

Work Package 3

Business Use and
Understanding of Design: Survey

Business Use and Understanding of Design

This invitation to tender forms part of our overarching research programme 'Design Economy 2021' which aims to explore the current and future value of design from a social, economic and environmental perspective.

Our main aim for Work Package 3 is:

- To gather evidence and provide understanding at scale of the use and understanding of design in businesses across UK nations, regions and sectors.

The objectives for Work Package 3 are to:

- Finalise and deliver a survey that will achieve a response rate of at least 1000 UK businesses representing a diversity of scales, sectors and uses of design.
- Undertake an analysis of survey data to understand the enabling conditions, intent, action, and impacts resulting from use of design and design skills in business.
- Broaden understanding of how design contributes to innovation, R&D, and digital skills.

- Develop insight into the enablers and barriers to greater use of design by business, and future scenarios for business use of design across sectors.

This commission forms the next step in our goal to understand the social and environmental value of the design economy to the UK, both now and in the future. The research questions for this work package can be found in Methodology Paper 3, alongside suggested survey questions and approach.

Methodology Papers 1 and 3 should be read in full before submitting an application to undertake this work package.

Please contact
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Suggested Approach

As a part of Design Economy 21, we want to better understand how design and design skills are being understood, invested-in and used by businesses; the impact design has for those businesses; and future use of design. Much of the information we are seeking to capture is new, and we will work with the successful contractor to finalise the survey design, building on the proposed questions outlined below, and several key frameworks developed for Design Economy 2021:

- An updated definition of design, design occupation list, and list of design skills. (developed separately through Work Package 2).
- A Design Saturation Model which acts as a measurement tool to assess business use of design (outlined in Methodology Paper 1).
- A Design Economy Logic Model and Organisational Design Logic Model (outlined in Methodology Paper 1).
- An Impact Framework for Measuring Socio-Economic Impact which will provide relevant indicators for specific questions on the survey. (developed separately through Work Package 1).

This survey should reach a sample of UK businesses that is as representative as possible of the wider business population across UK regions and

sectors. Our assumption is that this will be done via an online survey. In responding to the brief, contractors should specify how they will provide as robust a sample as possible, recommended routes for distribution, and anticipated response rate to the survey.

We have provided an indicative list of questions for the survey in Methodology Paper 3. A full list will be agreed on commencement of this project. We envisage that the survey will take approximately 10-15 minutes to complete. We recommend that a small-scale pilot or test of the survey questions is undertaken before delivery.

In parallel to this work package we will also be commissioning a survey of public sector use of design, the invitation to tender of which will be published in September 2021. Design Council will provide guidance to the contractor to ensure consistency across these surveys.

Your application to this work package should also outline how you will disseminate the survey. Please note that Design Council is also finalising a list of potential partners who can provide access to an additional sample of UK businesses.

Deliverables

We would like the following outputs from this work:

Work package 3 – business survey

- Final digital survey, questions and answer options.
- Final report with executive summary, main findings, outline of final survey questions and methodology, and relevant infographics that visualise data-findings.
- A full data-set in Excel comprising survey findings.
- Presentation at a launch event in Mar 2022.

Budget

This project is being funded by the Department for Business, Energy and Industrial Strategy (BEIS). A sum of up to **£25,000** (excluding VAT) has been awarded to cover the project fee which includes research, planning, facilitation, meetings and any materials and resources as required.

Invoices schedule will be monthly.

Your proposal should itemise daily or hourly rates and demonstrate how many days or hours each consultant/ researcher/ administrator will spend on the project and what each person's key responsibilities will be.

Timeline

We envisage this work package to be completed by the beginning of March 2022. We have outlined an approximate time-scale for this work package below, although this would be subject to discussion with the successful contractor.

Application Timeline

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| 7 July | Commission issued |
| 23 July | Deadline for submitting expression of interest |
| 13 August | Deadline for application |
| 20 August | Shortlisted applicants announced |
| 24 August | Interviews with shortlisted applicants |
| 27 August | Outcome announced |
| 13 September | Work on Design Economy commences |

Project Timeline

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|-----------------|--|
| w/c 8 November | Project initiation meeting |
| w/c 22 November | Bi-weekly catch-up with DC Programme Lead and formal review at mid-point |
| w/c 14 February | Final draft deliverables available |
| w/c 7 March | Final submission of deliverables |
| 22 April | Findings published on Design Economy 21 Platform |



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