

# Design Council Experts

## Code of Conduct

Design Council Experts are the delivery agents for the Design Council's programmes.

They are invited to work on these programmes following a thorough recruitment and selection process.

They're chosen for the depth of knowledge and experience they bring to the Network and their work with public and private sector.

The Design Council is committed to maintaining the high standards of professionalism it has achieved so far from this Network. Agreeing to be a Design Council Expert demonstrates your commitment to the aims and reputation of the programmes, the Design Council Expert Network and the Design Council.

This document sets out the Code of Conduct for the Design Council Experts supporting the Design Council. It covers how you relate to the rest of the Design Council Expert Network, the Design Council and its Programmes Leads.

The aim of this document is to outline some shared terms of reference to help ensure quality and consistency across Design Council projects and programmes and make sure you know your responsibilities when acting on behalf of the Design Council and its programme.

You should use this document as a point of reference for your day-to-day work as a Design Council Expert. It provides guidance to ensure best practice. It is issued with and works in parallel to your Framework agreement, service schedules and Design Council Expert Handbook. On-going compliance with it is a requirement and it will be used as a baseline to measure performance during annual Design Council Experts' reviews. Design Council Experts who do not comply with the Code of conduct will not be recommended to work on the Design Council's programmes.

The Design Council reserves the right to add to and develop new services at any time. You will be notified of any such service developments and where appropriate inducted to support delivery in the capacity of Design Council Expert.

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## General conduct

Being on the Design Council Expert roster means you have been chosen to represent the Design Council. Design Council Experts are expected to uphold the high standards set by the Design Council and respect their responsibility and position within the various programmes.

Design Council Experts are vital to the success of the Design Council's ongoing projects and programmes. They can often be the first point of contact for the participating companies and organisations and therefore the face of Design Council Programmes.

It isn't possible to spell out every eventuality but we have outlined a number of the key areas of conduct below. We rely on your discretion and judgement to uphold this Code of conduct. If in doubt, ask a member of the Design Council team.

Design Council Experts should be:

### 1. Ethical

Design Council Experts should act ethically and responsibly, using good judgement and common sense in everything they do.

The Design Council Handbook outlines our aims to build an inclusive work environment. Design Council Experts are expected to treat Design Council employees and clients fairly, respectfully and with integrity regardless of sex, race, marriage or civil partnership, gender re-assignment, pregnancy or maternity, sexual orientation, religion or belief, disability and age.

### 2. Sensitive to reputations

Design Council Experts often represent a number of stakeholders. It is essential that you uphold their reputation at all times.

### 3. Enthusiastic and proactive

You should be enthusiastic and proactive in your role, acknowledging that our partners are investing their time, resources and trust in the programme and that you are essential to its success.

### 4. Honest and fair

You should act in an honest, timely and fair manner, working with companies in a responsive and respectful way.

## 5. Dedicated to best working practice

We expect that Design Council Experts will follow best workplace practice in all areas, maintaining a professional demeanour at all times.

- Never create opportunities or new business relationships for your friends or relatives
- If you are asked to work with similar publicly funded support programmes that could potentially compete with your role as a Design Council Expert then you should seek advice from the Design Council
- If you are offered a design-related commission via a Design Council client or organisation within 6 months of your Design Council Expert work, please get advice from the Design Council 06\_ Aware of potential conflicts of interest
- The work of a Design Council Expert is wide and varied. It is essential that you use your discretion and judgement and seek our advice in avoiding any conflict of interest where appropriate. Your role is that of impartial advisor and mentor on the programmes the Design Council delivers.

This means you must:

- Be open in declaring a potential conflict of interest at the outset of any engagement or as soon as it becomes apparent to you
- Have the best interests of the company or organisations to which are contracted to deliver services for in mind at all times. For instance, do not push inappropriate projects
- Act as a mentor and limit your direct involvement in the delivery of design work. This will have been made clear during the recruitment and induction process. If you need it, get more guidance from the Design Council
- Declare any personal investment that might influence your role as a Design Council Expert
- Avoid influencing the companies you work with to generate design-related commissions that you will benefit from personally
- Use your professional discretion to decline gifts and entertainment offered to you by companies on Design Council programmes

## 6. Act within the law

Design Council Experts represent the Design Council and a range of other stakeholders, so it is essential that you act within the law at all times.

The Design Council will not tolerate any form of ethical misconduct such as bribery, corruption, human rights abuses, human trafficking, modern day slavery, insider trading, tax evasion, or any unlawful activity within the bounds of law in the UK.

## 7. Discretion and judgement

Design Council Experts are expected to use their own discretion and judgement in upholding this Code of conduct.

## 8. Declare personal interests

You should declare any personal interests to the Design Council.

## 9. Best practice tendering procedure

It is essential that you carry out best practice processes when providing signposting to design suppliers. A three-way credentials pitch is encouraged when engaging a design agency in a suitable project. This will have been made clear in your induction, and there is more information in the Design Council Expert Handbook.

## 10. Record keeping and attendance

All Design Council projects and programmes are regularly evaluated to ensure they are consistent and high quality. Design Council Experts are provided with a range of tools to strengthen and support the capture of data relating to their intervention and the Design Council has the right to update these at any time.

Active Design Council Experts are expected to attend review meetings at the discretion of the Design Council. Continued failure to attend these review and development meetings will reflect badly on your position and will be considered as poor performance.

Where Design Council Experts attend events on the Design Council's behalf, they need to provide an update back to the Design Council, including content, conversations and leads that may be beneficial to work for the wider Network.

## 11. Confidentiality and intellectual property

To complement the contractual details outlined in the Framework Agreement, here are some general points on what is considered as IP:

- Information that is confidential to companies and organisations you work with including delivery and funding partner confidential information
- Design Council/company confidential information and copyrights
- Financial information, product information, and client data or user information

General guidance:

- It is your responsibility to exercise all due care to ensure that confidential company materials remain confidential
- It is important not to disclose any third-party confidential information with which you are entrusted within the course of your work
- Confidentiality also extends to the Design Council Expert Network so ensure anonymity when discussing client cases
- Each party's brands, names, logos and other IP may be subject to trademark and copyright law. For instance, Designing Demand and other programme names are trademarked by the Design Council. Unauthorised use of this kind of intellectual property can damage a brand's reputation. You should only use these in line with relevant guidance and with the IP owner's permission
- Unauthorised use of tools and materials is not allowed outside the programme unless permission from the Design Council has been obtained
- It is vital to ensure consistent use of any support materials and brand

We encourage you to collaborate with the Design Council where you see an opportunity to create new IP that will contribute to the development of its programmes.

Companies, delivery and funding partners and client organisations all treat their IP as a valuable asset. Whenever it is in your care you must take every effort to protect it and not share it with others without explicit authorisation from its owner. This includes disclosing anything that might undermine their effectiveness or damage the organisations brand and reputation.

Your responsibilities here extend beyond any additional confidentiality agreements you may be asked to sign.

You should also:

- Dispose of confidential material carefully
- Safeguard all parties' IP when it is shared with you and any other IP that is disclosed to you under an NDA or similar
- Comply with applicable IP laws, including those protecting trademarks and patents, copyrights and trade secrets
- Look to minimise opportunities for infringement by other parties.

## 12. About you

There may be other opportunities for you to represent your work with the Design Council. Please let us know if you do not want to be involved in wider Design Council programmes or activities.

Occasionally we may want to reproduce a short biography for you, for example when introducing you to delivery partners or companies. Please make sure yours is up to date by informing us of any changes.

## 13. Your agreement

By working with the Design Council as an Expert, you are agreeing to abide by this Code of Conduct.

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Any questions about this Code of Conduct should be directed to [info@designcouncil.org.uk](mailto:info@designcouncil.org.uk) or the Programme Manager you work with.

## Appendices

The Design Council Expert cannot amend materials on an ad-hoc basis or make them available for use outside its programmes without prior arrangement. Doing this would risk making them less effective because:

- Tools are designed to be used and facilitated in scenarios where we know they work. Amending them or using them without the right personnel or in different scenarios may compromise their effectiveness
- Design Council programmes run nationally and it's not practical to respond to individual requests to change materials
- By releasing materials for unofficial use we can't control how they might be used.

We recognise that companies, Design Council Experts and programme partners may have suggestions for improving programme materials. We welcome these suggestions and will review them in line with the wider development of the programme. If you have any queries of this nature, contact the Design Council.

## General responsibilities

Further information on these topics can be found in the Design Council Expert Handbook and the service schedules which are issued with your Framework Agreement. If in any doubt please contact the Design Council.

## Probationary period

You will be subject to a six month probationary period, which takes place within six months of your addition to the Roster. Further information can be found in your Handbook.

## Services

Should you wish to be involved in services that you are not currently delivering, please register your interest formally with the Design Council.

There is no guarantee that you will be authorised to deliver additional services and all decisions made by the Design Council are final. Please make sure you fully understand the nature of the services you are interested in before registering your interest.

Please also note that:

- Although we anticipate your involvement in delivery we cannot guarantee you will be awarded work;
- Your approved position on the Roster applies to you as a named individual and not to other personnel within your company.

You must abide by the provisions of the Freedom of Information and Data Protection Act in your role as a Design Council Expert.

## Record keeping

You are responsible for recording your interventions and activities with client organisations and will be supplied with relevant templates for documentation.

## Insurance

The Design Council requires all Design Council Experts to source and secure their own Professional Indemnity insurance. Cover required will be detailed in the Framework Agreements. Please ask for further information.

## Sustainability

In line with our Design for Planet mission, Design Council Experts are encouraged to work in more sustainable ways to reduce their ecological impact on a project. Where appropriate you should also promote sustainable practices to the businesses and in the industry you work with.

## Attendance

Design Council Experts must attend a relevant induction before starting work on a programme or service with companies or organisations. It is also essential that you attend all training and development modules or events.

## Coaching

Any new Design Council Expert added to the roster must inform the Head of Design or Design Projects Manager in the Leadership Programmes team before starting any activity to ensure that the relevant coaching provision is put in place. Failure to do so will have a direct impact on our quality assurance.