

Design Council Trustees

Recruitment Pack

Welcome from the Chief Executive and Chair

Our Design for Planet mission is part of a movement which is gaining momentum, but there is still much work to do. Our five-year strategy provides the roadmap and call to action for continuing our mission and our vision for a regenerative world for all.

Recognition is growing that design is a key skill for driving the green transition. The understanding that designing responsibly is essential for our planet's future is taking root.

We are working hard to implement the strategy...

...The fourth Design for Planet Festival in Manchester this Autumn brought together an incredible line up of design, business and government leaders sharing how the power of design can be used to achieve economic and environmental success.

...We have an amazing opportunity hosting the 34th World Design Congress in London in 2025 to shine a light on Design for Planet and position the UK's leadership in design and sustainability at the forefront of global discussion.

...As a bold legacy mission of the Congress we aim to upskill 1 million in green design skills by 2030, from the classroom to the C-Suite.

As you can see we have high ambitions for the future and we have no doubt that it's going to be challenging. We need strong partnership and support from our Board of Trustees in order to achieve our aims.

We are particularly seeking skills in Finance (eg professional accountancy qualification and/or senior experience in Charity sector finance), and sustainability and climate change or sustainability in design and innovation.

We are optimistic that we can find dynamic new Trustees who want to be part of this and believe in what the Design Council can do if we focus our efforts on the biggest challenge of our lifetime. We need to redesign nearly every aspect of how we live our lives and to do that with urgency.

As the inspiring economist Kate Raworth says, "If you're not designing for planet, what planet are you on?"

Now that's a rallying cry. And we hope it will inspire the right people to join us in the challenge.



Minnie Moll, Chief Executive

William Eccleshare, Chair

About the Design Council

The Design Council is the UK's national strategic advisor on design, championing design and its ability to make life better for all. It is an independent charity incorporated by Royal Charter.

Uniquely working across all design sectors we deliver programmes with business, government, public bodies and the third sector.

Our work encompasses thought leadership, design tools and resources, showcasing excellence and research to evidence the value of design and influence policy. Our Design for Planet mission was introduced in 2021 to galvanise and support the 1.97 million people who work in the UK's design economy to help achieve net zero and beyond.

Design for Planet our five-year strategy sets out how we, as part of a global design community, can truly drive the change we want to see in the world.

Since 2022, we have received an annual grant from the Arts and Humanities Research Council (AHRC) to further the role of design within the UK. Other income is derived from a combination of grants, partnerships and commissioned, paid-for services.

We were originally created in 1944 by Winston Churchill's wartime government to tackle the biggest challenge of the time, the post-war economic recovery. You can see some of our activities and achievements over the years [on this timeline](#).

[Read our Five Year Design for Planet Strategy](#)

[Read about our work in our 2023/24 in our Annual Report](#)

[Read about the World Design Congress that we are hosting in London in 2025](#)

About Design

Design shapes the world. Everything around us has been designed by someone.

Design uses creativity to solve problems across many sectors including architecture, product, industrial, digital, service, graphic and systems.

Although Design had a role in getting us to this place, in which we take more from Earth than it has to give, we believe that design also has a critical and potentially transformative role to play in the creation of a positive, joy filled future.

Design will be the fuel of the innovation which enables us to live well within our planetary boundaries: from retrofitting buildings to developing infrastructure for electric transport, improving products' energy efficiency, and driving the circular economy

1.97m

people working in design economy, which generates...

£97.4bn

almost the value of the hospitality and real-estate sectors combined. And it's...

4.9%

of total UK Gross Value Added (GVA).

78,000

design firms, the majority of them small SMEs.

77%

of designers work in non-design sectors.

Source: [Design Economy 2022](#)

About the Team

We are a [small team](#) of around 40 people based in London. We are able to achieve our massive remit with the support of our 200+ Design Council Experts. This is a group of design pioneers who work with us to advocate for design, share knowledge about best practice and help us deliver advice and programmes.

Our full list of Experts can be [found here](#).

We are led by our Executive Team



Minnie Moll
Chief Executive



Rob Holmes
Director of Finance and
Operations



Rachel Moriarty
Director of Skills
(maternity cover)



Edward Hobson
Director of Partnerships

Our Values

- **Boundless Curiosity.** We're inquisitive and expansive. With humility and openness we seek to learn from everyone, looking up and out and thinking big picture.
- **Inspire Possibility.** We're hopeful and energising. Leading with optimism we bring positivity to every challenge, celebrating successes and inspiring action in others.
- **Powerful Together.** We're collaborative and inclusive. Seeking diversity of input, creating safe spaces for all and fostering teamship at all times

About the Board of Trustees

The Board of Trustees ensures that the Design Council fulfils its duty to its beneficiaries and delivers on its charitable objectives, set out in our Royal Charter which was granted in 1976 and updated in 2011. The Board also ensures that the organisation is delivering against its mission, vision and values.

The Board is responsible for the strategy and performance of the charity, alongside safeguarding its assets and ensuring legal compliance.

It is our intention to have a diverse Board of Trustees in terms of experience, gender, ethnicity and age. This includes a breadth of design expertise. The wider the peripheral vision in our Board, the better.

The Board is overseen by a Chair and one Deputy Chair. There are currently nine Trustees on the Board and we are looking to recruit three new Trustees to fill gaps where Trustees have left.

It is best practice that less than half of the Trustees on the Board should be paid for delivering service to the Charity eg as a Design Expert.

You can see a full list of our Trustees on our website [here](#).



William Eccleshare
Chair



Prof Anne Boddington
Deputy Chair



Jonquil Hackenberg
Deputy Chair from
Jan 2025



Keith Morgan CBE
Chair, Finance,
Audit and General
Purposes
Committee



Tendai Chetse
Chair, People
Committee



Beatrice Franekel



Bljana Savic



Chris Naylor



Paul Monaghan

The role of a Trustee

Being a Trustee is an exciting and fulfilling role and the most effective Boards are often the ones which benefit from individuals from a diverse range of backgrounds, experiences and skill sets. The duties of a Trustee are to:

- Ensure that the charity has a clear vision, mission and strategy and is focused on achieving these.
- Contribute actively to the Board by setting overall policy, defining goals, setting targets, and evaluating performance against agreed targets.
- Ensure the Design Council complies with its governing document, charity law, company law and any other relevant legislation or regulations.
- Ensure that the Design Council pursues its charitable objects as defined in its governing document and that its governance is of the highest standard.
- Ensure that the Design Council applies its resources exclusively in pursuance of its charitable objects.
- Ensure the financial stability of the Design Council.
- Act as a guardian of the charity's assets, both tangible and intangible, taking all due care over their security, deployment and proper application.
- Be a good ambassador for Design Council and safeguard its good name and values, behaving in accordance with the Charity Commission guidance and The Nolan Principles.
- Participate in relevant training to maintain levels of knowledge and competence to fulfil the role of Trustee.
- Maintain healthy working relationships between The Board of Trustees, Executive Team and wider Design Council colleagues and follow our Code of Behaviours.
- Declare any conflict of interest while carrying out the duties of Trustee.
- Engaging in the appraisal process to ensure the continued strength of the Board.
- In addition to the above statutory duties, each Trustee should use any specific skills, knowledge or experience they have to help the Board of Trustees reach sound decisions. This may involve leading discussions, identifying key issues, providing advice and guidance on new initiatives, and evaluating or offering advice on other areas in which the trustee has particular expertise.
- Each Trustee is expected to be part of a sub committee eg the Finance, Audit and General Purposes Committee or People Committee

Person Specification

We are looking for three new Trustees who are inspired by our Design for Planet mission. We welcome applications from people of all backgrounds and ages and encourage underrepresented groups to apply.

While we value design expertise, we are also seeking to specifically increase our expertise in the following areas:

- Finance (eg professional accountancy qualification and/or senior experience in Charity Sector finance). This individual would take over as the Chair of the Finance, Audit and General Purposes Committee in October 2025.
- Sustainability and climate change or sustainability in design and innovation.

How to Apply

If you are interested in this role, please visit [this link](#). The closing date for all applications to be received is Friday 17 January 2025.

If you need any additional support, please do contact recruitment@designcouncil.org.uk.

Terms of appointment

Trustees are appointed by an open recruitment process by the Design Council's Board.

Term

The charity's Trustees (non-executive Board members) serve a three-year term with the possibility of a second three-year term. A third term may be agreed in exceptional circumstances up to a maximum of nine years.

Remuneration

The role is unremunerated, although all reasonable expenses including travel may be claimed.

Time commitment

Trustees are asked to commit to six Board meetings a year (3 hours), and a full day strategy awayday. Trustees will be asked to sit on a sub committee or attend ad hoc events, which would involve an additional time commitment such as quarterly one hour meetings online. Meeting papers are provided in advance of meetings to allow Trustees adequate time to prepare.

Equality & Diversity

The Design Council is fully committed to being a diverse and inclusive organisation. We welcome applications from everyone who meets the criteria. If you need any additional support, please do send in an early alert to our HR Manager.

Start date

The ideal start date will be in the first quarter of 2025.

Location

Meetings will usually be held at Design Council's offices or at another central London location. Meetings may occasionally be held at other locations, including outside London.

We aim to hold the Board meeting in person where possible and also hold meetings such as the sub committee meetings online on Teams.

“80% of environmental impact is determined at the design stage.”

[Green Design Skills Gap Report 2024](#)



designcouncil.org.uk