

The Mayor of London's Design Lab
Co-creating London's integrated workforce

Delivered by



A partnership between



On behalf of



Workforce Integration Network

The Mayor of London's Design Lab

At-a-glance

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Are you a major London employer in Green, Healthcare, or the Creative sectors?
Do you recognise the business benefits of diversity?
Are you interested in being a leader in workforce integration?

The Design Lab 2023 is open to 30 leading London companies to benefit from the latest evidence and thinking on Anti-racism and EDI. Supported by top experts your team will receive training, coaching and resources with the opportunity to collaborate, co-design, and drive practical change in your business, your sector and across the London economy.



A 10-month coached programme of participative design and action on workforce integration

Why join?

For All of Us

Every Londoner deserves the opportunity to fulfil their potential and finding their path to good work is an important step to achieving that ambition.

Your background should have no bearing on what you can achieve. Yet, even in a city as diverse as London, too many people from Black, Asian and Minority Ethnic groups face barriers to employment.

The Design Lab helps employers enrich their workforce and empowers businesses to make full use of the talent we have in our city, so we build a fairer, more equal, and more prosperous London for everyone.

Sadiq Khan
Mayor of London

Join the Design Lab in seeking to serve the following communities in London:

- Black men (16-24yo & 50+),
- Pakistani, Bangladeshi, and Black women

Communities are prioritised based on latest workforce and labour market insights. An intersectional approach focuses further on how ethnicity interacts with other factors such as age, gender, and education.



The **Design Lab** is part of the **GLA's Workforce Integration Network** set out in the Mayor's **All of Us** Strategy for London.

Why join?

For your business

The economic case for designing equity into business is well-made. Diverse organisations perform better, have higher workforce satisfaction, secure better financial returns, and are more innovative.

Despite these good arguments, systemic barriers to representation and progression in the London workforce persist, leaving our businesses missing out on great talent and drive.

Through the Design Lab we can help deepen our understanding on diversity and innovate together, and give more Londoners of diverse backgrounds the opportunity to move into good work.

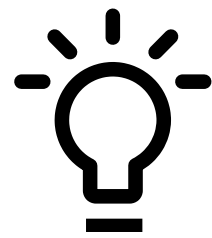


Debbie Weekes-Bernard
Deputy Mayor for Communities and Social Justice



Green

Including Green construction; Low-carbon transport; Green spaces and resilience; Waste recovery and recycling; Green Finance; and Green roles in other sectors.



Creative

Including Film, TV, Gaming, Animation and Visual Effects



Health

Including NHS clinical and non-clinical roles

Who is it for?

Enrolment criteria

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The Design Lab is for employers who want to accelerate their workforce equity and diversity plans and become sector champions.

The opportunity is for 40 leading London employers in cohorts of 10 for each of the sectors: Social Care, Green, Hospitality, and Digital.

The programme brings the latest thinking on proactive Anti-racism, EDI, and collaborative design. It is conceived to help businesses go from good-to-great, building on their existing EDI know-how and plans. The only cost is time and commitment.

You will be either:

- A large employer with 250+ London-based employees or a fast-growing SME

You have:

- Significant recruitment plans in 2023-2025 for London
- A London-based decision centre, or with local autonomy to drive London workforce-related initiatives at pace
- Existing EDI plans and commitments

You can commit:

- C-Suite sponsorship to champion participation, communication and action
- Dedicated core team of two HR/Operations managers with EDI experience for x2 days/month over 10 months
- Colleague engagement of 15 to 18 people, a cross-section of your company, for one full day

You believe you could:

- Expand creatively on your existing EDI plans
- Make public your commitments and support for anti-racism and EDI
- Become a Mayoral champion for workforce integration

How does it work?

Design Lab summary

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A 10-month advanced company EDI programme based on participative action on Anti-racism and the dynamics of change for companies, sectors and the wider community of London.

What is the difference between not being racist and being anti-racist? How do we understand our own company cultures and have safe conversations based on lived experience? Why is social equity an economic argument and essential to business success? How do we measure and co-design our own EDI journeys individually and collectively?

The programme is brought to you by leaders in the field of Anti-racism and collaborative change. You and your team will be introduced to an EDI evidence base that is made accessible and reusable so you can pass on knowledge with conviction. You will learn as a team and be equipped with the frameworks and tools for change. You will share lived experiences with colleagues and learn how to manage a safe space. You will be applying the latest bespoke Equity by Design methods for engagement and participation.

The programme rolls together training, coaching and planning on Equity, Diversity and Inclusion. You are designing equity into business culture. You and your business will leave with know-how, reusable tools, and practical plans. You will also be contributing to knowledge and leadership on workforce integration for London.

ENROLMENT

SECTOR INDUCTION

COMPANY IMMERSION

SECTOR CO-CREATION

MAYORAL SYMPOSIUM

How does it work?

Design Lab 2023 programme

The Design Lab is shaped around the participating companies to make it easy for you and your team to plan your time. There are roles for leadership as internal company champions. There is a full 1-day Immersion for up to 18 colleagues. A small core team, including your HR, are involved throughout. We guide you through the programme step-by-step.



How does it work?

Design Lab 2023 programme

[Register now](#)

This is a fast-paced, immersive, and transformational programme in 5 steps.

1.

Enrolment

Month 1

Register your interest online. If you meet the pre-screening qualification criteria, you will be invited to an open briefing and Q&A or one-to-one session.

With your general questions answered and still keen to participate, you enrol and we invite representatives of your senior leadership and HR to a short and confidential meeting to run through the logistics, commitments, and sign-up to the programme.

2.

Sector induction

Month 1-2

Meet all ten participating companies in your sector and check in with colleagues from your own business. Take part in an interactive online induction workshop on common challenges for your sector.

Get familiar with the Design Lab 2023 plan, methods, tools and communication channels so that participation runs smoothly over the coming weeks.

3.

Company immersion

Month 3-5

The creative work starts with eighteen of your colleagues drawn from across departments and seniorities. Online questionnaires provide an anonymised snapshot of EDI status and culture.

Over a full-day online workshop run by leading expert Coaches you will: build on data and insight from within and outside the business, use new tools to explore and create a safe-space for discussion and development, and identify actionable priorities.

Following the workshop, your core team will meet for two follow-up Coaching sessions to refine and drive action plans.

4.

Sector co-creation

Month 6-10

Regroup with companies in your sector to share progress, gain inspiration, and develop solutions that require sector-wide collaboration. You will learn about the experiences in other businesses so you can refine your own plans.

Based on the data from all our participating companies and new frontline research on the cultural nuances of our diverse London BAME communities, you will focus on practical actions to overcome some of the key structural barriers to career entry, progression, and representation.

Following the workshop, your core team will meet for two follow-up Coaching sessions to push forward interventions.

5.

Mayoral symposium

Month 10

At the end of the programme, you will be invited to City Hall to share and discuss your experiences and knowledge with fellow colleagues in the sector and London policymakers.

You will expand your network further, meeting all the participating companies, past Alumni and experts from across many areas of public life.

The symposium will inform a final report featuring your own company with the learnings from the Design Lab 2023.

How does it work?

Design Lab approach

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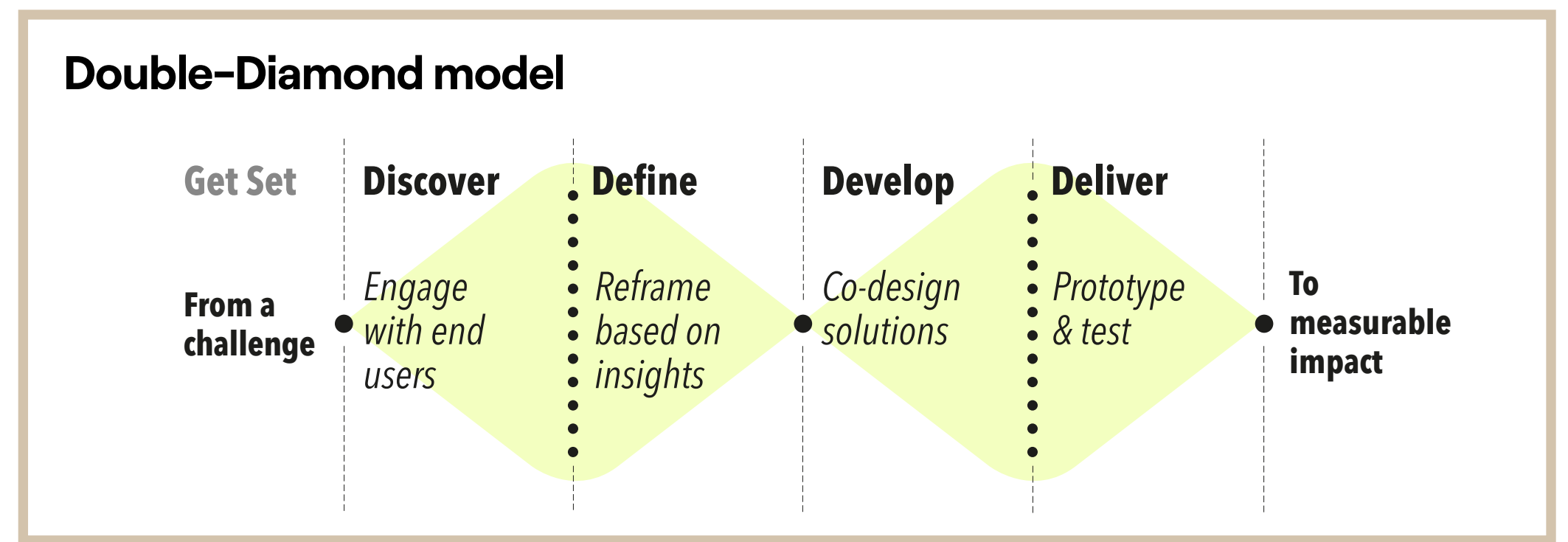
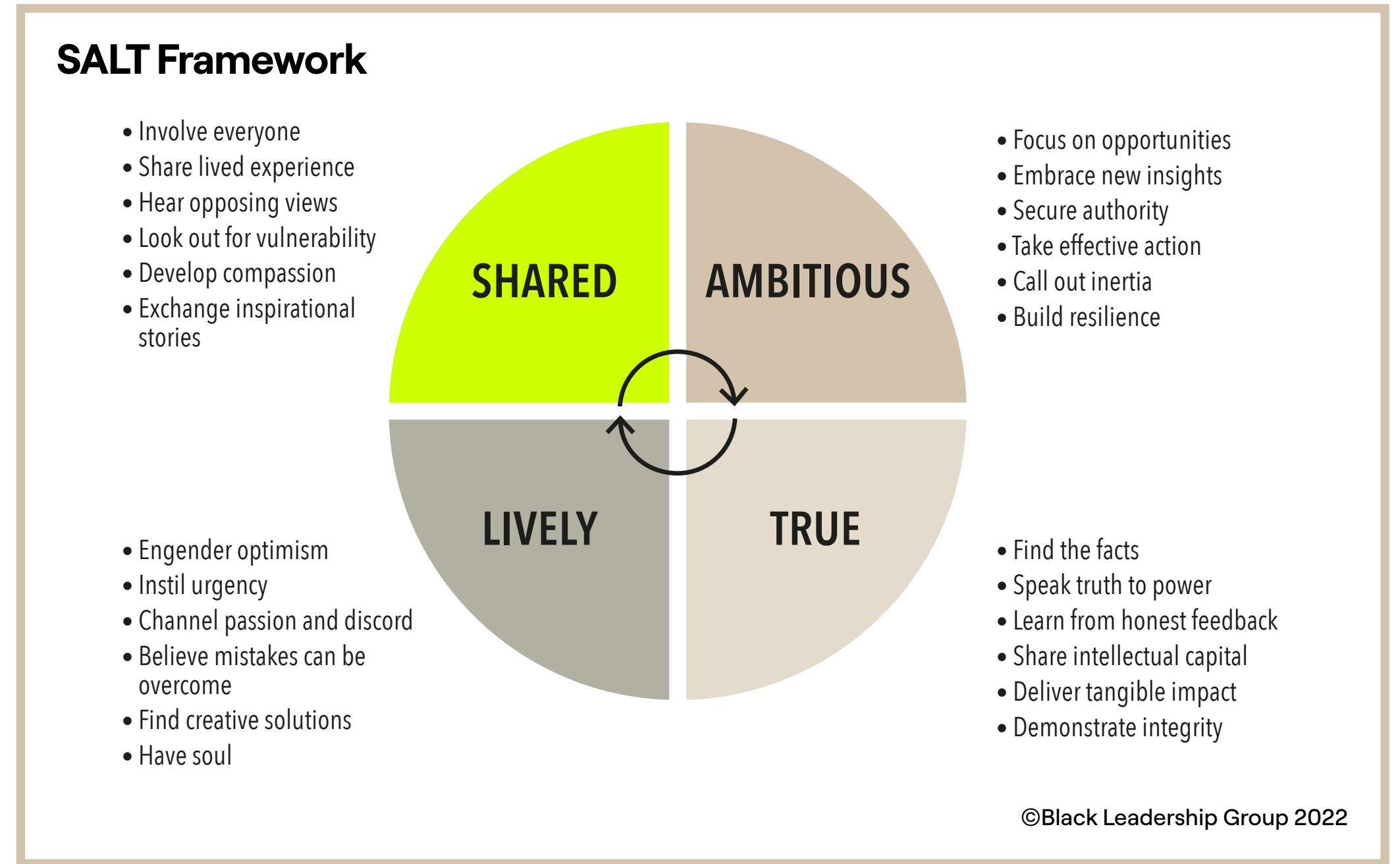
Like all good Design Labs, our goal is to innovate. In the field of workforce integration, we are turning practical ideas into social and economic value, based on the needs of Londoners.

To achieve this as a Design Lab, we are supported by some of the UK's top practitioners in EDI and participative design from London Equity And Design (LEAD). LEAD is a partnership between not-for-profit Anti-racism training organisation, The Black Leadership Group (BLG), and strategic design consultancy DK&A, which includes the executive training school, the Design Thinkers Academy London.

LEAD's methodology brings together next and best practice in pro-social organisational change and design. The interdisciplinary approach referred to as Equity Design, is taught at leading academic institutions such as Stanford University.

The BLG's trademark SALT framework is rooted in evidenced EDI research as well as current thinking on Anti-racism. Based on this foundational model, diagnostics and tools support data collection, analysis, and company Coaching. You benefit from the tracking research from the many other organisations who are integrating a Design Equity approach into their businesses.

LEAD integrates the SALT framework within a gold standard methodology for Design Thinking and Service Design. Using the Double-Diamond model, developed with the UK Design Council, LEAD applies a suite of methods based on human-centred and participative design.



Why get involved?

The benefits

Design Lab is a practical EDI innovation and change programme for business that delivers pro-social and economic impact for London.

Deliverables

For your commitment you receive the full 10-month programme at no cost, including:

- ✓ 3 collaborative workshops
- ✓ 4 hands-on Coaching sessions
- ✓ 1 Design Lab Symposium
- ✓ Leading EDI and innovation experts and mentors
- ✓ Downloadable research, and ready-to-use tools and resources

Return on your investment in time

The return on strengthening equity, diversity and inclusion in your own company and sector is a prize, measured in employee engagement, innovation, growth and skills. Wider benefits include:

Participation in a programme that is at the forefront of the Mayor's economic recovery plans to build back better and fairer.

Recognition as an Equity, Diversity and Inclusion leader in your sector, including profile opportunities through the Greater London Authority (GLA).

Increased acknowledgement as an attractive supplier to organisations committed to Anti-racism and EDI, such as the GLA.

Access to a new cross-sector business network of leading companies and EDI experts.

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Become a member of the MAP

The Design Lab is part of the Mayors Academies Programme (MAP).

For businesses that are existing members of an Academies Hub, the Design Lab will support your drive to a more inclusive workforce.

For new businesses, this will be an opportunity to access a network of businesses, HE providers, and stakeholders, who share your commitment to improving workforce diversity.

Alumni companies

[Register now](#)

“It has allowed us to have more robust conversations around equality, diversity and inclusion in our workplace and bring this to the table so that we can discuss our approach as a business.”



“It helped to demonstrate we’re serious about improving the representation of black and ethnic minorities.”



The Design Lab has supported 28 leading London firms in construction, infrastructure and technology on their EDI journeys.

Meet our Alumni:

Dell Technology
Informa Tech
Cloudreach
Profusion
Cognizant
Panaseer
Telent Technology Services
Paysafe
SGN
Thames Water
J Murphy & Sons Ltd
Skanska UK
Wates Group
Ground Control
UK Power Networks

McGinley Support Services
Balfour Beatty
Kier Group
Mott MacDonald
Morrison Water Services
Ferrovia Construction UK
ISG
Laing O’Rourke
Jacobs Engineering Group
Hyperoptic
Affinity Water
Northumbrian Water Ltd
Balfour Beatty Vinci Systra (JV)

The team

Your coaches

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The Design Lab 2023 is delivered by leading practitioners in EDI and collaborative innovation who work together as London Equity And Design. They are a mix of educators, HR and cultural experts, and service designers. Here are some of the team, who will be working with this year's participants:



Amarjit Basi
Co-Founder,
The Black Leadership
Group



Goldie Chaudhuri
Learning Designer,
Design Thinkers
Academy London



Kate Dempster
DK&A Associate
Intercultural Expert,
Deputy Chair to
Advisory Panel



David Kester
Co-Founder DK&A and
Design Thinkers
Academy London



Robin Landman
OBE – Co-Founder, The
Black Leadership Group



Stella Mbubaegbu
CBE – Co-Founder, The
Black Leadership Group



Susana Quast Osório
Design Director, DK&A

The Design Lab
LEAD team is
supported by an
expert Advisory
Panel including:



Dara Douglas
Director of Digital Ways
of Working and
Collaborative Design,
PwC



Prof. Paul Miller
Director of the Institute
for Educational & Social
Equity



Duro Oye
Founder & CEO of
20/20 Change

Join Design Lab

To join the Design Lab 2023 simply log on to the interest registration page, where you'll be guided through some simple steps. As long as you meet the criteria for entry and join before we are full up, we look forward to welcoming you.

[Register now](#)

Questions before registering? Reach out to sandra.adu@kesterassociates.co.uk

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DK&A

On behalf of

