

Public Services by Design

Purpose of report

For discussion and direction.

Summary

This report provides information about the Design Council's "Public Services by Design" programme, which uses design-led approaches to support public sector improvement. Ellie Runcie, Director - Design Innovation Services and Networks and Pauline Shakespeare, Programme Manager, Public Services by Design from the Design Council will attend the Board to provide further information about the programme. This will enable the Board to explore the synergy between the Design Council's work and the LGG's work on productivity and improvement.

Recommendation

That Members explore the synergy between the Design Council's "Public Services by Design" Programme and the LGG's work on productivity and improvement.

Action

To be determined in the light of the presentation and Members' discussion.

Contact officer: Nick Easton
Position: Senior Adviser
Phone no: 020 7664 3278
E-mail: Nick.Easton@local.gov.uk

Public Services by Design

Background

1. The twin pressures of resource constraints and increasing user expectations call for innovative responses. The LG Group's Productivity Programme and the Creative Councils work with NESTA aim to help councils respond - but other organisations also support innovation in the public sector.
2. The Design Council has developed a new programme "Public Services by Design", tailored to the needs of public sector managers. The programme was informed by the 2008 Innovation Nation White Paper and is funded by the Department for Business, Innovation and Skills (BIS), the Design Council itself and a small contribution from programme participants.
3. "Public Services by Design" supports improvement by using design-led approaches, developed by the Design Council, to help public sector managers facing complex service provision issues to develop new ways of approaching their work. At the heart of these approaches is using the perspective of the people who use and provide public services – citizens and communities. Further details are available here
<http://www.designcouncil.org.uk/our-work/support/public-services-by-design/>
4. The programme has completed its pilot year, supporting ten clients (seven subsidised by BIS) to find innovative solutions to particular local service challenges, across a range of services. The total programme of BIS sponsored clients (Nos 1-7, below) over the year was £119k, or an average cost of £28.5k per pilot.

| | Service Challenge Title | Client Organisation(s) |
|----|--|--|
| 1. | Housing Options Centre | London Borough of Lewisham |
| 2. | Youth Justice Board Glen Parva Development | The Youth Justice Board for England and Wales (YJB) |
| 3. | Streamlining the set up of a company | HM Revenue & Customs (HMRC) and Companies House |
| 4. | Supporting Independent Living – improving health and well-being | North East Improvement and Efficiency Partnership and North East Association of Directors of Adult Social Services |
| 5. | Smarter Streets | Kirklees Council |
| 6. | Working Together to Improve the Health of Children in their Earliest Years | Coventry, Solihull and Warwickshire Total Place Programme |

Item 3

| | | |
|-----|--|--|
| 7. | Thinking Family: "The Early Doors Approach" | Sheffield City Council |
| 8. | Young people not in education, employment or training (NEET) pilot | Worcestershire County Council Total Place Programme |
| 9. | WorkFlow: Innovating Travel in North Bristol | North Bristol Travel to Work Partnership (NBTWP) |
| 10. | Let's get physical: What's stopping you? | Suffolk County Council, NHS Suffolk and Healthy Ambitions Suffolk Delivery Partnership |

5. Key messages that have been highlighted by the Programme so far are that:

- 5.1 There is a **willingness** within the public sector to engage with the design community to improve public services;
- 5.2 Design tools and techniques, such as: prototyping; observation; customer journey mapping; can be readily adopted by public sector managers, and the process results in **knowledge transfer** and new skills development;
- 5.3 The scale benefits of the Programme arise from engaging with those who already have a specific brief for encouraging the **improvement of services** across a range of stakeholders. For example, organisations that have a specific brief for service improvement, such as Total Place, business.gov and Improvement and Efficiency Partnerships present an opportunity for engagement across agencies which can multiply the potential impact of design approaches; and
- 5.4 There is initial evidence for the potential for substantial **efficiency gains** resulting from Programme participation.

Conclusion and next steps

- 6. Members will receive a presentation from the Design Council about their "Public Services by Design" programme and are invited to explore the synergies with the work the Board is leading on productivity and improvement.

Financial Implications

- 7. There are no additional financial implications arising from this report.