Summary Information Return 2013

This return is intended to comprise a summary of key information contained in the Trustees' Annual Report and accounts and in other documents.

All this information will be made public - P

DESIGN COUNCIL

Charity number: 272099

Financial period end: 31 March 2013

Submitted on 31 January 2014

This online version of the form shows the information you have entered through Annual Return 2011 Online and has been designed to make it easier for charities to print.

This Summary Information Return was submitted online by MS Kim Davids on 31 January 2014. You do not need to send us a signed copy.

Question 1 - The charity's aims

What are your charity's aims?

As a Royal Charter charity, we work in the public interest, generating funds by charging for our advisory services, as well as from donations and grants. Our mission is to champion great design that improves lives.

We do this through our long term aims to:

Enable people to use design to transform business and communities for the better.

Stimulate innovation in business and public services, improving our built environment and tackling complex social issues.

Inspire new design thinking, encourage public debate and inform policy to improve everyday life and help meet tomorrow's challenges today.

Question 2 - Who benefits?
Who benefits from your charity's work?

Ultimately, the Design Council's mission is to champion great design that improves the lives of real people. We believe great design can stimulate innovation in business and public services, improve our built environment and tackle complex social issues such as ageing and obesity.

We are an agile organisation. With a staff of around 60 we have national impact by working through a network of industry specialists, our design associates and built environment experts. We also work in partnership with designers, architects, educators, government departments, policy makers and public service providers, business, early stage technology companies, planners and developers, neighbourhood and communities, and trusts and foundations.

How do you respond to their needs and how do they influence the charity's development?

As government's official advisor on design and the built environment, the Design Council ensures that its work is linked into national policies and priorities.

Our strategy is based on research and evaluation and we have developed tailor-made services for our clients and partners eg neighbourhood groups, public service providers and small businesses. We evaluate our programmes and use the learning to inform and improve future iterations. We work collaboratively with our clients and partners - bringing the right people together to boost creativity, shift ways of thinking and translate ideas into real products, services and solutions that benefit everyone.

Question 3 - The charity's strategy
What are the key elements of your charity's medium to long term strategy?

The Design Council's aims are to:

1. Enable people to use design to transform business and communities for the better.
2. Stimulate innovation in business and public services, improving our built environment and tackling complex social issues.
3. Inspire new design thinking, encouraging public debate and informing policy to improve everyday life and help meet tomorrow's challenges today.

The current priorities are

1. Growth by Design: harnessing design's potential to create growth, jobs and prosperity.
2. Communities by Design: enabling communities to use design to improve places and lives.
3. Ageing Better by Design: enhancing life as we grow older by using design to better enable independence and provide assistance.
4. Active By Design: tackling obesity and inactivity head on by designing a more active future.

How does your charity measure the success of the strategy?

The Design Council has developed a comprehensive set of key performance indicators to monitor impact and measure performance. We have a dedicated policy and research team who manage evaluation and evidence gathering across the business.

We provide regular performance reviews to our trustees and quarterly performance reviews to the Department of Business, Innovation and Skills as our biggest funder. Key research and evaluation reports are published on our website.

Question 4 - The charity's objectives and achievements

What were your charity's main annual objectives and were they achieved?

<table>
<thead>
<tr>
<th>Objective</th>
<th>Achievement</th>
</tr>
</thead>
<tbody>
<tr>
<td>In 2012/13, the Design Council delivered it objectives through four services as outlined below: Leadership: harness design to drive business growth and improve service efficiency.</td>
<td>We delivered design coaching and support via our design experts to: 1. 42 small businesses. 2. 75 public sector organisations. 3. 24 technology projects.</td>
</tr>
</tbody>
</table>
### Challenges: design practical solutions to complex problems.

1. We completed three challenges in reducing violence in A&E departments and helping older people and people with dementia live more independently.
2. We started two challenges on helping young people get employment and on early years health.

### Cabe: create better, more sustainable places.

1. Advised government.
2. Delivered 162 reviews on design quality including Crossrail.
3. Supported 21 community groups and a number of neighbourhood plans.
4. Made a transition to be an enterprising charity.

### Insight: lead and share the latest thinking on design.

1. Advised government, incl a campaign for design in the national curriculum.
2. Held one design summit and three policy seminars.
3. launched new research on design for public services and for the public good.
4. Launched the Future Pioneers programme.

---

### Question 5 - The charity’s income and spending

What were your charity’s most significant activities during the year and how much did it spend on them?

<table>
<thead>
<tr>
<th>Charitable activities</th>
<th>£ 000s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership: drive growth/improve efficiency</td>
<td>2,375</td>
</tr>
<tr>
<td>Insight: lead design thinking.</td>
<td>2,364</td>
</tr>
<tr>
<td>Cabe: design better places.</td>
<td>2,307</td>
</tr>
</tbody>
</table>

**Explanatory comments**

The significant activities relate to the objectives in the previous question. Challenges are the only major delivery programme which is excluded above and amounted to £1,538k over the year. The Design Council's charitable expenditure amounted to £8,649k compared to £10,700k the previous year. The Design Council makes grant payments to selected partners in support of programme within the Challenges and Cabe activities - more information is available in note 4 of the Annual Report.
What were your charity's three main fundraising activities in the year and how much did each generate and cost?

<table>
<thead>
<tr>
<th>Fundraising activity</th>
<th>Income generated £ 000s</th>
<th>Cost of activity £ 000s</th>
</tr>
</thead>
<tbody>
<tr>
<td>NA</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>NA</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>NA</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Explanatory comments
During 2012/13, the Design Council did not undertake fundraising activities. On this basis, no costs were incurred and no income was generated.

Question 6 - The charity's financial health
How would you describe your charity's financial health at the end of the period?

2012/13 was the Design Council’s second year as an independent, enterprising charity and the financial results showed a surplus of £0.2m compared to a £0.5m deficit in 2011/12.

Total income for the year amounted to £8.9m (£10.2m in 2011/12) of which £7.3m was in the form of government grants from BIS and CLG (£8.2m in 2011/12). Total costs for the year were £8.6m (£10.7m in 2011/12). Costs of £0.8m associated with the relocation of the Design Council to new premises in Islington in 2012/13 were accounted for in 2011/12. Cash balances remain healthy. At March 2013 the cash at bank was £2.1m (£1.9m in 2011/12).

Trustees continue to adopt the going concern basis of accounting in preparing the Annual Report and Accounts. Trustees are satisfied with the level of reserves held by the business. At March 2013 free reserves were £1.04m against a target level of £0.85m.

Question 7 - The next year
How will the overall performance last year affect your charity's medium to long term strategy?

2012/13 was our second year as an independent, enterprising charity. During the year we successfully delivered services to government, further developed our new business model, continued to grow and diversify our income streams and to demonstrate and promote the value of design. Our new Chief Executive, John Mathers, joined us in November 2012 and worked with the trustees to refresh our strategy, Championing Great Design. This culminated in the identification of four priority areas where we will focus our activity.

What are your charity's main objectives for next year?
We will build on the work started in 2012/13 and in particular to grow our business, diversify our income streams and transition to being a self-sustaining enterprising charity. Our overarching strategic objectives and themes remain the same.

Leadership: provide coaching to at least 147 clients.

Challenges: deliver at least 3 new challenges to address complex social problems.

Cabe: build a portfolio of services and move to being a self-sustaining charity. Advise government.

Insight: continue to advise government, continue to build the evidence base on the value of design and find ways to champion great design.

**Question 8 - The charity's governance**

How does your charity ensure that its governance arrangements are appropriate and effective?

The Design Council is governed by a board of trustees consisting of a chair, a deputy chair and up to 13 other trustees. Trustees appoint a Chief Executive, to whom they delegate the responsibility for implementing the strategy and for the day-to-day management of the business.

The board of trustees meets at least six times a year and agrees the strategy and business plan, reviews performance and ensures that our governance is of the highest possible standard. There are three sub-committees: Finance, HR and Cabe. The Design Council carries out regular internal and external audits which report to senior management and trustees.

**Question 9 - Further details**

Further details on all the answers given in this Summary Information Return can be obtained from:

Further details can be found on the design council’s website www.designcouncil.org.uk or in our Annual Report and Accounts which can be accessed via the Charity Commission website.

**Declaration**

This Summary Information Return was submitted online by MS Kim Davids on 31 January 2014, telephone number 020 7420 5230.

MS Kim Davids certified online that:

- the information provided was correct
• it had been or would be brought to the attention of all the trustees

Those who give answers that they know are untrue or misleading may be committing an offence.