

Co-design with young people

Service Design in Government Conference 2019

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@JKyri @MelRayment #FutureBarnardos

What we're talking about today

1. The challenge and our mission
2. Equity and power
3. Reframing the co-design process
4. How we're doing this at Barnardo's
5. Some goodies
6. Questions

301,100 children, young people, parents and carers.

At the end of 2017-18:



Over 1,000 services



701 shops



8,091 employees



Over 22,000 volunteers

Our digital mission is to
**deliver astronomically
better outcomes for
more children**

#FutureBarnardos

**We are not the vessel from which
all design is created.**

**We must
democratise design capability
in our communities so that we
seed the emergence of new
perspectives by
unlocking the deep expertise of
others.**

2.1 million
vulnerable children in the UK

*Vulnerability Report 2018 - Children's Commissioner

The challenge

FROM:

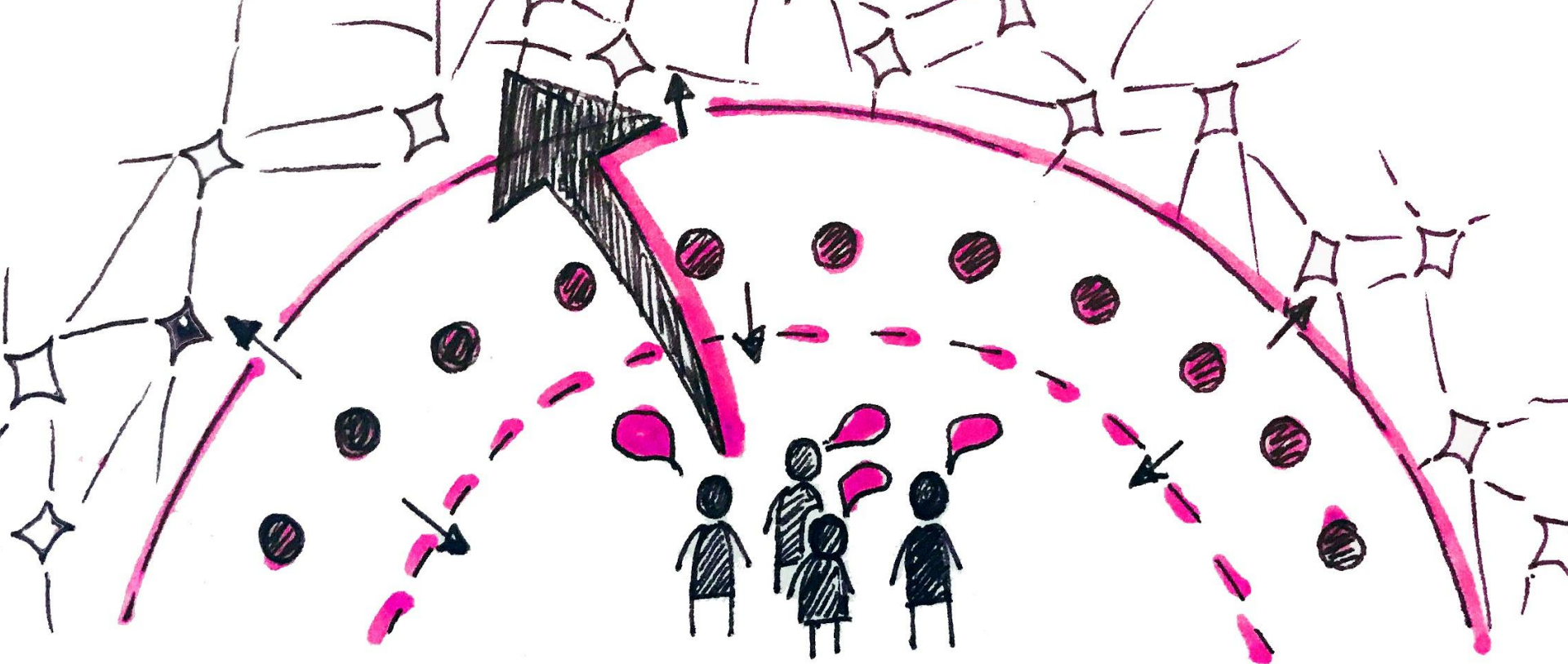
**Passively
accepting the
world is led by
adults who hold
power**



TO:

**Awareness of my
entitlement to be
an active
influencer in the
world I
experience**

**Every child should feel
the power to shape the
world around them**

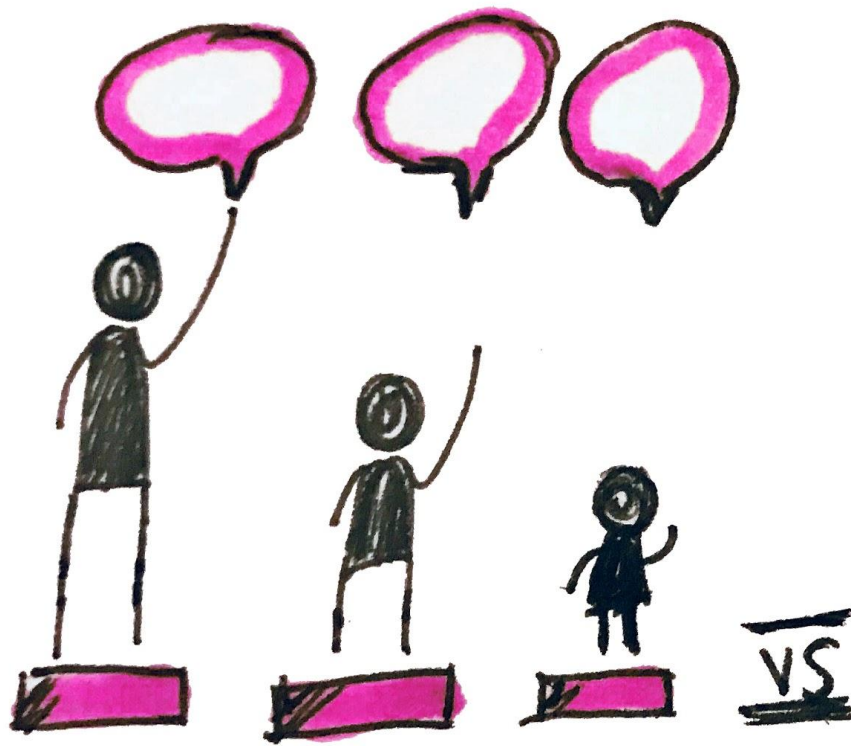


Every child & young person has the opportunity to have a say in the services they receive

Influence how we at Barnardo's provide support

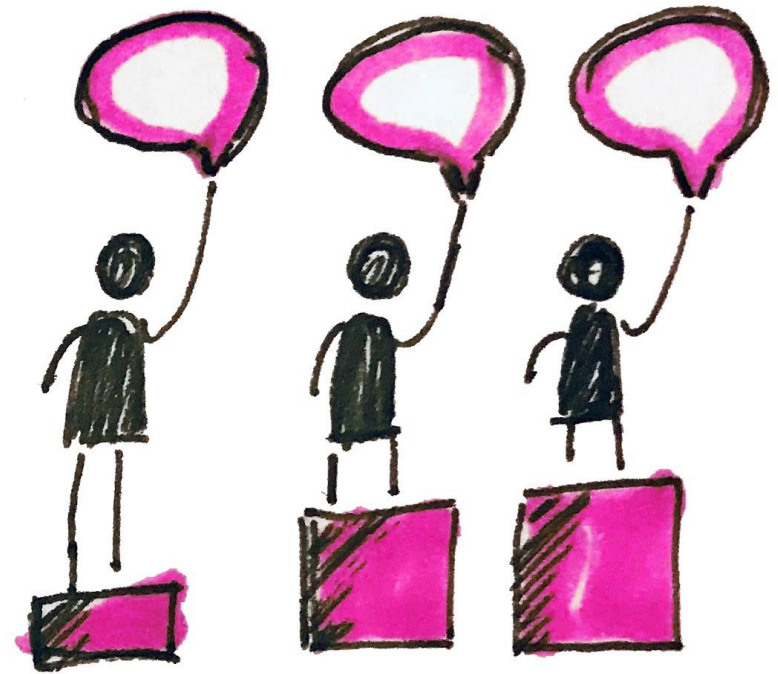
Shape children's social care sector around children and young people's needs

voice
influence
co-design
collaboration



EQUALITY

Giving everyone the same thing



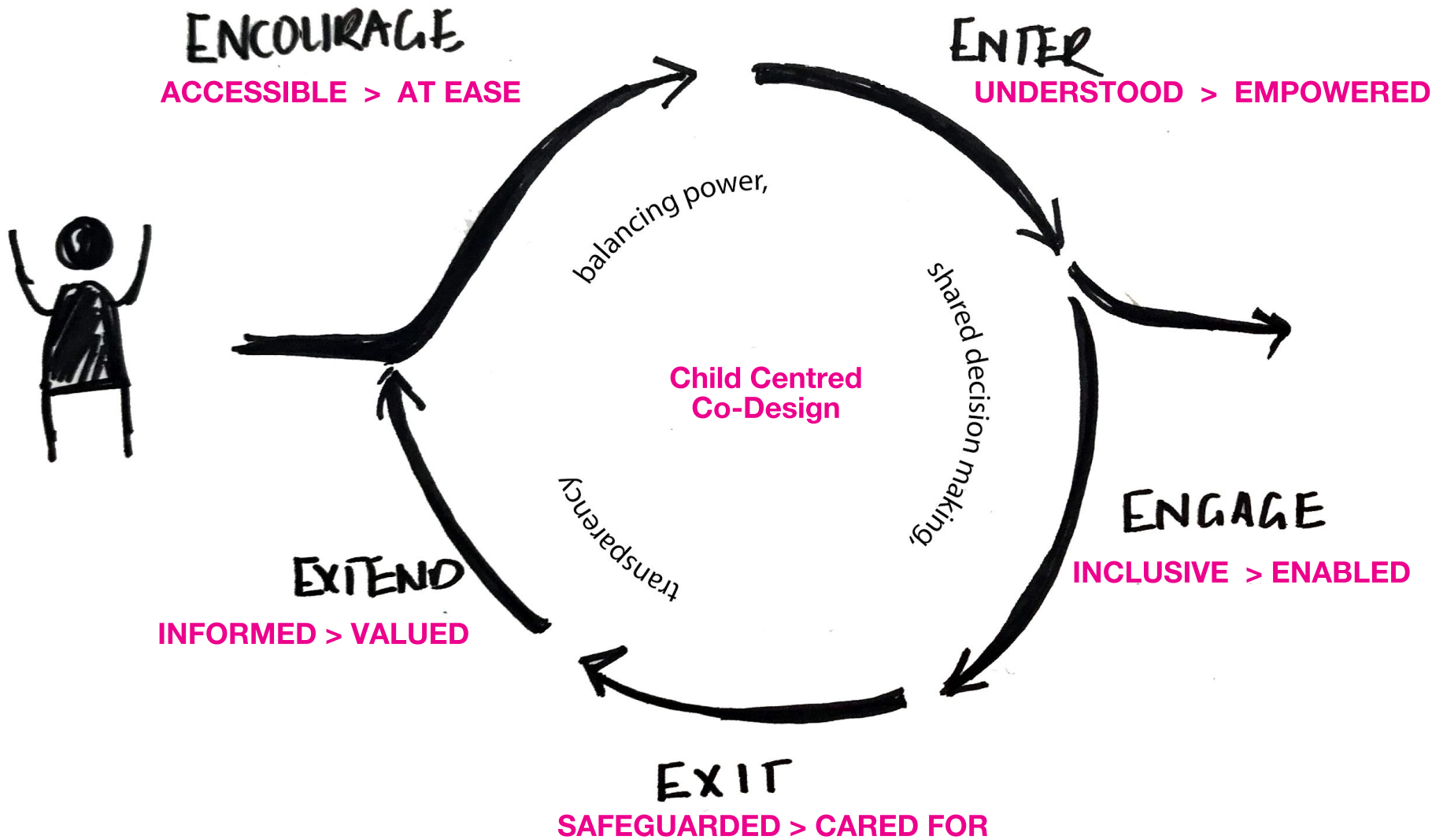
EQUITY

Giving everyone access to the same opportunities

Equitable collaboration means we must make space for others and support them to find their voice.

Co-design is: the means of enabling collaborators to realise (visualise and make sense of) what they need from the services they use and the power for them to influence its evolution.

**How might we ensure
collaboration is a positive
experience?**



Enabling factors for good co-design

BALANCING POWER

Ensuring we recognise all forms of power, actively balance negative effects and support others to find their voice.

SHARED DECISION MAKING

Enabling structures and a culture where young people genuinely have power as collaborators to make important decisions.

TRANSPARENCY CHILD-CENTRED

Be transparent about how research is undertaken, it's limitations, where it's used, how decisions are made and funding allocated.

Utilise the expertise in the organisation to understand how to engage with children, how to safeguard them and how we as an organisation consistently ensure the voice of children & young people is integral to how we operate.




STRUCTURAL

RELATIONAL

SYMBOLIC

(Ref: Luke's power dimensions)



"I felt like they were trying to take my power away and that made me feel a bit upset because everything that I fight for is for equality and for equal power for everyone," Harper said.

Now imagine...

You're being bullied at school...

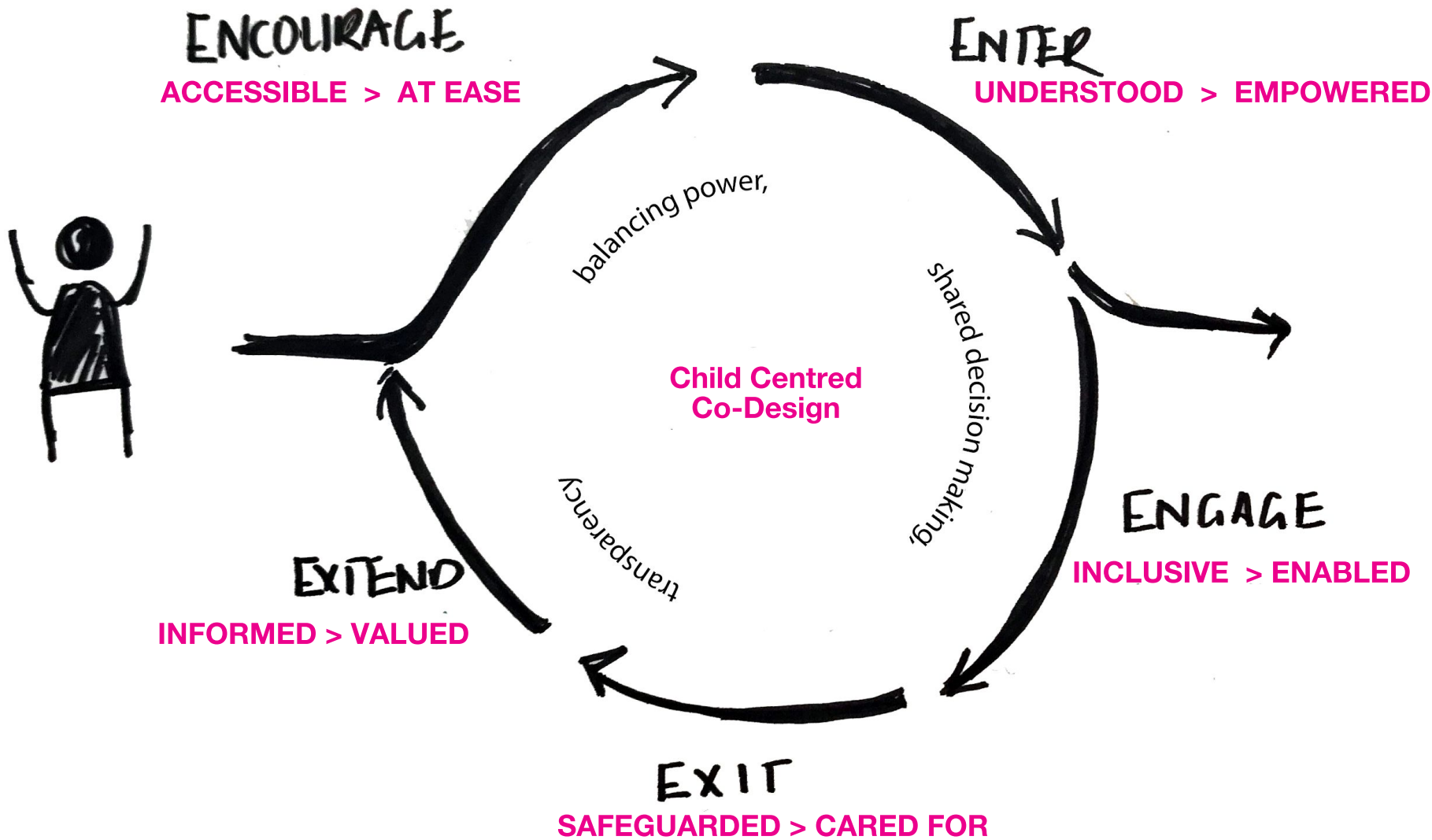
- 1) My Mum is at home so I can speak to her
- 2) My Mum explains to me how to report this to school
- 3) My Mum has a friend at the school that can help and will believe my story
- 4) I have the confidence to explain what has been happening

Now imagine...

You're being bullied at school...

- 1) You can't speak to your Mum because she's had too much to drink
- 2) I don't know how to report what's happening
- 3) The adult at school won't listen to you unless an adult is there
- 4) I don't have the words to explain what's been happening

**What do good
co-design experiences
look and feel like?**



Stage:

Encourage

What we're doing:

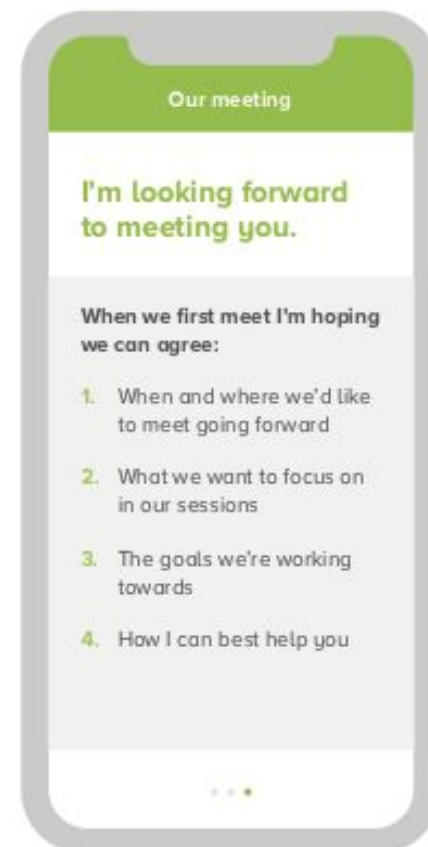
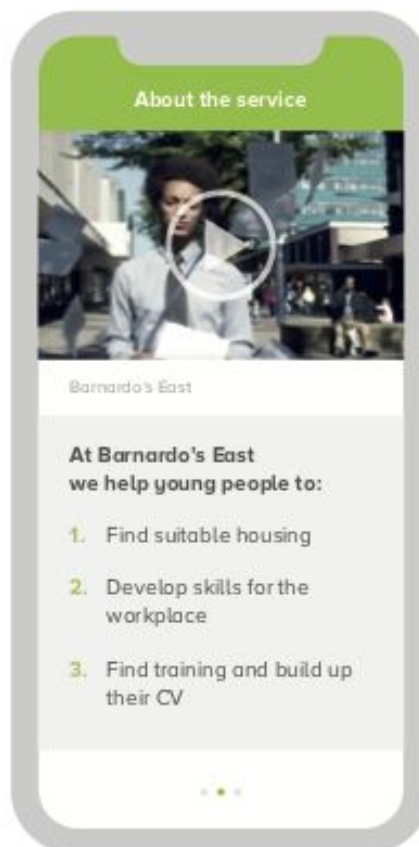
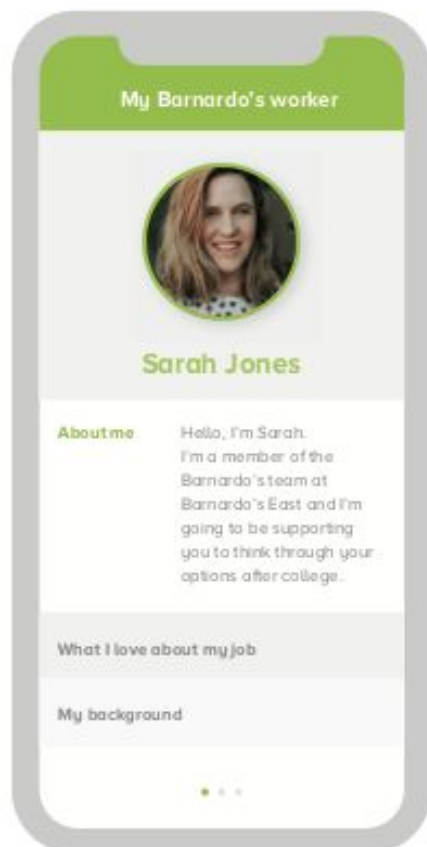
- Collaborative priority setting
- Consult with ethical body
- Considering the child - timings, venue
- Providing growth experience
- Welcome Pack

The experience held:

I am... made aware

I feel at ease

Welcome Pack



Stage:

Enter

What we're doing:

- Visualise methodologies
- Engage support network
- Participatory child-centred engagement
- Forms of expression
- Engagement pledge

The experience held:

I am... understood

I feel empowered

Engagement Pledge

My name is

Sam

What I want help with

1. Speaking about my problems
2. Contact with my Mum
3. Keeping my new plant alive

How I feel about meeting my new Barnardo's worker



About me

I live with my foster mum and sister. I like walking the dog and playing football.

What I will try and promise

1. To let my worker know if I can't attend an appointment
2. To always be honest if something isn't right or I need help
3. To tell my worker what I want help with

What makes me feel uneasy or worried

1. Repeating myself
2. Talking about the past
3. My mum

What helps me feel better

1. Playing with my dog
2. Rupert
3. Talking to my foster mum

How to contact me

1. Text me to ask if I'm free to speak
2. I am in school 8.30am-3pm so can only speak after 3pm

Stage:

Engage

What we're doing:

- **Varied methodologies; kinetic, visual, audio etc.**
- **Breaks; break-out spaces; food; fidget toys**
- **Signal Cards**
- **Visualising Consent**

The experience held:

I am... included

I feel enabled

Understanding Consent

So you've been asked to help Barnardo's with our research...

here's what you need to know



Stage:

Exit

What we're doing:

- **Debrief**
- **Thank yous vs Incentives**
- **Outlets for reflection**
- **Staff wellbeing**

The experience held:

I am... safeguarded

I feel cared for

Stage:

Extend

What we're doing:

- **Feeding back to check we got this right**
- **Young people to be welcomed to iterate**
- **Reaching out others not using that service**

The experience held:

I am... informed

I feel valued

Prototype:

Ambassador Programme
Young people involved in recruitment

Our Promises

In order to deliver our Vision, here are a set of Promises we have made to our service users:

Inclusive

We make sure you have the confidence to relax and be who you are

Accessible

We make it easy for you to use the service and access the content

Empowering

We give you the power and knowledge

Understood

We design around you and your needs

Safeguarded

We help you to feel protected and know that you are safe

Source: Veron Lai's Safe Spaces Online Design Principles Deck, January 2018

Where next?

**Some goodies
to share...**

Download from: barnar.do/SDinGov

Top Tips for Designing Digital Services for Young People

These posters are a guide to help you provide better digital products and services for young people. All guidance is based on what young people have told us they need to engage and interact with us online.

This is for:

Designers, practitioners, content creators and anyone involved in building digital products and services for young people.

What's in this pack:

Creating engaging content for young people

Supporting young people using our digital products and services

Engaging with young people using our digital products and services

Encouraging young people to interact with each other across our digital products and services

Designing digital products or services for young people

Creating engaging content for young people



Let young people tell their own stories in their own voices



Invite your readers to interact with stories and share their views



Use videos, games, blogs, responsive design or supporting visuals to make your content more appealing to a younger audience



Keep the mood upbeat and focus on positive outcomes to show how young people have overcome their obstacles



Subtitle all video content and include a transcript for accessibility



Avoid difficult stories that might upset or frighten your readers

Download from: barnar.do/SDinGov

Context **Speaking and interacting with adults**

Theme **Confidence**

Research has told us...

When a young person needs to speak to an adult online, they are not sure who can help them


Insight reference **Co-design with CYP workshop**
London, July 2018

When presenting a young person with a trusted adult to speak to, include:

- Their age and gender
- Their area of expertise
- Their role at Barnardo's

This is important because...

The young person can feel **confident** assessing whether this person can help them



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Design with humility

Children and young people as the expert of their lived experience

**Unlock the power of
collective intelligence
across our systems**

**Every child should feel
the power to shape the
world around them**

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