

Design in the Public Sector

Melani Oliver, Design Council

Design Council

- The national voice of strategic design
- We believe that design-led innovation can stimulate business growth, transform public services and enhance places and cities
- Partnership with LGA to 'mainstream' design methods and tools for innovation
- Long history of enabling, coaching and partnership with local authorities
- www.designcouncil.org.uk

LGA

- The national voice of local government
- We work to support, promote and improve councils
- Keen to support council innovation – partnership with Design Council and providing funding
- Creative councils programme
- Innovation database
www.local.gov.uk/innovation

Our partnership

“We recognise that there is a growing movement of design thinking and innovation in public services and the LGA is keen to equip more councils with the necessary tools and knowledge. As council's finances get tighter, we want to enable them to come up with radically different solutions to challenges faced so they can continue to provide excellent services to their communities.”

Councillor David Simmonds
Chair, LGA Improvement and Innovation Board

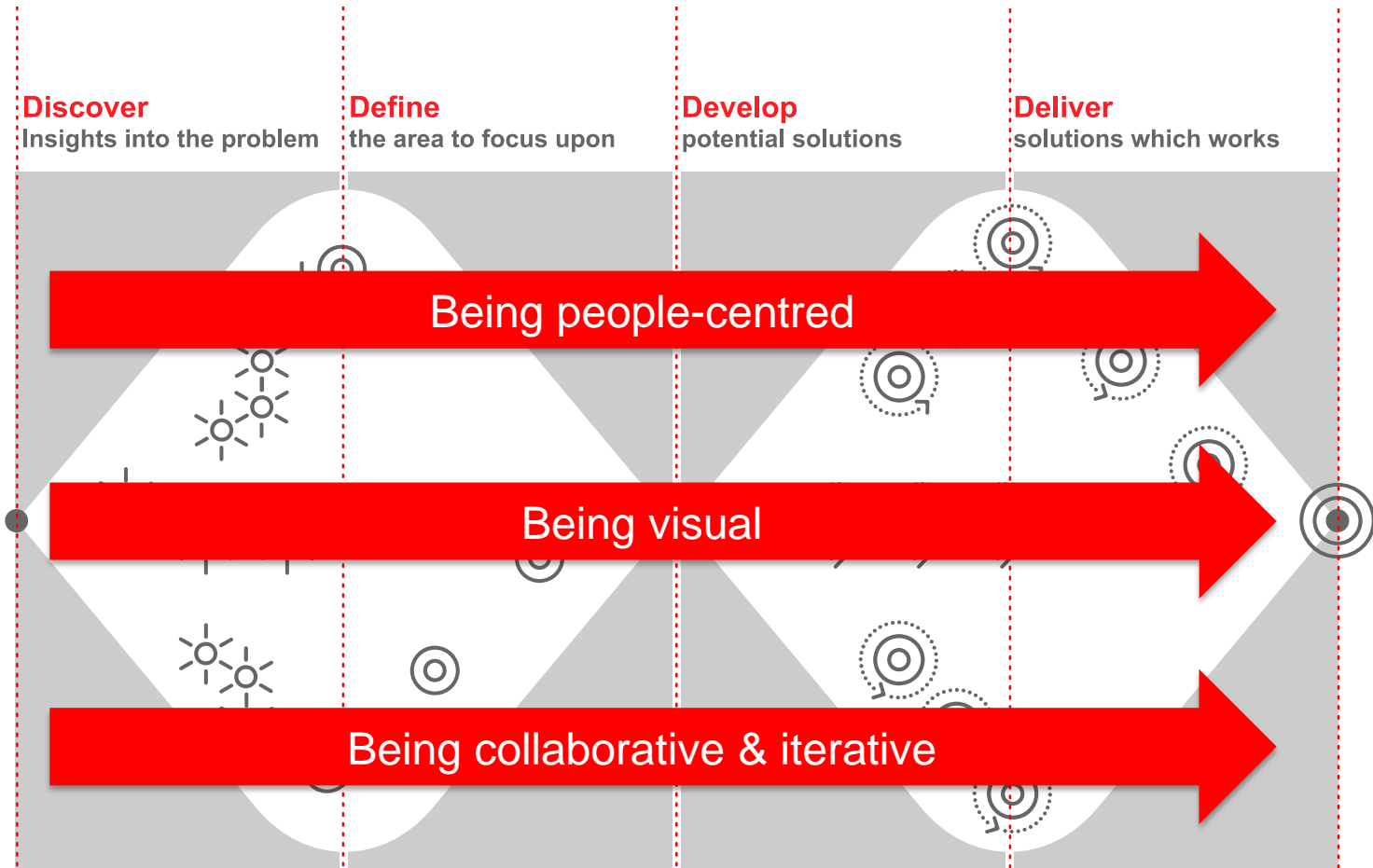
Mainstreaming design in the public sector: the wider mission

To get the value of design better understood in the public sector so that more Local Government leaders use it as a change lever and it becomes a more natural part of the commissioning process.

An evaluation of the programme found:

1. Design supports the fundamental reframing of services around user-centred principles. All but one of the respondents to the online survey said that they had reframed their challenge, and this came through very strongly in the team leader / team member interviews.
2. The programme helps improve knowledge of design approaches. By end of programme 85% of participants considered design 'highly' or 'very 'highly' relevant to public sector.
3. Design thinking can be transferred through local authorities and public services. By the end of the programme, more than 30% of participants had embedded in their work.

Innovating through design

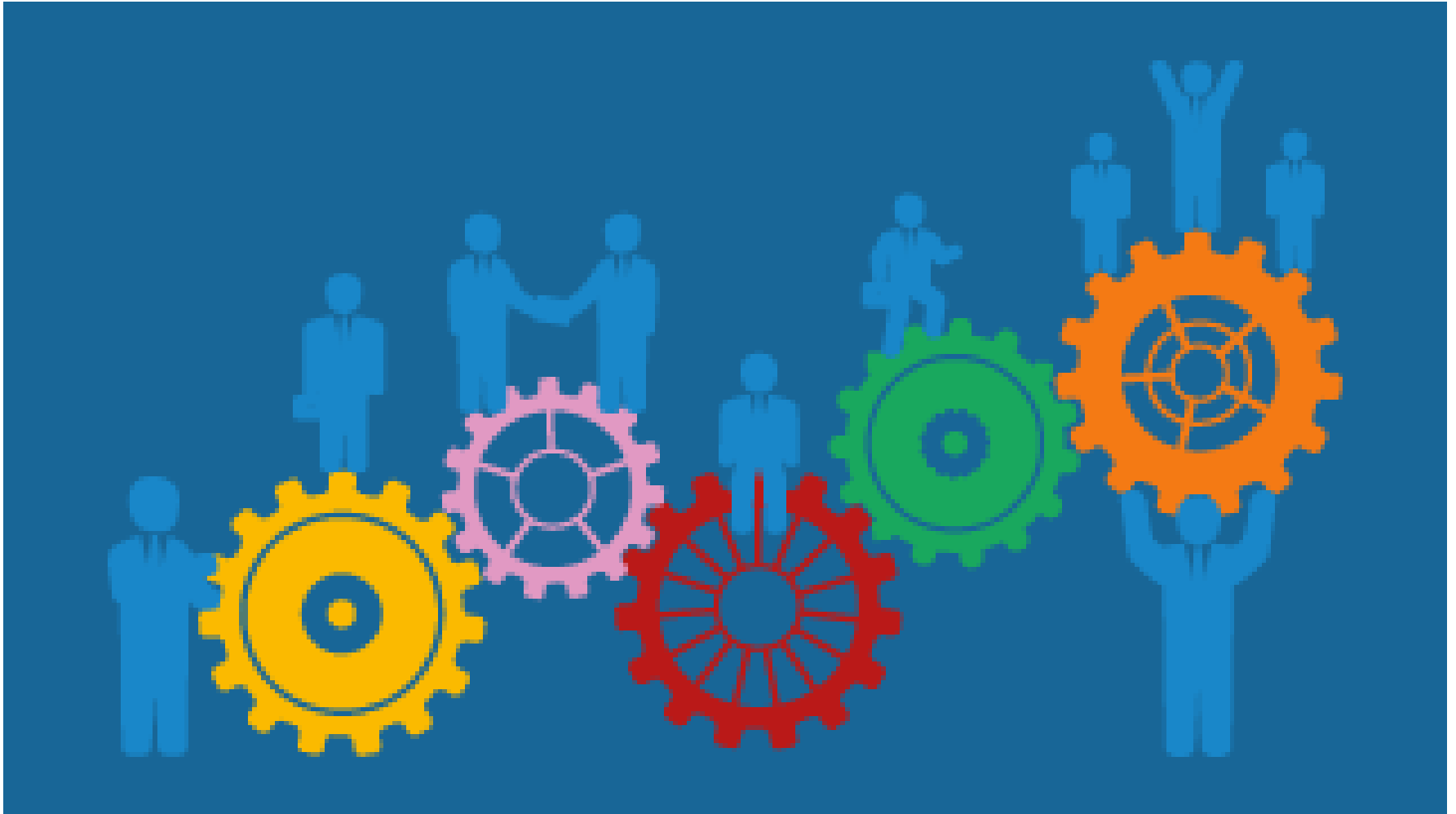


Design in the Public Sector: case studies

Chelmsford: the challenge



Coventry City Council



Customer Access to Adult Social Care services

Barking & Dagenham Council



“Improving our customer engagement & staff collaboration for the people of Abbey Ward”

Phones

Hand & Home Phone

Tablets

- We've made switching to O2 Home Broadband easy...
- 1...check your line
 - 2...place your order
 - 3...plug in your router
 - 4...enjoy super fast speeds up to 30Mbps

Pick me up

3 for 2
on all phone socks



'Deep Dive', Service Personas



Activity- Pen Personas

- Read the case studies and identify the challenges in undertaking innovation and design work in Local Government
- Bring these challenges to life by creating two Pen Personas per table representing the archetypal individuals in your organisation which enable or block this work

What are some of the challenges?

- A new culture which:
 - recognises people as assets – start by understanding the lived experience of citizens asking
 - the local authority facilitating rather than delivering
 - blurring distinctions between professionals and users
 - mutuality and reciprocity – creating expectation and opportunity for people to support each other
- Leadership that creates an authorising environment
- Re-thinking what we mean by risk- allowing for experimentation, testing, failure and learning

Individuality/Flexibility



Organisational form: **CLAN**
Orientation: **COLLABORATE**

Organisational form: **ADHOCRACY**
Orientation: **CREATE**

Internal
Maintenance

External
Positioning

Organisational form: **HIERARCHY**
Orientation: **CONTROL**

Organisational form: **MARKET**
Orientation: **COMPETE**

Stability/Control

Conclusion

Innovation requires a complementary cultural shift in:

- *The way staff work across the council, specifically the way they interact with service users and residents, by replacing the passive dependent citizenship with a belief that residents have strengths and resources to bring to the table.*
- *How services and new models of delivery are designed by nurturing much closer interaction between the community and professionals and encouraging the design and delivery of localised solutions embracing public sector, commercial and voluntary contributions*

These changes can lead to both:

- much better services with more impact
- a group of very empowered residents

Thank you

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