







Engine

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responsibility for project design, delivery and eutcomes.

## "A participatory improvement model"

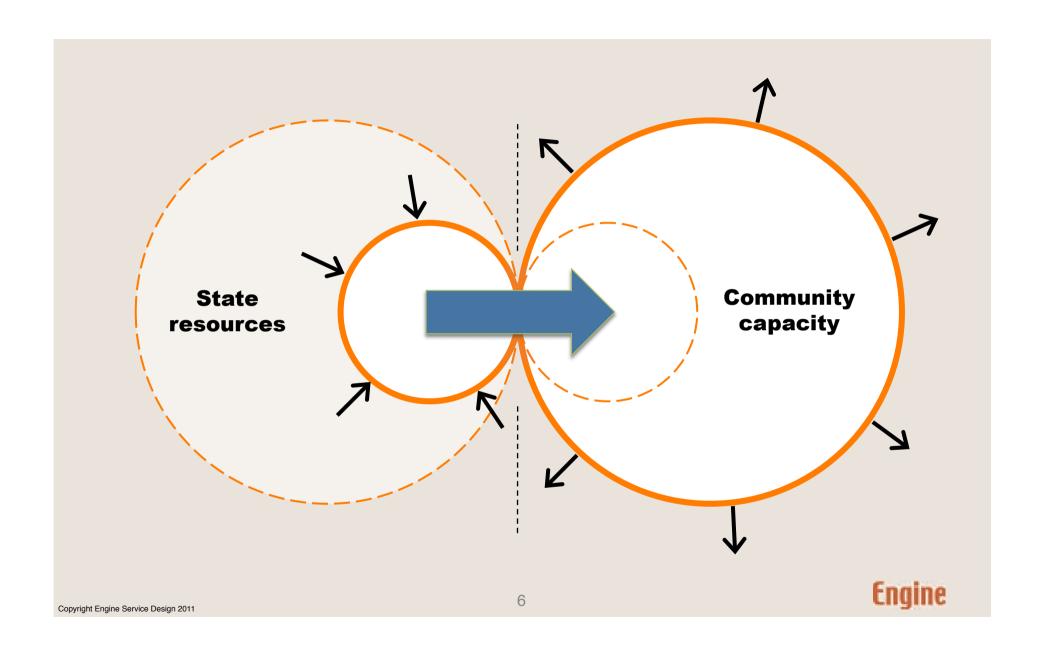
(That borrows heavily from design-led approaches)

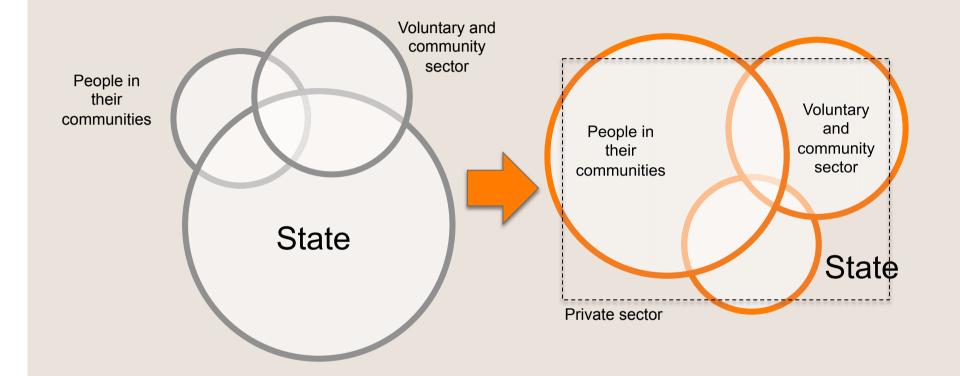
SILK

### Why are we having this conversation now?

### Why are we here talking about Design?"

## What's driving the search for new ways of doing business in the public sector?





### What's needed?

- 1. Solutions to complex and particularly localised problems can't be discovered in isolation of service users and communities.
- 2. Value and outcomes are created in the experiences people have of services in the moment and over the longer term.
- 3. Need to develop co-productive models of service and to unlock resources.
- 4. New and emerging models of service are inherently multi-sector.
- 5. Need greater confidence and the means to overcome key emotional obstacles to new ways of working.



## What characterises new ways of working in the sector?

### **Emergent practices**

- 1. Optimistic and focused on tangibility.
- 2. Accessible and egalitarian 'social design'
- 3. Just enough process and structure.
- 4. Creative enough to feel worthwhile, while being grounded in an understanding of real world constraints.
- 5. Values people's stories and experiences alongside other forms of evidence.
- 6. Understands 'desirability' and the need to change behaviour.

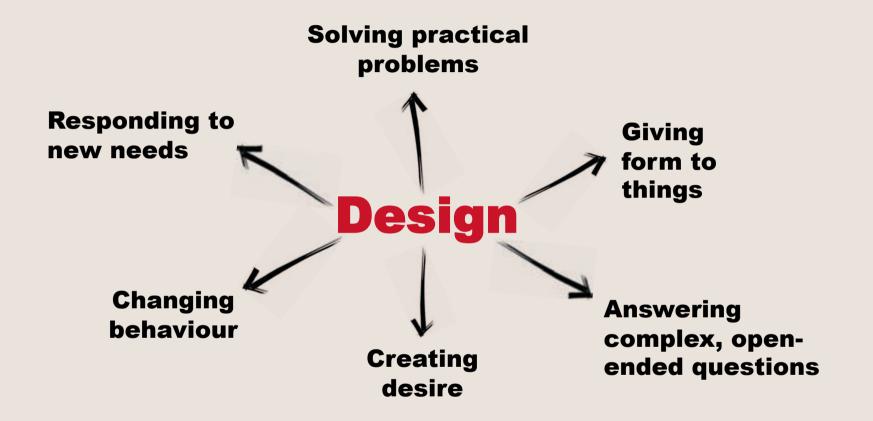


# We need a shared practice for services research and development

(Does the public sector do R&D?)

## Service design is a magpie practice ...and there's something in it for everyone.

Service design: Crafting and orchestrating the interactions between people and services to create the most value for both.





### Method clusters

1. Insight	2. Idea	3. Action	4. Sustain
Insight gathering	Concept building	Service detailing	Service design tools
Opportunity mapping	Prototyping	Service specification	Management tools
Direction setting	Case making	Production	Collaborative platforms

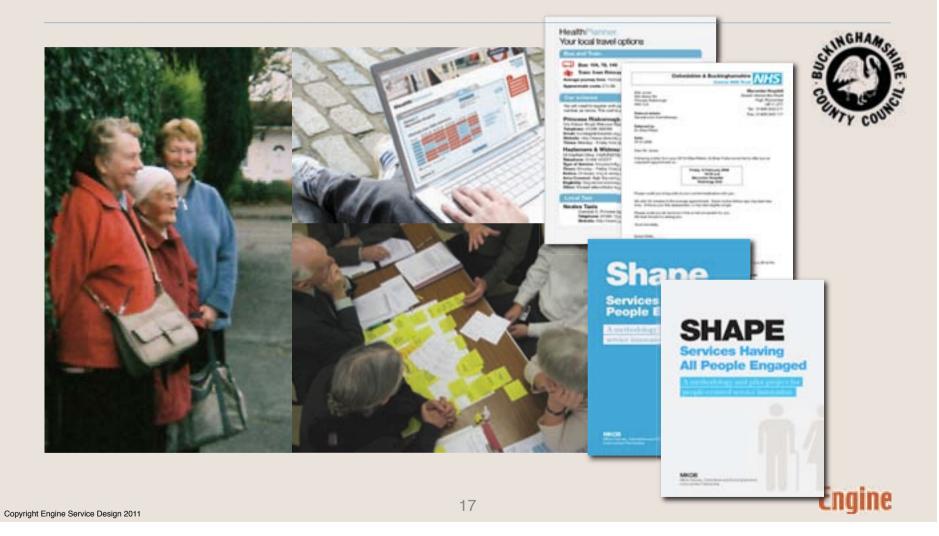
### What actually gets designed?

Purpose	The role a service or organisation wants to adopt in people's lives.	
Proposition	How the purpose translates into something that can be built, offered and accessed – and that has real value and relevance.	
Principles	Design principles to guide design and delivery. Design principles make the experience of a service recognisable to user.	
Platform	Requirements for the target operating model and for the system of people of things that underpin provision.	
Processes	The ways services are operated - and designed in response to need.	
Products	The tangible things people actually buy, buy-into, do and experience and the tools that support services marketing, management and delivery.	
People	The beliefs and behaviour of those delivering and using services.	





### **'Health Connect'**



### 'The Works at Walker' Technology College















### **New services for families on low incomes**



### **Co-designing Sure Start services with fathers on Sheppey**









### **Building a culture of service**







### Modeling a new approach in Southwark



"Improve the Council's ability to build a more complete understanding of families and the support they require.

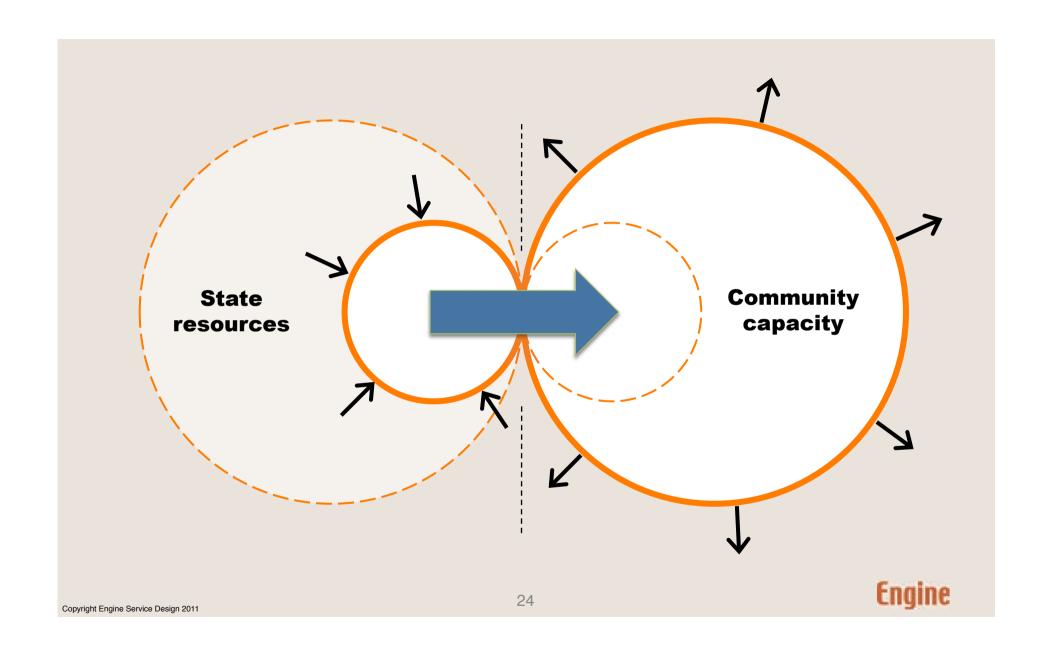
Help the Council to become smarter in the way they identify and act on opportunities to support residents.

Inspire the development of new services and improvements to the way that services are communicated and delivered."

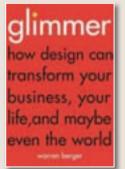


### Modeling a new approach in Southwark





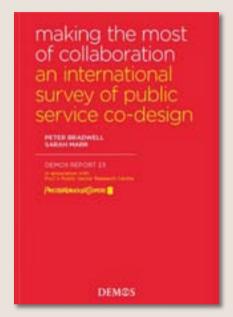
"Care."
"Connect."
"Commit."



Glimmer Warren Berger Warren Berger

Author and Editor of the online magazine GlimmerSite.com

Creative.
Collaborative.
Systematic.
User-centered.



Making the most of collaboration: an international survey of public service co-design.

Demos 2008

NSA Dissign & Society, Novial Asimus's immurror's designers in today's sorbl' by hophia Parker. A report on the R.S.A. Design Directions proper THE VISCO Planer this Buch. a design student who graduated to zone, took on a job with the Youth Offerding Service (1994) in a local counsil. Working alongside trained practitioners at first, she gained an in-depth understanding of the way things worked from their perspective. Once she had earned their trust, she presunded them that the should go and spend time with the young people with whose the service worked, he puricular also was interested in the 'extreme' cases, those young people who were prelific offenders, many of whom had already had periods in prison. Over the five months that she spens operating in this way, Buth worked hard to visualise what ide was fearning; the relationship maps, the ensistered isomers, the moments of interaction between the Youth Offceding Service and earls young person. She started to use some very quick and simple things that could improve the service and help keep the young people engaged and willing to participate in the various relacation and rehabilitation programmes on offer.

But while Buth was excited about the big inspect themsimple things, could have, the was also aware that her work was revealing exore challenging finitings about hose custodial souterness were making young people more likely, suffer than less likely, to offered, the could certainly use hose her design a hills might help improve relationships between the tree and soung people. But she could also see how a designer might help to remodel the entire visition of services, continuously and convey products in that they were formered on relabilitation rather than containment and possibilitations above.

Social Animals: tomorrow's designers in today's world. RSA 2009



Prototyping Public Services: An introduction to using prototyping in the development of public services.

NESTA 2011

### Thank you