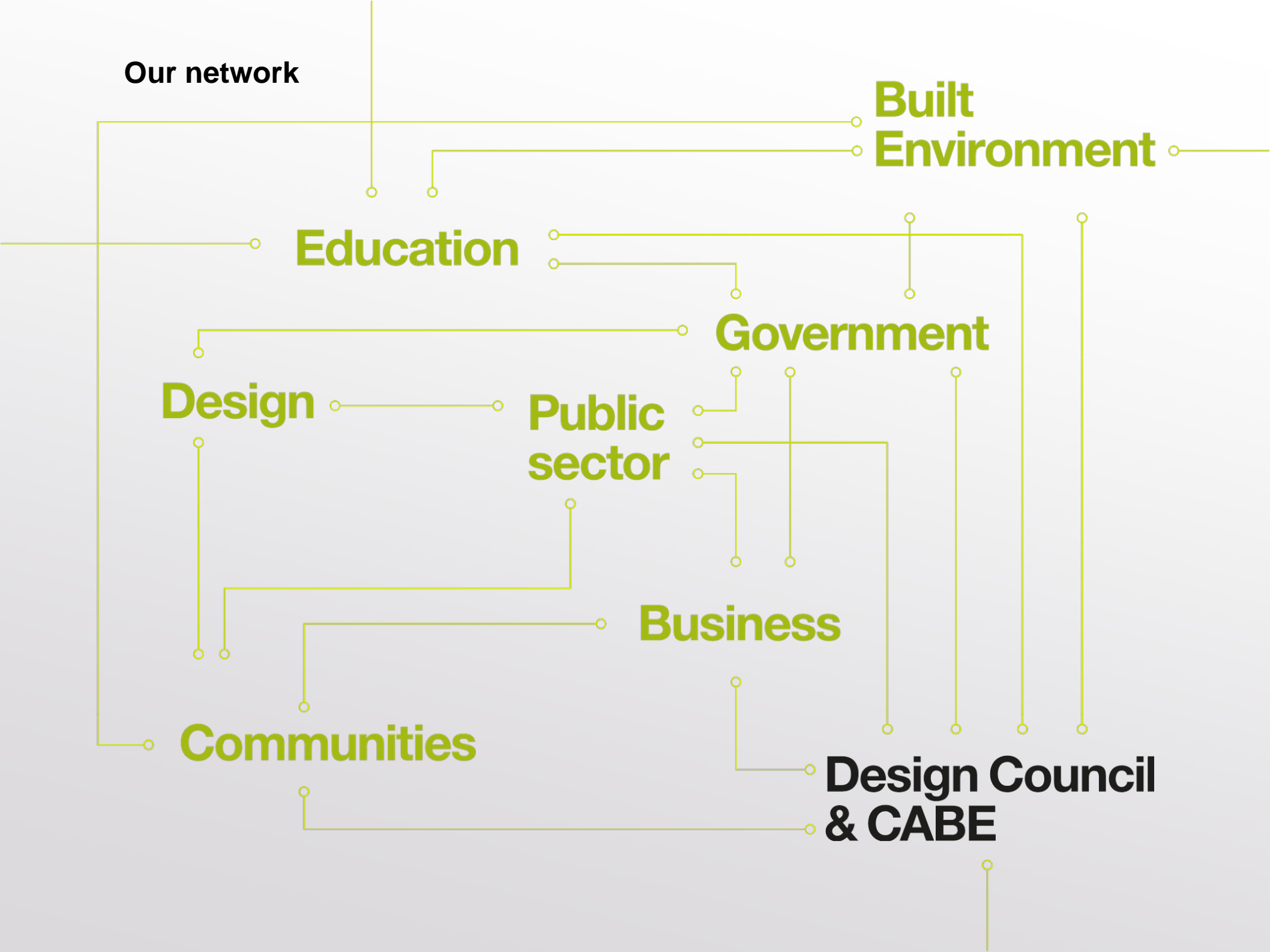
Design

Public sector

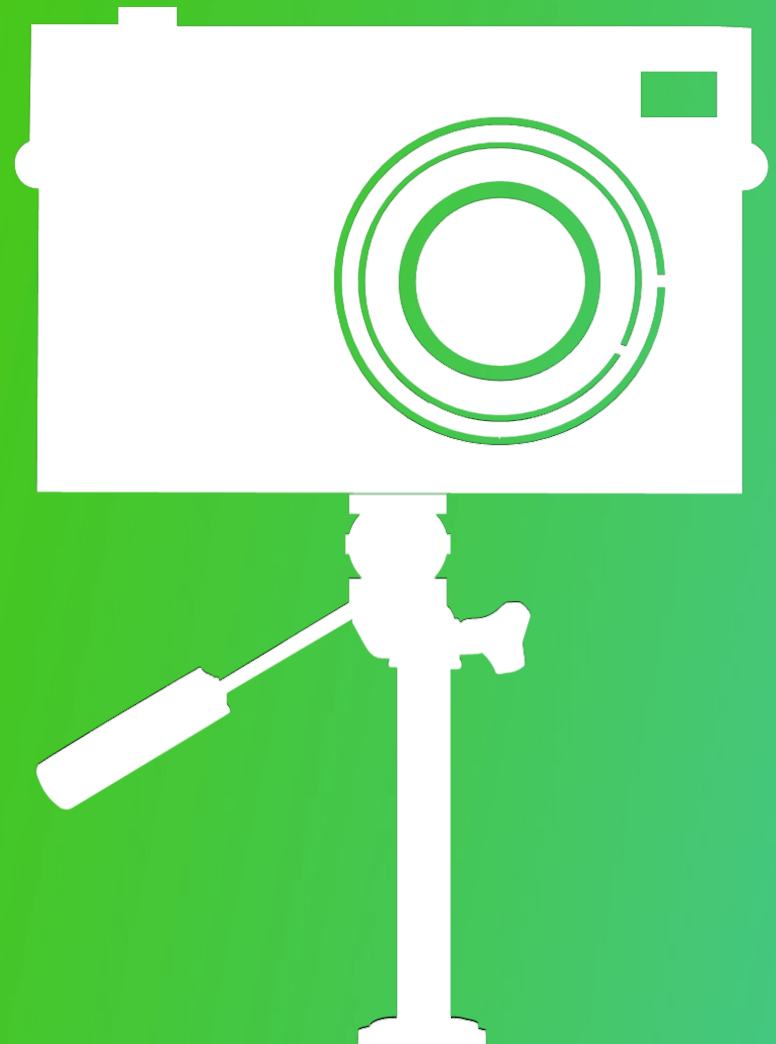
Business

Communities

Design Council & CABE



Our focus



2015

2012

Building **on success**

What we'll do

Influencing policy

Drive policy debate about the role of design

Tackle big problems

Run national challenges

Mentoring services

Deliver mentoring support to business

Improve design quality in the built environment

Engage with communities, developers and planners

Networks

Connect design and business through local networks

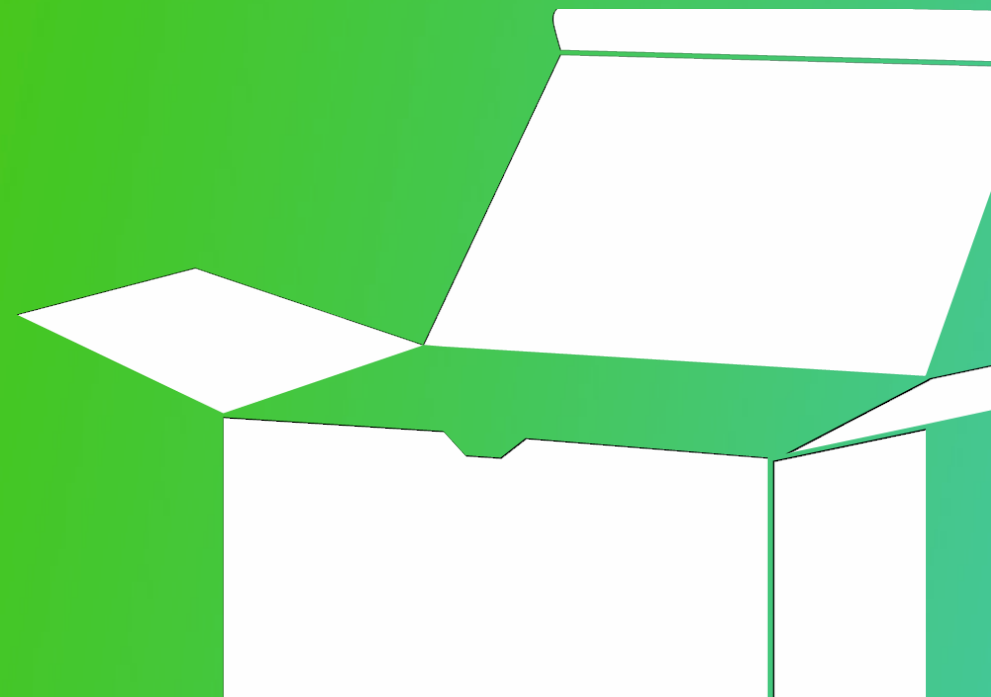
Our focus
Influencing policy





We will aim to get the value
and role of design recognised
in national policy...

Our focus
Tackle big problems



We will demonstrate how
design can turn challenges
into opportunities...



Our *next* challenge... **dementia**

Our focus
Mentoring services




We will deliver direct services
which offer support to businesses
and the public sector

Forecast return on investment:
£26 of social value for every £1 spent
on Public Services by Design public
sector mentoring programme – and an
efficiency gain for each client of £750,000

Our focus
Networks



We will continue to connect
design with business to promote
the value of design



We will invest over £200,000
in local networks and
activities
to achieve this

Supported
by the
Design
Council

THE
LONDON
DESIGN
REVIEW

Our focus
**Improve design quality
in the built environment**



A young boy with dark hair, wearing a bright blue sweater and dark pants, stands in a modern courtyard. He is smiling and looking towards the camera. The courtyard features a green lawn, a wooden fence, and a modern building with large windows and a glass door. In the background, a woman in a blue vest and light blue pants is standing near the glass door. The overall scene is bright and sunny.

“87% of people agree that better quality buildings and public spaces can improve quality of life”

Ipsos Mori 2009

***We will provide advice to
government to ensure good
quality places are achieved
through the new planning
system***

NPPF – key issues

- We support the **democratisation of the planning system** through the simplification of planning policy
- The NPPF should empower local authorities and communities to set out a **‘positive, long-term vision for a place’ as a strategic priority**
- **Sustainable development = good design process**
- We welcome the inclusion of **local checks and balances** through design support including Design Review
- Local authorities should have access to the **resources and support** necessary to deliver sustainable outcomes

We will provide expertise
to support design quality
in the new planning system

Adelaide Wharf
Hackney

We will hold workshops
for local authority planners
to provide advice

Our small grants
programme is supporting
neighbourhoods to deliver
high quality places they
want



We will continue to deliver
**Design Review for locally and
nationally significant schemes**

Tate St Ives
Cornwall

Design review provides
expert advice on projects
that have a significant impact
on their environment



Crossrail
London



Olympic park
London



Our focus in summary

Influencing *policy*

Running national *challenges*

Mentoring *services*

**Improving design quality
in the *built environment***

**Developing and
supporting *networks***

Working in partnership



A few of our partners



... and **we look forward
to working with you too**



Design leads to social
and economic renewal

Thank you



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