

User Research for Local Government

Service definition document

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Meet Lighthouse





Lighthouse is a strategic public design practice that helps governments and complex organisations turn ambition into action.

We bring together policy, strategy, service and product design, research and behavioural insight to tackle complex challenges and deliver outcomes that work in the real world.

We specialise in evidence led, user centred approaches that reduce risk and increase confidence in decision making.

Our teams work closely with clients to design, test and refine solutions, bridging the gap between strategy and delivery while building lasting capability along the way.



Our mission



Amplify diverse voices

Understanding the needs of the people affected

We identify and listen to the people most affected by an issue, going beyond formal consultation to understand lived experience and real world context.

This helps ensure that decisions and services are informed by how things actually work in practice, and are shaped with the people they are intended to support.



Bring balance

Navigating competing needs and perspectives

We bring together a wide range of perspectives, including practitioners, decision makers, subject experts and stakeholders, to support balanced and inclusive decision making.

We recognise that complex challenges involve trade offs, competing priorities and long term considerations, and we help organisations navigate these with clarity and confidence.



Catalyse change

Turning insight into action

We accelerate change through strategic, evidence based design and delivery.

By combining research, iterative testing and systems thinking, we help organisations reduce risk, validate approaches and deliver solutions that are effective, sustainable and able to adapt as contexts evolve.

Who we've helped



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Service definition



User Research for Local Government

User Research for Local Government provides ongoing, tailored research to support decision making.

The service builds a clear understanding of needs, behaviours and contexts, aligned to local priorities and decision cycles. It helps local government organisations develop stronger evidence bases to inform strategy, policy and service design over time.



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Features



Features

1. Research aligned to local priorities
2. Combination of qualitative and quantitative research methods
3. Regular insight cycles supporting decision making and planning
4. Integration of resident voice and lived experience
5. Research tailored to local services, places and communities
6. Insight synthesis across multiple projects and time periods
7. Flexible research focus responding to emerging needs
8. Clear reporting for officers, leaders and members
9. Support embedding insight into policy and service decisions
10. Knowledge transfer to build internal research capability



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Benefits



Benefits

1. Builds stronger evidence base for local decision making
2. Improves understanding of resident needs over time
3. Supports more informed policy and service design
4. Reduces reliance on ad hoc or reactive research
5. Strengthens confidence in strategic decisions
6. Enables early identification of emerging issues
7. Supports better outcomes for communities
8. Leaves councils better equipped to use research effectively



A photograph of a lecture hall with a speaker at a podium and an audience. The room is dimly lit with warm, orange-toned lights along the walls and ceiling. The audience is seen from behind, seated in rows. The speaker is standing at a podium on the right side of the stage. The logo and text 'Lighthouse' are overlaid in the center of the image.

Lighthouse

