

PLACE BASED DESIGN

“ Design On Purpose ”

Applying the principles and values of Organisation Design into a Place, to deliver impactful social outcomes.



one peter four

Using the gifts we have received to serve others.

*Peter Lawrence
One Peter Four
March 2024.*

Why Place Based Design?

Design is a well-established life concept, influencing the houses we live in, the clothes we wear; yet it is often not applied when we consider the organisations we lead.

It is our belief that organisations and communities which are intentionally and intelligently designed, are more likely to work better.

The vision for Place is articulated in local and national plans:

For example, the vision for the Liverpool City Region outlined in the LCR Corporate Plan is for a stronger, cleaner city where nobody is left behind, which identifies the following priority areas:

- **A Fairer City Region**
- **A Stronger City Region**
- **A Cleaner City Region**
- **A Connected City Region**
- **A Vibrant City Region**

<https://www.liverpoolcityregion-ca.gov.uk/corporate-plan>

At a national level the Levelling Up the United Kingdom White Paper (2023) provides further context to the question of the moral, social and economic programme for the whole of government, with the focus to:

- **Boost productivity, pay, jobs and living standards,**
- **Spread opportunities and improve public services,**
- **Restore a sense of community, local pride in belonging,**
- **Empower local leaders and communities.**

<https://www.gov.uk/government/publications/levelling-up-the-united-kingdom>

Design and Deliver effective policies for tackling local problems...

There is no shortage of agreement that collaboration within Place is highly effective and much needed.

However, the White Paper recognises efforts in the past have tended to be short term, lacked scale and coordination, and were hamstrung by lack of data and effective oversight. Local leaders have also lacked the powers and accountabilities to **design and deliver** effective policies for tackling local problems and supporting local people.

What is Place Based Design?

Because of my experience and expertise of Organisation Design, I was approached by the Civil Service OD&D Shared Expert Service (Cabinet Office) to research the concept of Place Based Design, to test is it possible to apply the concept and values of Organisation Design to a Place, and if so how?



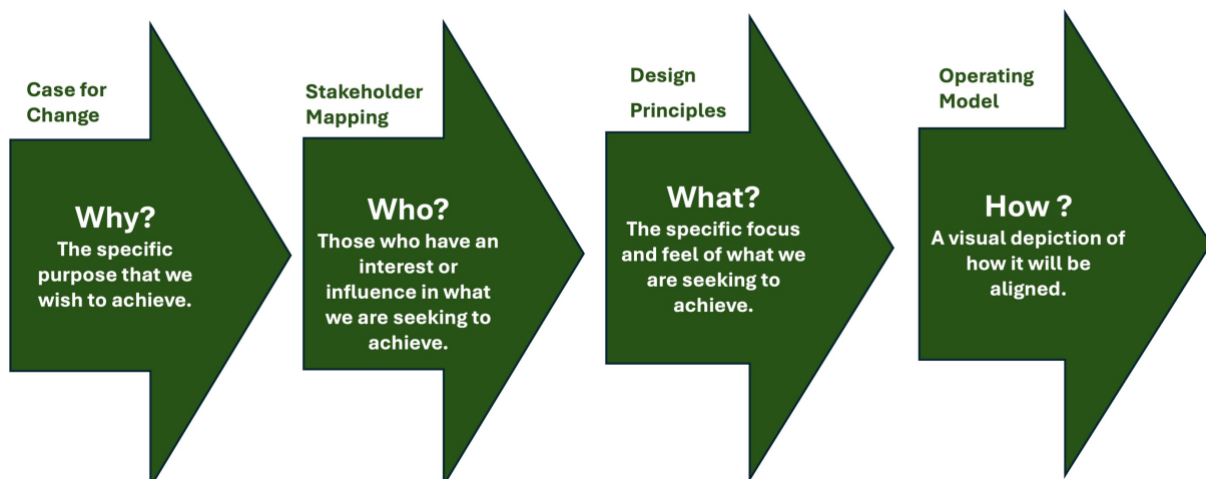
Our approach to Organisation Design, summarised below, recognised as the industry standard within the Civil Service is:

Intentional – Designing a system with a specific purpose in mind.

Intelligent – Using all available information, both quantitative and qualitative data.

Inclusive – A relentless dependence and focus upon the human system, building powerful relationships at every opportunity.

Organisation Design Overview



Researching Place Based Design

We have researched this question with:

- Workshops with Civil Service OD professionals
- Two research projects with University of Liverpool Intern teams (the Haycox and Athena reports)
- Board members of OD Network Europe (<https://odneurope.org>) and the European Organisation Design Forum, (<https://eodf.eu>) both of whom are interested in supporting our ongoing research.

Is it possible to apply the concept and values of Organisation Design to a Place, and if so, how?

Our Findings - Place Based Design

We have identified:

- A “whole system approach” to deliver effective and efficient outcomes must include and engage all public services in the places in which they are located.
- Leadership is one of the transformational aspects, together with Purpose and Culture.
- Place is defined as a city or region, seeking to deliver a specific social outcome in the Place.

Further details and a full report of our findings is available on request.

Place Based Design – What next?

Our recommendation is that using the above research and design approach, an accountable Place Based Leadership forum is created drawing upon leaders from across the City Region, to develop a new partnership between central and local government, aligning to the opportunities created by the Places for Growth Programme

For more information contact

peter@1peter4.co.uk

One Peter Four is a community of expert organisation design and development practitioners, with experience of working in the public service, seeking to serve people, organisations, and communities.

*One Peter Four relates to the words of the apostle Peter “use the gifts you have received to serve others”.
(1 Peter Chapter 4 verse 10)*