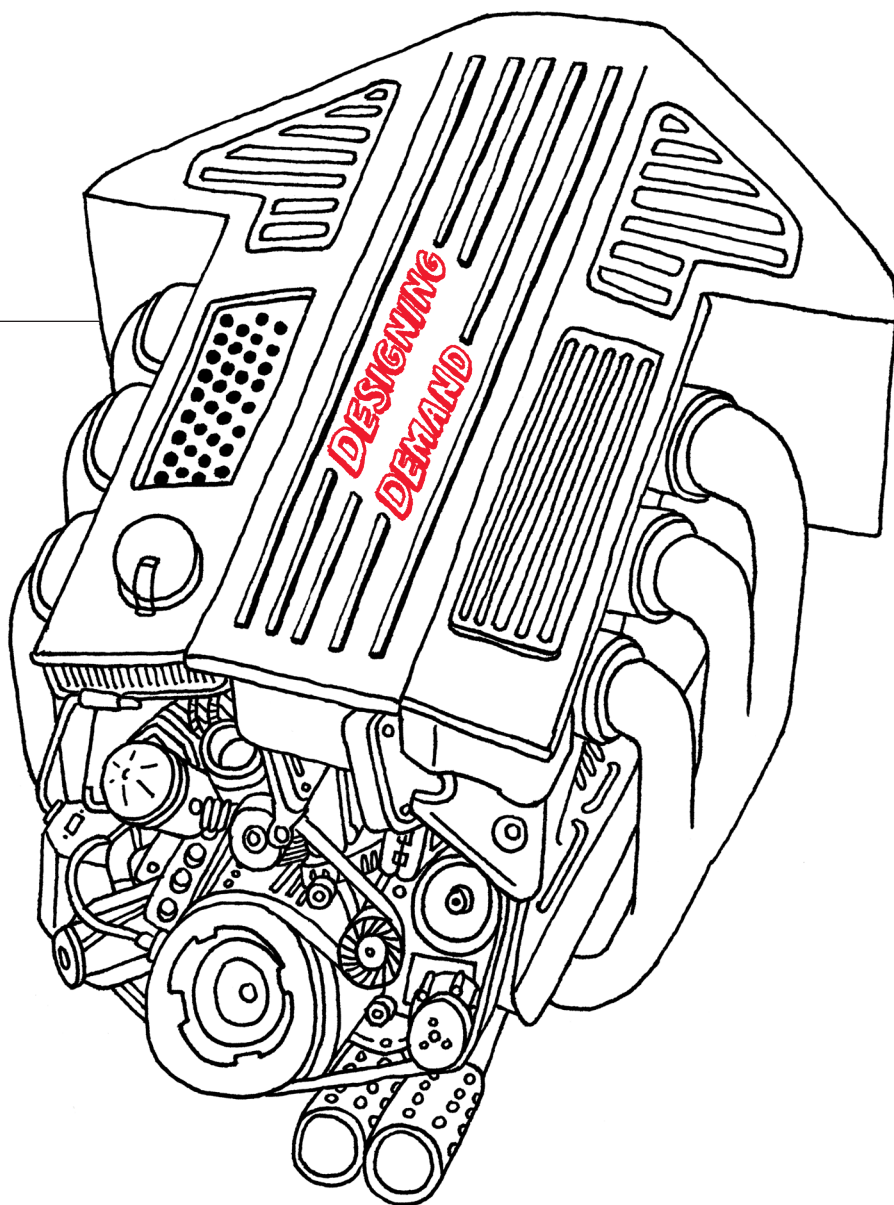


**Solutions
for Business**

Funded by
government

Designing Demand

Design support for
high-growth start-ups
and established
businesses



Provided by

**Design
Council**

Practical support for businesses looking to devise and implement a design project.

What is it?

A support service helping businesses to make strategic design decisions, set up design management processes and run design projects.

Who is it for?

High-growth start-ups and established businesses. Participants may be invited to apply after a Designing Demand Workshop, or they may be referred by business advisors.

The companies best suited to the service will be those with a forward-thinking attitude, ambition to grow and the willingness to invest senior management time to steer a design project.

What does it involve?

It provides companies with up to five days' support from a Design Associate, an experienced design manager appointed from a Design Council-approved roster.

With the Design Associate, the management team explores potential design opportunities and chooses a design project to exploit one or more of them.

The Design Associate advises the businesses on how to choose, brief and work with designers, and works with managers to keep the project on track.

What kind of design projects could Designing Demand lead to?

Examples include developing and launching new or improved products or services, overhauling or repositioning brand or graphic communications, upgrading working or retail environments and carrying out research into trends and customer needs.

How long do projects last?

Projects usually run for between six and 12 months.

What are the benefits?

Businesses taking part in the service have the opportunity to reap the rewards of a successful design project. Depending on the nature of the project, these potentially include:

- Increased market share
- Increased sales and profits
- More efficient and cost effective processes
- New market opportunities
- Better competitiveness through differentiation.

In addition, businesses will have the chance to embed valuable new skills for the future, including the ability to:

- Match a design project to both strategic goals and resources
- Define objectives for a project based on a business case
- Draft a design brief
- Assess the suitability of different designers
- Plan and manage a design project
- Measure the value of design investment.

What is the commitment?

The Design Associate devotes two days to preparation and research and three days to face-to-face company meetings.

Businesses taking part will be expected to:

- Be able to invest at least £5,000 in a design project
- Make their managing director available for Design Associate meetings
- Provide information for evaluation and publicity purposes.

Our design project has paid for itself many times over. Design has changed our culture and we want more of it.

Graham Burchell,
Challs International
