

Knee High Design Challenge



TO TACKLE THE BIGGEST
ISSUES OF OUR TIME WE
NEED THE IMAGINATION,
COURAGE AND SUPPORT TO
DO THINGS DIFFERENTLY.

THE KNEE HIGH DESIGN
CHALLENGE HAS BROUGHT
MORE INNOVATION,
EXPERIMENTATION AND
EVALUATION TO NEW
PRODUCTS AND SERVICES
THAT AIM TO MAKE A REAL
AND LASTING DIFFERENCE
TO CHILDREN UNDER FIVE.

IMAGINE IF...
EVERY CHILD HAD
THE STIMULUS THEY
NEEDED TO FLOURISH
EVERY DAY.

IMAGINE IF...
EVERY PARENT
EXPERIENCED MORE
UPS THAN DOWNS.

IMAGINE IF...
EVERY FAMILY HAD A
NETWORK OF STRONG,
POSITIVE AND
CONSISTENT SUPPORT.

Starting early makes the biggest difference

Our experiences in the first five years of life, including the nine months of pregnancy, have a significant influence on who we are, how we relate to others, and how we develop throughout our lives.

During these early years, before school begins, we learn essential social, emotional and cognitive skills, such as listening and communication, resilience and empathy, and problem solving.

Across the UK there are still big differences between children's development when they start school. Evidence shows that inequality at this early age can have a lasting impact on the rest of our adult lives.

Design Council, in partnership with Guy's and St Thomas' Charity, and Lambeth and Southwark Councils, created a programme to find, fund and support ambitious, creative and entrepreneurial people with ideas that would make a real difference.

In partnership with



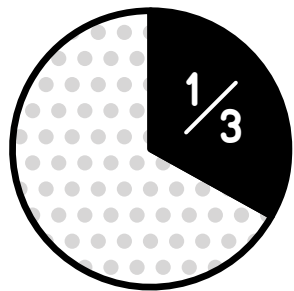
A CATALYST
FOR INNOVATION
IN HEALTH



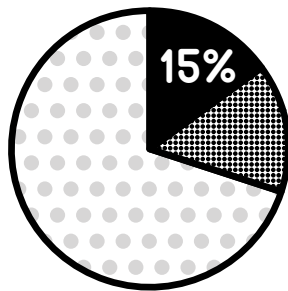
A NEW APPROACH

“THE HEALTH AND WELLBEING OF TODAY’S CHILDREN DEPENDS ON US HAVING THE COURAGE AND IMAGINATION TO RISE TO THE CHALLENGE TO DO THINGS DIFFERENTLY”

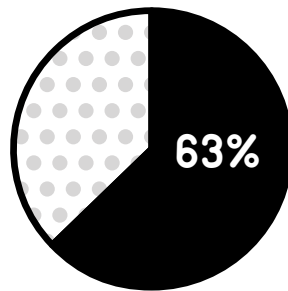
Sir Michael Marmot



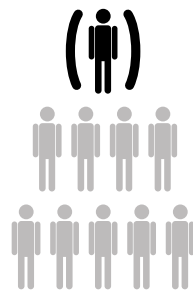
More than one in four children live in poverty in England. In Lambeth and Southwark that statistic is estimated at one in three.



Postnatal depression is recorded to affect 15% of new mothers, but health campaigners fear the figure may be twice as high¹.



63% of children aged 8-12 play outside less than once a week.



One in ten Britons are lonely². Britons are less likely to have strong friendships or know their neighbours than inhabitants of any other country in the EU³.

Despite significant investment in early years services there remain big gaps between different children’s development when they start school. There is an urgent need for new ideas and new approaches that will give every child a fair start in life.

We need new ways of looking at public health problems.

If we keep asking ourselves the same questions, we will never find new answers. It’s time to reframe the challenges we face every day, look at them from a different perspective and identify new opportunities.

We need families, children, and practitioners to be at the heart of early years services.

The real experts are the people dealing with the everyday realities of bringing up children. It’s time to bring meaningful collaboration to the public sector where people with the lived experiences are central in the making, testing and delivery of new approaches.

We need more space to experiment and try new approaches.

The public sector is under increasing pressure to deliver within ever tighter constraints. It is hard to find the resources and the support to try something new when you don’t know if it will work. We need to bring people together to investigate, invent and experiment. It is through these collaborations that we will find the opportunities for change.

We believe that creativity and design, when used well, have a significant role to play.

No single solution will create universal change. We need a range of imaginative, diverse and ambitious opportunities that are responsive to families’ differing needs and aspirations. This calls for prevention not reaction; choice not prescription; networks not silos; and aspiration not stigmatisation.

“THE KNEE HIGH DESIGN CHALLENGE HAS BROUGHT WITH IT NEW METHODS AND WAYS OF THINKING. THIS PROGRAMME HAS FORMED CLOSE COLLABORATION WITH OUR COMMUNITIES AND SUPPORTED THE GROWTH OF NEW IDEAS TO TACKLE QUESTIONS WE ARE YET TO ANSWER. IT HAS SHOWN US THE POTENTIAL OF DESIGN AND INNOVATION.

PUBLIC HEALTH, AS A DISCIPLINE AND AN APPROACH, HAS MUCH TO LEARN FROM SUCH PROGRAMMES, AND I HOPE WE MAY CONTINUE TO COLLABORATE AND APPLY THESE APPROACHES TO OTHER CHALLENGING PUBLIC HEALTH ISSUES.”

Dr Ruth Wallis, Director of Public Health for Lambeth and Southwark

1. 4Children (2011), Suffering in Silence Report
2. bbc.co.uk/news/magazine-22012957
3. Office of National Statistics (2014)

KNEE HIGH DESIGN CHALLENGE

MAKING GREAT THINGS HAPPEN

The Knee High Design Challenge began by researching and reframing problems that existing approaches to public health have so far failed to address. The Challenge posed questions to inspire new thinking and sought people with the capabilities to make new ideas come to life. This has involved people working in the public sector who want to innovate from the inside, entrepreneurs who want to increase the impact of their work, and local parents who want to improve things in their community.

The Challenge has brought these people together to turn their ideas into investable ventures. It has taken early ideas and given them the necessary time, space and permission to grow.

At every stage, families and children have been involved in the testing and making of these new products and services, which are now being used by local people. This could be the start of a new era for early years services in Lambeth and Southwark, and hopefully beyond.

OUR AIMS

To innovate

Support the formation of new teams and provide mentoring and advice to develop effective, lasting and viable new products and services.

To involve

Bring local families and service professionals into the development and testing of ideas.

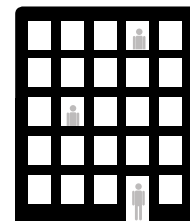
To learn

Use experiments to explore what does and does not work, adapt to what we learn, and share our lessons and tools as widely as possible.

The Knee High Design Challenge began with an open call, inviting teams to respond to one of three briefs.

The design briefs offer provocations for action in Lambeth and Southwark. They have initiated a call for new ideas in areas where change needs to be made: prolonged isolation, limited stimulation, and toxic stress.

THE BRIEFS



Leaving the house

How might we connect more families to people and places beyond the boundaries of their home?

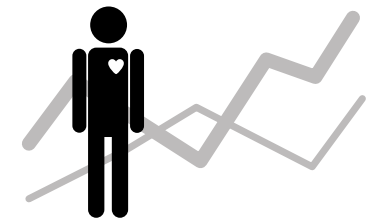
Many families experience long periods of isolation and loneliness after a child is born. It can become very difficult to leave the house and stay connected with others. Leaving the house, interacting with people, and having positive social experiences all have an effect on the wellbeing of families and the early development of children.



Day-to-day play

How might we make it possible for more young children to learn and develop in their everyday lives?

By the time a child is three years old, their brain is around eighty per cent developed. It is through day-to-day interaction, stimulation, love, play and experimentation that they develop the vital capabilities they need to be ready for later life.



A parent is a person

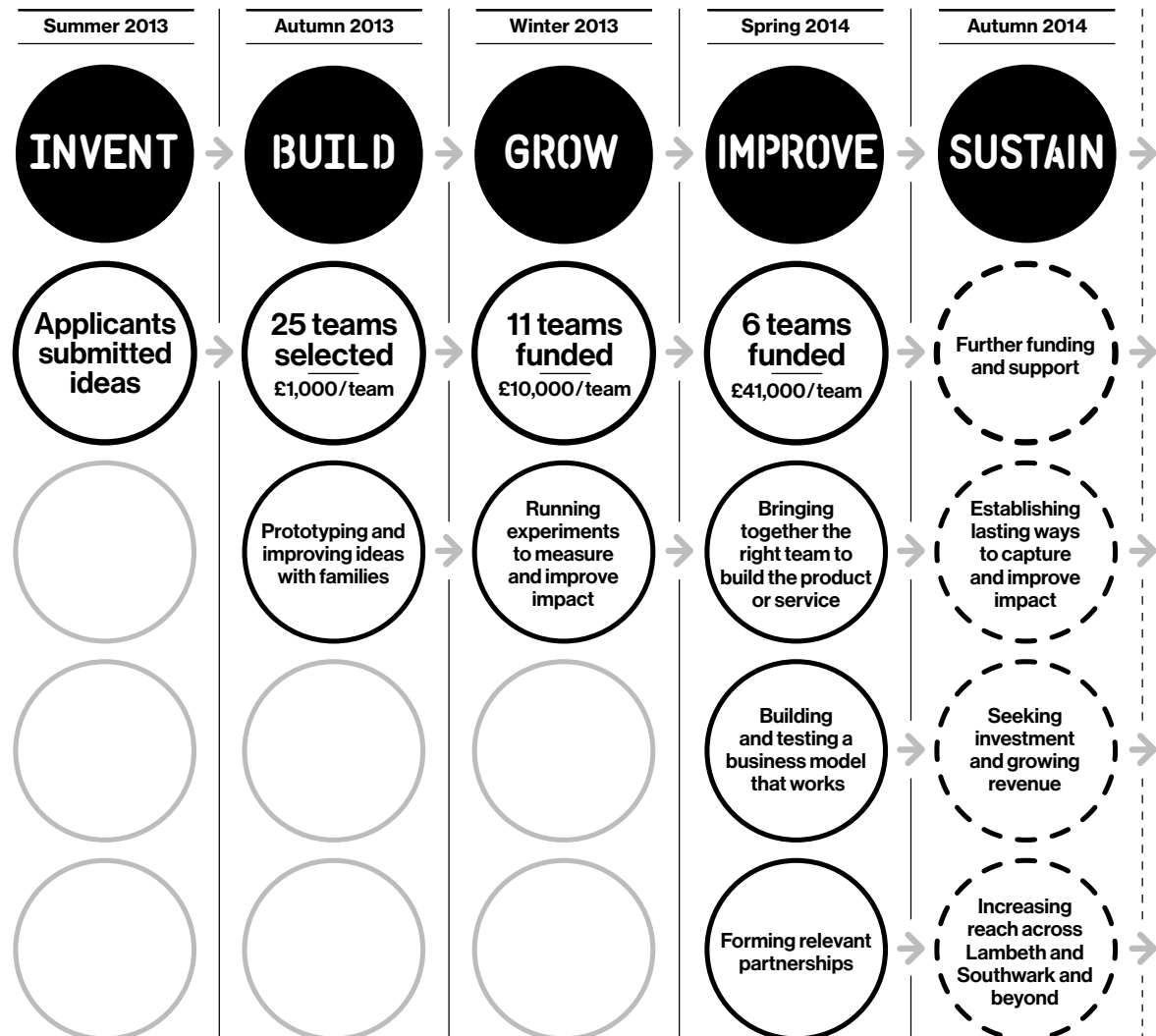
How might we alleviate the stress, anxiety and depression experienced by parents during the ups and downs of everyday life?

For many parents, persistent lows can be overwhelming and difficult to escape. For some, this is a result of pressures such as finances, housing or a problematic relationship, and being unable to ask for support. Stress, anxiety or depression for a long period of time can have a significant effect on the long-term health and wellbeing of parents and their children.

Through a staged funding process the Challenge has supported entrepreneurial teams to transform good ideas into lasting and effective products and services.

Six teams have invented, built, grown and improved their ventures with families across Lambeth and Southwark.

The process



1. CRAFTY EXPLORERS

2. CREATIVE HOMES

3. EASYPEASY

4. KIDSCONNECT

5. GOOD ENOUGH MUMS CLUB

6. POP UP PARKS

CRAFTY EXPLORERS

Crafty Explorers

**INSPIRING CHILDREN
TO EXPLORE, PLAY,
LEARN AND BE ACTIVE
OUTDOORS.**

Why it matters

One in seven children living in London have not been to a park or green space in the last year. Evidence shows that outdoor play and contact with nature improves children's health and wellbeing, learning and their personal and social skills.

For families, there are numerous reasons, both practical and emotional, that prevent them from spending quality time outdoors. There needs to be more accessible, playful and desirable ways for families to come together and play in their local parks.

How it works

Crafty Explorers is a new experience, inspiring children and families to explore and learn in local parks, talk to one another and get some exercise. There are three aspects of the service: a high street shop, events and products.

The high street shop invites families to play with natural materials and make a creature to take outside. Families are given a 'passport' and a series of missions that take them to different green spaces in their area. These missions include: climbing a tree, making a nest, racing a pigeon and many other creative challenges. When explorers return to the shop, collectable stickers are given as a reward.

Crafty Explorers regularly hold events in education settings and community spaces. These events are an opportunity to meet families and give them a taste of what Crafty Explorers is all about, as well as informing other parents, carers, educators and health professionals about the service.

A Crafty Explorers takeaway box is also available for families and practitioners to use with young children. The box is full of tools and ideas to get families excited about playing and exploring in their local green spaces.

Making a difference

Crafty Explorers is about getting all children living in Lambeth and Southwark playing outdoors more regularly.

By encouraging more children and families to play in outdoor spaces, Crafty Explorers aims to:

- increase families' physical activity through active play and travelling to and from parks
- increase families' confidence to access green spaces more regularly
- improve children's development through outdoor learning opportunities
- improve children's mental wellbeing and behaviour by increasing their exploration of nature.

The future

Crafty Explorers aims to establish a head quarters in Southwark where families can come together and be inspired to explore, play and learn in their local green spaces. They plan to create a network of schools, children's centres, libraries and other community spaces and to work with these partners to deliver workshops, training, events and activities.

They want to be a trusted and inspirational service that helps to improve the health of millions of children. They want Crafty Explorers to be a household name across the UK.

We believe

CONTACT WITH NATURE IMPROVES CHILDREN'S HEALTH AND WELLBEING



The team

Crafty Explorers is a project from Explorer HQ, the company behind Mission:Explore, with the support of City Farmers and Geography Collective. Explorer HQ uses play for social and educational purposes, with a particular focus on getting children outdoors.

Crafty Explorers is led by Helen Steer and Dan Raven-Ellison. Other members of the team include Tom Morgan-Jones, Grace Chao, Alan Parkinson, Mark Pearce and David Hanney.

Helen Steer lives in south London, is a founder of City Farmers and is a London Leader for the Greater London Authority.

Dan Raven-Ellison is a Londoner, father, National Geographic Emerging Explorer and is responsible for many playful projects that encourage people to see their cities differently.

[PINTEREST.COM/MISSIONEXPLORE](https://www.pinterest.com/missionexplore)

[@CraftyExplorers](https://twitter.com/CraftyExplorers)

Creative Homes

HELPING FAMILIES ESTABLISH PLAYFUL ROUTINES TO REDUCE DAY-TO-DAY STRESS AT HOME.

Why it matters

The home is one of the primary influences on a child's development in their early years and, for many families, the home environment can be overcrowded and stressful. Prolonged stress not only affects day-to-day wellbeing but can have a lasting impact on children's emotional and physical development.

Existing home visiting services are often time-limited and delivered with a specific remit, which can overlook the different triggers of stress in a families' everyday life.

CREATIVE HOMES

How it works

Creative Homes is a home visiting service where trained artists work with families to identify the main causes of stress within the home. The artists work closely with each family to develop appropriate, playful solutions.

The Clutter Inspector helps families who share small spaces by creating multifunctional rooms with more space to play.

The Creative Chef helps families alter eating habits by getting everyone thinking about different foods and making healthy mealtimes fun.

The Tooth Fairy helps families make toothbrushing a fun and exciting part of the day.

The Toilet Trainer helps families with the difficult transition to independent toilet use.

The Dream Catcher helps families to establish consistent and stress-free bedtime routines.

These simple, playful solutions are designed to give families a helping hand towards building lasting, positive routines. By making everyday life a little bit easier, Creative Homes removes barriers that too often prevent families seeking and accessing other types of support.

Making a difference

Creative Homes wants every family to feel in control of their home environment, and for every child to experience play and development in the home.

By helping families establish positive routines, Creative Homes aims to:

- increase children's socialisation and connection, helping them to regulate their emotions, and allowing them to be more open and ready to learn
- build on the capabilities and resilience of parents and carers, helping them establish and stick to positive, stress-free routines and minimising risk factors within the home
- support families with more complex needs, helping them to access the best support from local services.

The future

Creative Homes wants more families living in Lambeth and Southwark to live in an environment that enables everyday play.

Creative Homes will continue to form partnerships with housing associations to support resident families through home visits and activities in neutral community spaces. In partnership with frontline service providers they will support families that are referred directly through health visitors or social services. Here they will offer practical, playful and non-judgemental support to referred families, directly in their homes. They will also launch a website and set of online products that all families can access directly.



We believe

THE HOME HAS A DIRECT IMPACT ON A CHILD'S DEVELOPMENT



The team

Creative Homes is delivered by Tea Dance for Little People (TDLP), a social enterprise aimed at improving the health and wellbeing of families with young children through arts and creative play.

Grown from an anthropological fieldwork approach TDLP sought to develop a new methodology to increase the time, space and quality of families engagement in creative play. TDLP aim to raise awareness of the long-term effects quality play time together can have on a child's development, physically, emotionally and intellectually.

Sally-Anne Donaldson is Creative Director of Creative Homes and Tea Dance for Little People.

Creative Homes collaborates with a range of artists from performers to designers and from chefs to musicians. Everyone who works for Creative Homes has an ambition to support family wellbeing and a belief that art can change lives.

CREATIVEHOMES.TDLP.CO.UK

🐦@TD4LP

EASY PEASY

EasyPeasy

AN APP FOR PARENTS THAT SENDS
GAME IDEAS TO HELP BUILD THEIR
CHILDREN'S CHARACTER.



Why it matters

We know that character counts. Traits such as emotional intelligence, persistence and curiosity can be better indicators of a child's success than their IQ.

Character is shaped throughout life, but the foundations are set in the early years. At the start of life, love, support and emotional investment is what helps children develop self-esteem, motivation and the resilience to recover from setbacks. Parents and carers are the primary character-builders in society. However, they can experience many stresses and distractions every day, making it difficult to find space for the quality time and play that is so crucial to children's early development.

How it works

EasyPeasy is an app that sends educational games to parents and carers of young children, to help develop the character traits that will prepare children for school, and life beyond. The app provides simple, fun games to play with children aged two to five, helping them build their character.

EasyPeasy works with children and families services to reach families who might benefit most from the service. Currently, EasyPeasy is licensed to children's charities, councils, children's centres and schools. Once signed up, parents have access to an initial bank of games to play with their child. The app prompts parents with an additional game each week via SMS.

Games are modelled by real parents and children through short videos that include tips on adapting the games. Parents can also comment on the games and share their ideas on how to adapt them.

Every EasyPeasy game has the same 'golden thread' running through its design: an attainable goal, clear expectations, child-led play, and the promotion of warmth and encouragement from parents.

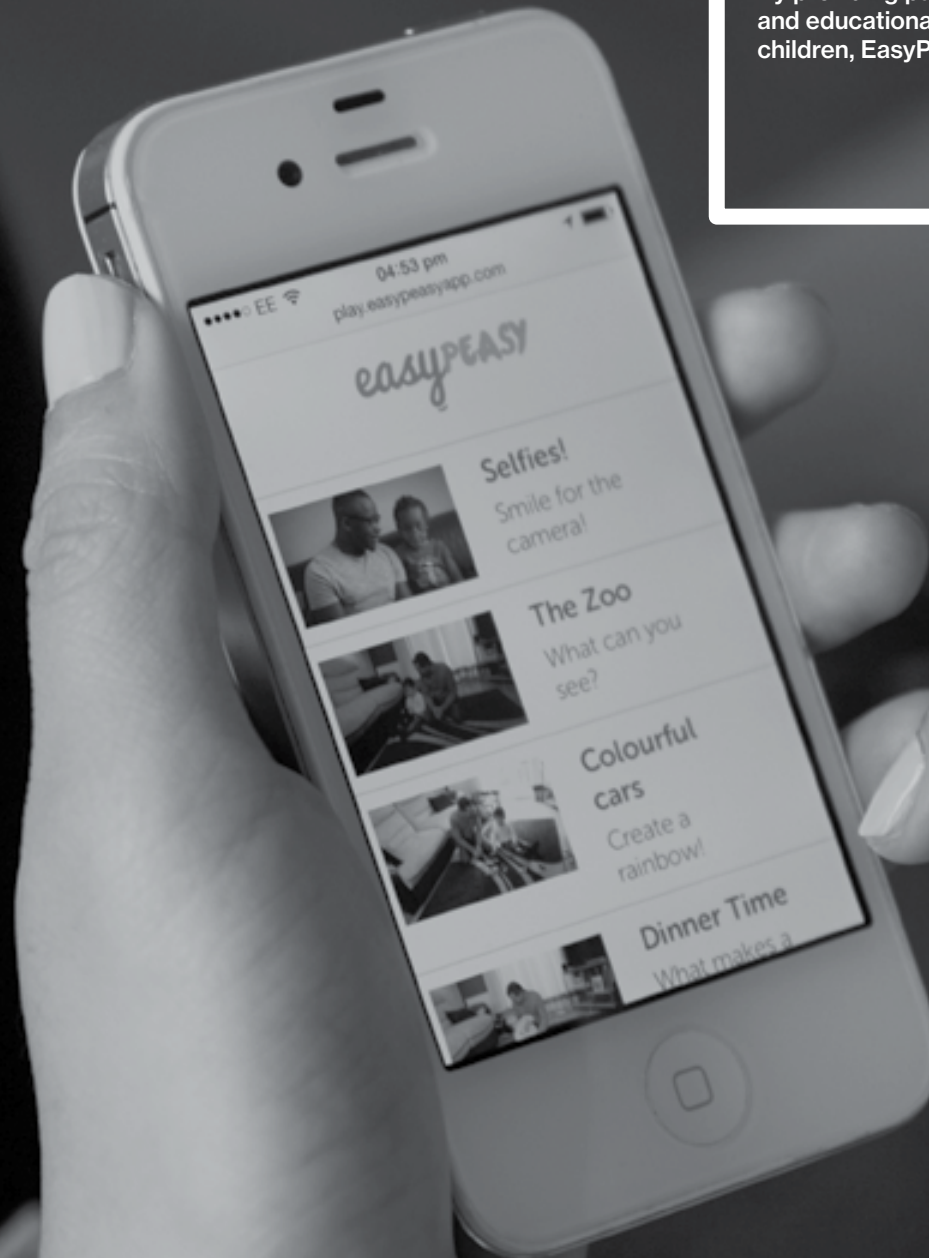
The design of the games is supported by the latest, leading research into child development. Every game is reviewed by child development experts to ensure it aligns to the statutory assessment for school readiness (Early Years Foundation Stage: Characteristics of Effective Learning).

Making a difference

EasyPeasy is designed to reduce the gap in school readiness by increasing and improving parent-child interaction in the early years.

By providing parents with simple, fun and educational ways to play with their children, EasyPeasy aims to:

- help children when they start school by providing games that require persistence, emotional intelligence, empathy, curiosity and imagination
- influence everyday parenting practice, leading to better routines and stronger parent-child relationships
- bring parents together, boost their confidence and increase peer-to-peer support and learning.



The future

EasyPeasy's unchanging ambition is to improve school readiness amongst the children who need it most.

Currently, EasyPeasy is only available through children and families services, local authorities, and children's charities. Their next step is to widen their reach by making EasyPeasy available for families to purchase on the App Store and Google Play. This will make EasyPeasy accessible to more parents.

Each iteration of EasyPeasy is informed by user-testing with families and practitioners. They will continue to collect data to measure the impact of EasyPeasy on levels of play, confidence, and the support networks of families to ensure that evidence is at the heart of how EasyPeasy is designed and developed.



We believe

HOW YOU PLAY MATTERS, WHAT YOU PLAY DOESN'T



The team

EasyPeasy is being developed by Character Counts, with support from Save the Children. Character Counts designs, promotes and evaluates public policy interventions that build character. Save the Children is a global charity working to ensure that children achieve their potential, regardless of the circumstances into which they are born.

Jen Lexmond is Director of Character Counts. For the past seven years Jen has been researching and advocating the importance of 'character' in shaping life chances. Character Counts' partners include the Behavioural Insights Team, RSA, APPG on social mobility, and Demos.

Sam Care is Associate of Character Counts, he has six years' creative digital experience in the third sector including the Electoral Reform Society and British Heart Foundation.

Gemma Bull is Associate of Character Counts and Managing Director of Enterprise and Innovation at Leonard Cheshire Disability. Previously Gemma was Head of Innovation at Save the Children.

Emily Rayner is Innovation Officer at Save the Children UK Programmes, where she works to identify new programmes that could make the biggest difference to children's lives.

EASYPEASYAPP.COM

@EasyPeasyApp

GOOD ENOUGH MUMS CLUB

Good Enough Mums Club

DELIVERING THEATRICAL PERFORMANCES, WORKSHOPS AND ONLINE RESOURCES TO IMPROVE THE EMOTIONAL WELLBEING OF MOTHERS AND THEIR CHILDREN.

Why it matters

Becoming a parent can be an isolating time. Many parents experience high levels of anxiety, depression and stress, which can impact their ability to parent positively. This in turn can have a significant impact on the health and wellbeing of their children.

It is estimated that twenty per cent of all mothers experience some kind of postnatal mental illness. Research by the National Childbirth Trust has found that only 50 out of 193 NHS Trusts in England provide a specialist mental health service to women after they give birth. As a result, women who need support are often overlooked and are not receiving the help they need. However, this support does not always need to be provided by formal public services.

How it works

The Good Enough Mums Club delivers theatrical performances, workshops and online resources that aim to challenge the stigma around maternal mental health and increase the wellbeing of mothers.

The Good Enough Mums Club musical production encourages the audience to confront and identify with the shared experiences of motherhood, showing them they are not alone. Twenty per cent of the tickets are available for free via local community networks and referrals from health services. The Good Enough Mums Club also signposts to information

for women who, after engaging with the production, may realise that they need or want further support.

The workshops encourage women to share their stories of motherhood, gain practical advice and support, and build lasting relationships with other mothers in their area.

The online resources enable women to access tools and advice around improving everyday wellbeing, seeking and asking for help, and making steps towards recovery.

Making a difference

The Good Enough Mums Club wants more women to feel confident in themselves every day. In turn this will give more children the opportunity to develop positive emotional health.

Through the production, outreach work and online resources, the Good Enough Mums Club aims to:

- encourage women to seek and access the support they need to improve their emotional health, before they reach a crisis point
- build stronger networks between women so they can better support each other
- improve mothers' feelings of self-worth and reduce stress
- enable mothers to speak more freely and without shame about their experiences of motherhood.

The future

The Good Enough Mums Club wants to create a movement of mothers who believe themselves to be good enough.

They will continue to perform and deliver workshops across the UK, as well as developing downloadable packs of materials to enable women to create their own Good Enough Mums Clubs.

They aim to build the Good Enough Mums Club brand through a publication of women's stories and experiences, complete with tips on how to cope with the very real challenges of being a parent. They will also be developing empathy resources for health practitioners to highlight some of the common emotional experiences of mothers and how they can be remedied.

We believe

EVERY MOTHER SHOULD KNOW THAT BEING GOOD ENOUGH IS BEST



The team

Producers and mothers, Emily Beecher and Sarah Shead, have 20 years' combined experience in the creative sector.

As mothers of children under six, Emily and Sarah understand and have experienced the challenges mothers are faced with. The Good Enough Mums Club was created following Emily's experience with postnatal depression and postnatal psychosis. During her recovery Emily came to the conclusion that being 'good enough' was definitely best and together with Sarah, set out to transform the way mothers feel about themselves.

Emily Beecher is an actress, writer, producer, single mum, and social entrepreneur. Emily uses writing and storytelling as a way of engaging audiences and provoking conversations about modern life and its impact on how we live.

Sarah Shead is a producer, consultant, fundraiser, and mum. Sarah has over eight years' experience supporting artists to realise their creative ambitions and reaching people who would not typically engage with the arts.

THEGOODENOUGHMUMSCLUB.COM

@GoodEnoughMums

UNDER-5s

KidsConnect

INFORMING AND INSPIRING FAMILIES TO MAKE USE OF THE UNDER-FIVES SERVICES IN THEIR LOCAL AREA.

Why it matters

Many activities and services for children in their early years are underused by the families who would most benefit from them. Information about free activities and services for under-fives is often sparse, inaccurate, difficult to access or not written from a parent or carer's perspective.

New parents are often exhausted and time-poor. Finding the motivation and energy to leave the house can often feel impossible.



How it works

KidsConnect is a new way to receive the most up-to-date and relevant information about local activities and services for children under five. It is a web application, designed for smart phones, supporting parents and carers to find fun and creative things to do.

The application provides a searchable, up-to-date directory of activities and services for children under five. It is free to access and free for the providers of activities and services to create listings.

KidsConnect provides a unique service, with the following features:

Near me now: when opened, the mobile website uses geolocation data to instantly identify activities happening within walking distance of the user in the next four hours, without them needing to register or login. Further functionality is available following a simple login procedure.

Searches: information can be filtered and searched by different criteria, keyword or postcode, helping users to find what they want.

My events: users can save activities to a 'my events' list, enabling KidsConnect to send them real-time updates if an activity changes.

Further features in development include a buddy function which will enable users to make contact with other parents or carers, helping them overcome the social hurdle of attending events for the first time.

Making a difference

KidsConnect helps more families leave their house more often so they can benefit from the free services available in their area.

For families

By enabling and inspiring people to try new activities in their area, KidsConnect aims to:

- broaden access to evidence-based activities to support the early years of a child's development
- increase quality time spent as a family outside the home
- broaden and strengthen a family's social networks.

For service providers

KidsConnect makes it quick and simple for people to enter and update information about their events. This, together with other checking processes, means that the information on KidsConnect is current and reliable.

For local authorities

KidsConnect supports the statutory duty of local authorities to inform the public about the services they provide for children under five. It increases the reach and take-up of services which are already being commissioned or provided.

The future

KidsConnect wants to become part of an essential toolkit for every parent and carer in the UK.

By giving families the confidence to get out of the house and by inspiring them with ideas about new activities to try with their children, KidsConnect are maximising the value of the investment already made by local authorities and others in providing children's services.

They plan to rapidly scale up the geographical reach of KidsConnect as well as to develop additional features and services, whilst maintaining their reputation for accuracy and reliability. They will become sustainable through a model of hyper-local revenue generation.

We believe

FAMILIES NEED A GOOD REASON TO LEAVE THE HOUSE



The team

The co-founders of KidsConnect are all Lambeth-based parents of under-fives. The idea for KidsConnect was sparked by the difficulties they found in getting relevant, accurate and trusted information about local activities for their children.

Hannah White has a PhD in social science research and 10 years' experience in the public sector. She is currently Westminster Fellow at the Institute for Government, a leading research charity and think tank.

Tracey Gilbert has worked within the IT industry for over 25 years, starting out as a computer operator. Today she is an Associate Partner at one of the world's largest technology companies.

Ben White is a Civil Servant with 15 years' experience in the public sector working on policy, strategy, finance and delivery.

KidsConnect has teamed up with **Reading Room**, the award-winning international digital consultancy, to design and develop its core web application.

KIDSCONNECT.ORG.UK

🐦 @KidsConnectApp

Pop up Parks

CREATING VIBRANT SPACES
IN URBAN ENVIRONMENTS
THAT ENCOURAGE CHILDREN
AND FAMILIES TO SPEND
MORE TIME BEING PLAYFUL,
CREATIVE AND ACTIVE
OUTSIDE THE HOME.

Why it matters

Living and raising a family in a large, built-up city can be isolating. Home life can be difficult, especially if living spaces are small. Limited space can make the challenges of raising children and giving them the space to create, imagine, play and be healthy particularly tough.

It can also be hard for families to meet new people in their community. The services that families use, such as shops, health centres and transport networks, do not always provide opportunities for developing informal networks.

Exploration and outdoor play are essential for children as they grow and develop. Opportunities to play, and to change and shape the way they play, can influence a child's intellectual, emotional and physical development.

POP UP PARKS

How it works

Pop up Parks quickly transforms underused urban spaces into playful outdoor environments for children. These are typically where families live and spend time: near to or within housing estates and community streets.

Pop up Parks offers a range of activities for children under five, from sensory experiences such as park sounds, listening posts and moss dens, to more physical activities including a running track and ramps. Other activities such as den building and street games encourage child-initiated play.

Pop up Parks works with communities for a sustained period of time. In each area a number of parks are delivered over a period of several months, inviting families and children to come and play, engage in the park and explore how the space can be transformed more permanently.

Following the initial events, Pop up Parks aims to develop a legacy plan with each community to ensure that new and enriching environments are made to last.

Making a difference

Pop up Parks aims to redefine the use of local spaces to get more children playing outdoors, and more families interacting with the people and places in their community.

By creating playful environments, Pop up Parks aims to:

- encourage more young children to play in outdoor spaces
- raise the overall physical activity levels of children and their families

- bring families together to build stronger social networks in their area
- encourage families to be more actively involved in their local environments.

Every Pop up Park project will lead to the permanent transformation of a designated space. This will be done in partnership with local people who, it is hoped, will continue to take an active interest in improving and maintaining their local environment.

The future

Pop up Parks wants to reach more families who need access to more outdoor play opportunities.

The Pop up Parks business model will be a blend of different funding, from grants to commissions. They are also developing their business to respond to corporate clients, with the aspiration of profits from this work feeding their social programme.

They plan to grow beyond Lambeth and Southwark. They will document their progress and evaluate their impact as they grow. This will help them to inspire other urban regions across London and the rest of the country to use creative processes to support communities to improve their environments.

Pop up Parks believes that there is potential to strengthen and grow these opportunities by creating local spaces that allow families to come together in their communities and get children – especially those under five – playing outside.

Exploration and outdoor play are essential as children grow and develop. Opportunities to play, and to change and shape the way they play, broaden a child's home environment and allows children and families to experiment and to try out new ideas. Pop up Parks believes this can change the way a child and their family interact with the environment around them.

EXPLORATION AND OUTDOOR PLAY ARE ESSENTIAL FOR A CHILD'S DEVELOPMENT



The team

Pop up Parks is led by Tom Doust, in collaboration with designers and facilitators who are passionate about using design and innovation to create social change. The team has expertise across education, design and architecture.

Pop up Parks believes that public spaces, particularly in densely populated areas, are underused assets that can be transformed by involving real people and encouraging participation.

Tom Doust has a wealth of experience in designing and delivering creative, multi-stakeholder programmes with children, families, schools and communities.

Jack Roche is a designer working across branding and identity, environmental graphics and design strategy.

James Sale is a designer and maker with a focus on education and working directly with users.

Helena Rice and Lisa Price are both experienced facilitators with backgrounds in play work, theatre, and large scale arts projects.

POPUPPARKS.ORG.UK

🐦 @PopUpParks

AND THIS IS JUST THE BEGINNING...

APPLYING THIS APPROACH TO THE PUBLIC SECTOR

Early intervention needs an investment of ideas

Early intervention is widely accepted as key to the transformation of public health. However, it is hard to measure, hard therefore to fund, and it is hard to find ideas that really work.

The products and services that have been developed through the Knee High Design Challenge aim to build parental capabilities, enable healthier choices, and strengthen and broaden networks of support. It is about investing early to create the optimal conditions for healthy and happy lives.

These products and services will be piloted and further evaluated as they demonstrate their impact over time. This will contribute to growing evidence about what does and does not work, to what extent, and why. This learning will be shared across public health, local authorities, and with others who could take advantage of a similar approach.

Taking the risk out of investment

Local authorities, policy makers, professionals and communities could all benefit from the techniques applied through the Knee High Design Challenge. A design-led approach can identify and reframe opportunities within a complex set of problems; ensure that new ideas are tested quickly, iteratively and collaboratively; and keep the needs, aspirations, and motivations of people central at every stage.

This approach takes the risk out of investment as ideas are tested early, creating new solutions that genuinely make a difference.

WHAT IT TAKES TO MAKE A DIFFERENCE

Giving people the time, space, permission and tools to make their idea grow is as important as giving them money, if not more so. The Knee High Design Challenge demonstrates the potential in all types of people to stand up and build new solutions to complex social challenges.

Initially the Challenge supported 25 teams. While it was not possible to continue funding all these teams, the majority are still developing and delivering their ideas. Some teams are seeking funding elsewhere, while others have formed new partnerships to co-deliver early years work.

The Challenge has revealed the appetite of people everywhere to make a real difference in their communities. We believe more opportunities need to be made available to enable people to turn their ideas into something that can have a lasting and positive social impact.

WHAT IF:

- people were actively involved in the design and making of the public services they used?
- organisations, of all kinds, were given the tools and support they required to increase their social impact?
- public sector commissioning supported more innovation, experimentation and development before making the bigger investments of time and money?

The public sector needs to find more efficient and more effective ways of addressing complex social challenges. Design and innovation can help.

Find out more about Design Challenges:
designcouncil.org.uk/design-challenges

“UNTIL NOW WE HAVE ALWAYS DONE WORK THAT IS DELIVERED ‘TO’ FAMILIES. THEY WERE NEVER ENGAGED AT THE BEGINNING IN THE DESIGN OF A PROGRAMME. FROM NOW ON THIS COLLABORATIVE APPROACH WILL ALWAYS BE AN ESSENTIAL PART OF THE WORK I DO. IT HAS BEEN A GREAT EXPERIENCE FOR ME. I UNDERSTAND NOW HOW THINGS CAN BE DONE DIFFERENTLY.”

Knee High Design Challenge team

THANK YOU

Advisory Board and Selection Panel

Design Council would like to thank the Advisory Board and Selection Panel for their support throughout the Challenge. Both expert panels have contributed huge amounts of time and energy to guide the delivery of this programme.

designcouncil.org.uk/kneehighadvisors

Knee High Design Challenge teams

The Knee High Design Challenge has supported 25 teams since the Challenge began in October 2013. Thank you to all of those involved for their time, effort, energy and dedication. You have been inspirational and it's great to see your work continue to grow.

Everyone in Lambeth and Southwark

Thank you to all the parents, children, grandparents, nannies, health visitors, midwives, local authority staff, children's centres, schools, libraries, supermarkets, markets, and everyone else in Lambeth and Southwark who has contributed to our work on the Knee High Design Challenge. This work would not have been possible without your expertise, your openness and your courage.

PROGRAMME PARTNERS

Design Council

Design Council believes that design can help improve lives. As an enterprising charity, our work involves stimulating innovation in business and public services, improving our built environment and tackling complex social issues. We inspire new design thinking, encourage public debate and inform government policy to improve everyday life and help meet tomorrow's challenges today.

Design Challenges support the creation of solutions to society's most complex problems. We identify new talent, form collaborations, incubate ideas, and support the growth of practical, effective and lasting innovation.

designcouncil.org.uk/design-challenges

Guy's and St Thomas' Charity

Guy's and St Thomas' Charity is a catalyst for health and healthcare improvement in Lambeth and Southwark. The Charity supports innovation in order to create world-leading healthcare in Guy's and St Thomas' NHS Foundation Trust; to improve the physical and mental health of the local population; and to fulfil the vision of King's Health Partners.

gsttcharity.org.uk

Lambeth and Southwark Councils

Lambeth and Southwark share a public health service. This shared function reflects the similar public health issues and populations across the two boroughs.

The overall goal of public health is to protect and promote health and wellbeing; minimise risks to health and wellbeing; prevent disease and their complications; reduce health and healthcare inequalities.

Lambeth and Southwark are two of inner London's largest boroughs. The populations of Lambeth and Southwark represent enormous diversity in terms of ethnicity, age, culture, and socio-economics. Both Boroughs are densely populated and their populations are growing rapidly. There are 42,600 children aged 0-4 years in Lambeth and Southwark.

FURTHER INFORMATION

Stay informed about the
Knee High Design Challenge:
designcouncil.org.uk/kneehigh

If you would like to find out
more please contact the
Design Challenges team on
020 7420 5200.

Design Council
Angel Building
407 St John Street
London EC1V 4AB

info@designcouncil.org.uk
designcouncil.org.uk
[@designcouncil](https://twitter.com/designcouncil)

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