



Participant Information Sheet

Title of project: Design Economy – Survey of The Social, Environmental and Democratic Value of Design

Name of researchers: Prof Anna Whicher, Dr Katie Beverley, Piotr Swiatek, Olivia Goonatillake

WHAT'S THE RESEARCH?

This survey forms part of the “Design Economy” research project, led by the Design Council, aiming to provide comprehensive data on the state of design and design skills in the UK, and their value to the whole UK economy.

The economic contribution of the Design Economy was evaluated resulting in the 2022 report [Design Economy: People, Places, and Economic Value.](#)

This phase of the research aims to gather information and insights from designers across UK nations to provide evidence and insight, both at scale and in-depth, on design professionals' and organisations' capacities and actions to assess the socio-cultural, democratic, and environmental impact and value of design.

The survey results will inform development of case studies and will jointly form a research report.

WHO IS PDR?

PDR are an applied design and innovation research centre, working with both commercial and academic aims. This study is on behalf of an external client – The Design Council: www.designcouncil.org.uk . We work alongside Cardiff Metropolitan University and all studies are approved by their ethics boards. If you would like to find out more about PDR, please visit our website: www.pdr-design.com

We are an independent company conducting this research on behalf of our client.

WHAT WOULD BE ASKED OF ME?

The survey is structured in four sections:

1. About you – which includes demographic information as well as questions on equality, diversity, and inclusion information to make sure our sample is representative and to promote fair and equal opportunities.
2. Your design practices – seeks to understand how environmental, socio-cultural, and democratic considerations feature in your work. What drives and enables you to create and assess design value beyond the monetary dimension, and what is missing in the skills, methods, tools, and resources.
3. Your workplace - asks about organisational practices and resources available to support creation of environmental, socio-cultural, and democratic value.
4. Trends and Future – seeks your insight into current and future trends in design.

HOW LONG WILL IT BE?

We have tested the survey and its completion takes on average 12 – 16 minutes.

ARE THERE ANY RISKS?

There are no identified risks for you associated with this study. If, at any time, you feel like you do not want to continue with the survey, you may withdraw without repercussion.

ARE THERE ANY BENEFITS TO TAKING PART?

This research and any insights gathered will be used to support design sector and future design skills pipeline to be better prepared to design and assess impact of environmental, socio-cultural, and democratic value of their work, and the sector as a whole. Your input will contribute to the creation of a new knowledge and real-world insights that is aimed at influencing evidence-based policy on business, education, and environment.

HOW DO WE PROTECT YOUR PRIVACY?

We are only collecting anonymised data unless you give us your consent and contact details to be informed and involved in the next stage of the study which involves case study identification and development. Then, your name and contact details will not be passed onto anyone else outside of the project team and will not be used for any purposes other than this specific research study.

Your details will be deleted once no longer required. Your name and digital consent will be kept for ten years as we are required to do so by the University.

All data will be stored separately to your name and consent form to ensure you are not identifiable through your responses.



All information shared with PDR as part of the tasks will be used for research purposes only and will only be seen / shared with the project team and the client.

FURTHER INFORMATION

If you have any questions about the research or how we intend to conduct the sessions, please contact the project lead:

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