

Public Services by Design

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We believe design has
an important role to
play in social and
economic renewal



Mentoring services



Our track record

Business

2000 engaged; 650 mentored

£12.45 for every £1 spent by Government on the programme

£25 forecast ROI for every £1 spent on design by business

£6-9m turnover to the design industry (ongoing investment)

Science

6 universities; 24 projects

£25k to more than £4m additional investment

Public Services

£26 of social return on investment for every £1 spent

Average efficiency gain £750k

What we do

Public Services by Design

An independent design mentoring service for service leaders and managers to enable them to use design to solve service development and delivery challenges.

Design for Public Services
Lewisham Emergency
Housing Services

Housing Options Centre

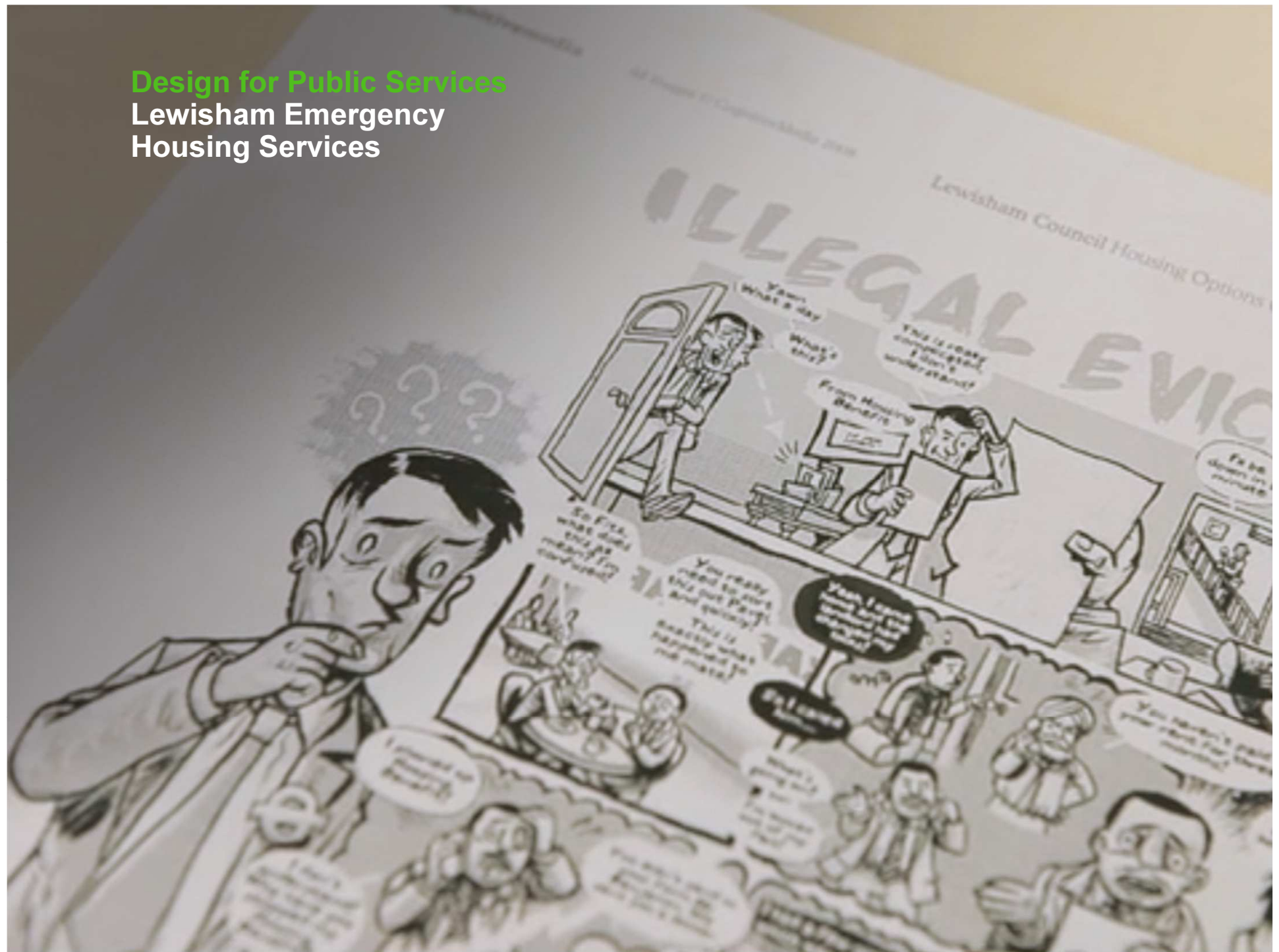
Lewisham 

Opening Times

Monday	9:00am - 5:00pm
Tuesday	9:00am - 5:00pm
Wednesday	9:00am - 5:00pm
Thursday	9:00am - 5:00pm
Friday	9:00am - 5:00pm



Design for Public Services
Lewisham Emergency
Housing Services



Impact

Lewisham

- Reductions in temporary accommodation use
- Reductions in time spent in temporary accommodation
- Reductions in registered homelessness
- Improved routing to appropriate services
- Shorter customer waiting times
- Improved targeting of resources on those in greatest need
- Increased capability of front line team
- Reductions in sick-days taken by front line team

Impact

Lewisham

- Cost of mentoring: £28k
- Design agency fees: £7k

- Actual / projected savings of £368k p/a
- SROI of 11:1 (independently evaluated, July 2011)

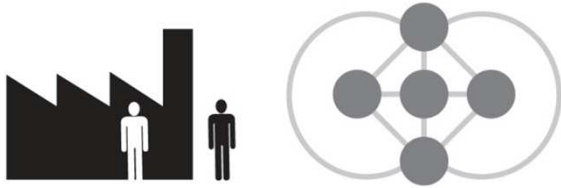
Design Associates



Service overview

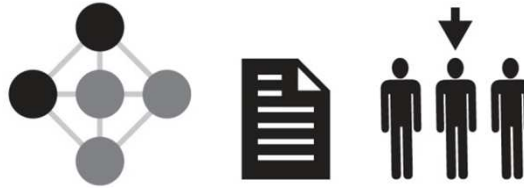
1 Exploration

Identify and prioritise design opportunities



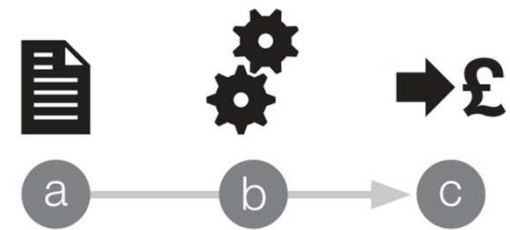
2 Definition

Define the project and find the right designer



3 Implementation

Support the design project



2011: A transition year

5 Public services

3 examples:

1. Community budgets: Improve community engagement and efficiency by providing user – centred services (London Borough of Barking & Dagenham, Abbey ward)
2. Health & wellbeing: Design a shared service to encourage healthier lifestyles in Sale (NHS Trafford, plus 4 other partners)
3. Adult social care: Design a care home infrastructure that supports activities for people living with dementia. (Order of St John Care Homes)

2012: Scaling up

10 places available

Local authorities and third sector service delivery teams

4 themes – are they the right ones?

- *Children & young people's services*
- *Adult social care*
- *Shared services & management*
- *Community budgets and localism*

Types of applicant

Individual organisations

Regional clusters

Partnerships – local authority, health services, third sector working together

2012: Scaling up

Topline

From challenge to project in six months or less – start December, finish June/July

Design mentoring backed by Government – you pay 50%, BIS pay 50%

Deadline for applicants: 28 October

Collaborations encouraged – e.g. regional clusters, multi-agency partnerships

Continued learning from the sector – working with our alumni and organisations in the public sector. You.

Big questions

Scale

Sectors and issues

Budgets

Measuring success

Thank you

www.designcouncil.org/publicsector