

The background image is a dark, grayscale photograph of the front entrance of 10 Downing Street. It features a central black door with a white pediment and a semi-circular fanlight window above it. The door is flanked by two large, multi-paned windows with white frames. A black wrought-iron gate stands in front of the entrance. The number '10' is visible above the door.

Shortening the feedback loop between No10 and the citizens we serve

A Challenge for Microsoft's EDI Business Challenge

Context

- No10 plays a prominent role in setting the policy agenda for government.
- However, we rely on a large and complex machinery of departments, agencies, local councils and public services to deliver on this agenda, turn ideas into reality and ensure new policies and services are delivered effectively and fairly.
- It can sometimes be difficult to stay in touch with how government policies and services are being received by the public either at the stage we are thinking of them or when they are being delivered.
- No.10 operates at pace with only so much public input possible into policy formulation and oversight.

Issue

- Traditional routes of gathering feedback, like public consultations, often move at a slower speed than is required.
- According to the Office for National Statistics, (63%) had little or no confidence that they have a say in what the government does [\[2\]](#).



Your Challenge

Create a fast, structured, and meaningful feedback loop between policymakers in Downing Street and the public. This could cover one, or all, of the below stages of the policy lifecycle:



Idea Generation: Understanding public perception of new potential policies



Policy Design: Refining policies and designing how they will be delivered in the real world



Implementation: Monitoring real-world impact and adjusting as needed

