

# Design in the Public Sector

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5 September 2017



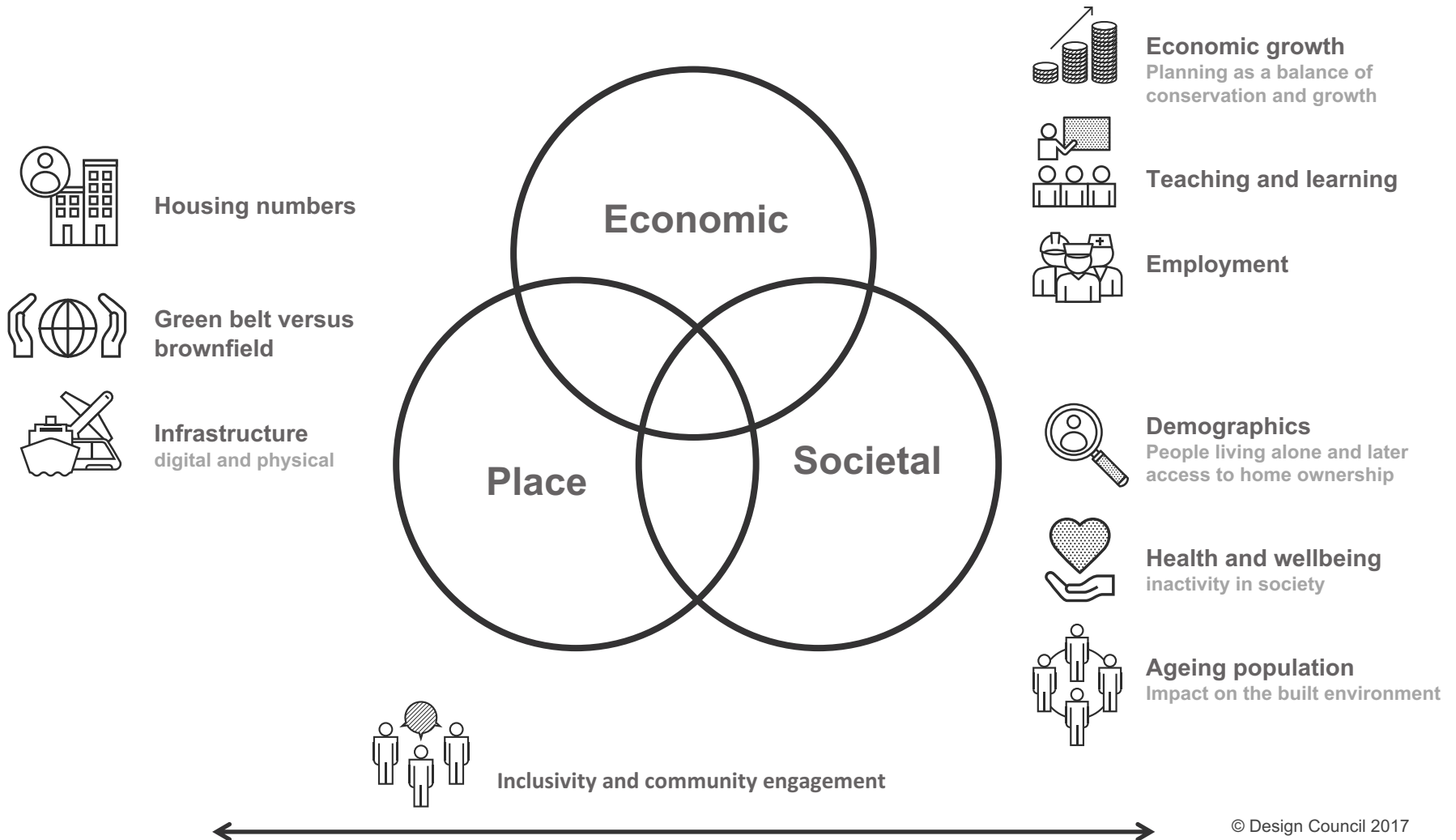
**“...to promote by all practicable means the improvement of design in the products of British industry”**



**design**

**to improve lives**

# Responding to drivers for change



**Who is a designer?**

# Who is a designer?

*“Everyone designs who devises courses of action aimed at changing existing situations into preferred ones”*

Herb Simon, Nobel Laureate in Economics

# What is Design?

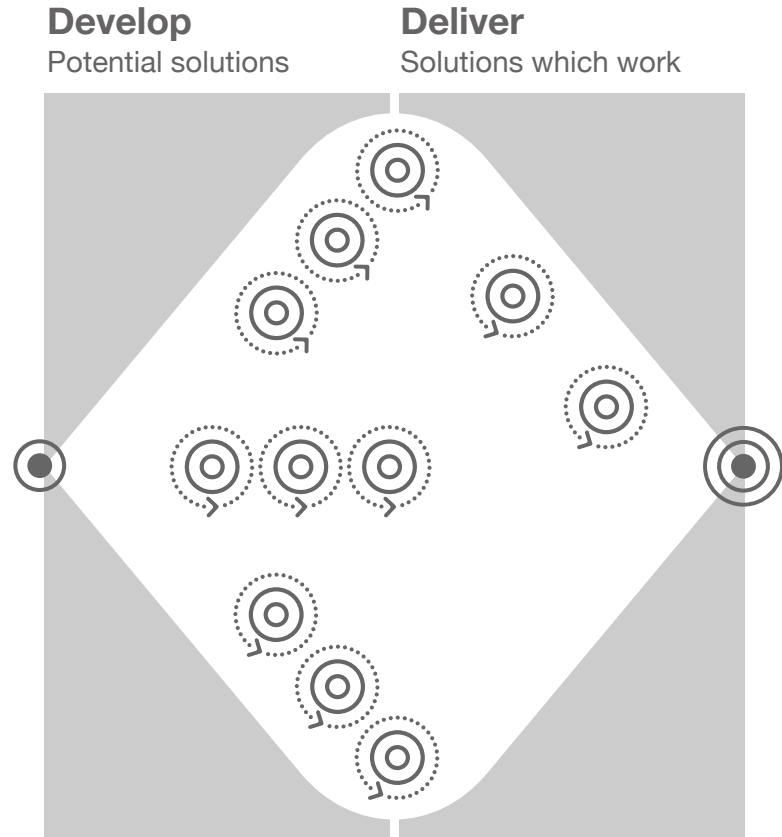
*“Design is what links creativity and innovation. It shapes ideas to become practical and attractive propositions for users or customers. Design may be described as creativity deployed to a specific end.”*

Sir George Cox, Review of Creativity and Innovation of the UK, 2005

**Service re-design, or problem re-define?**

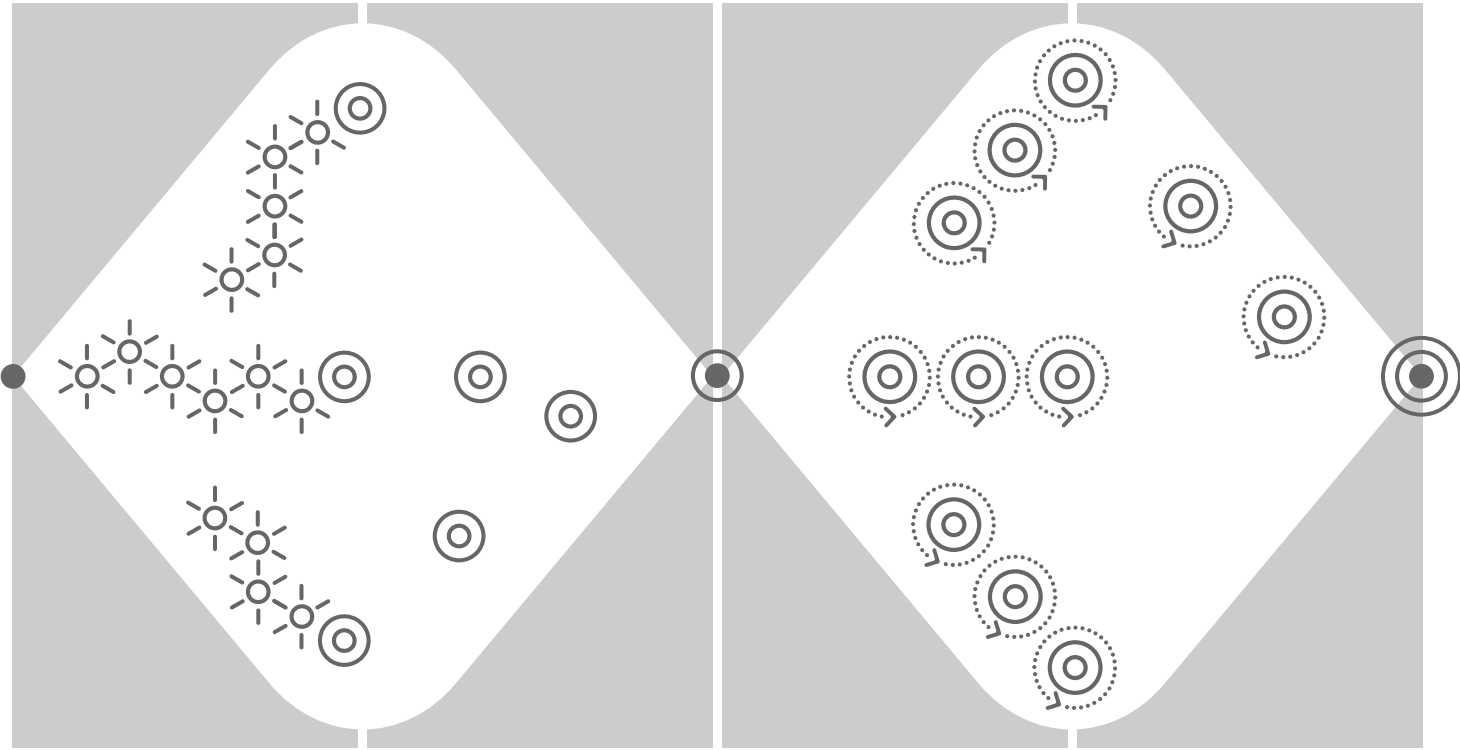


# Defining the solution...



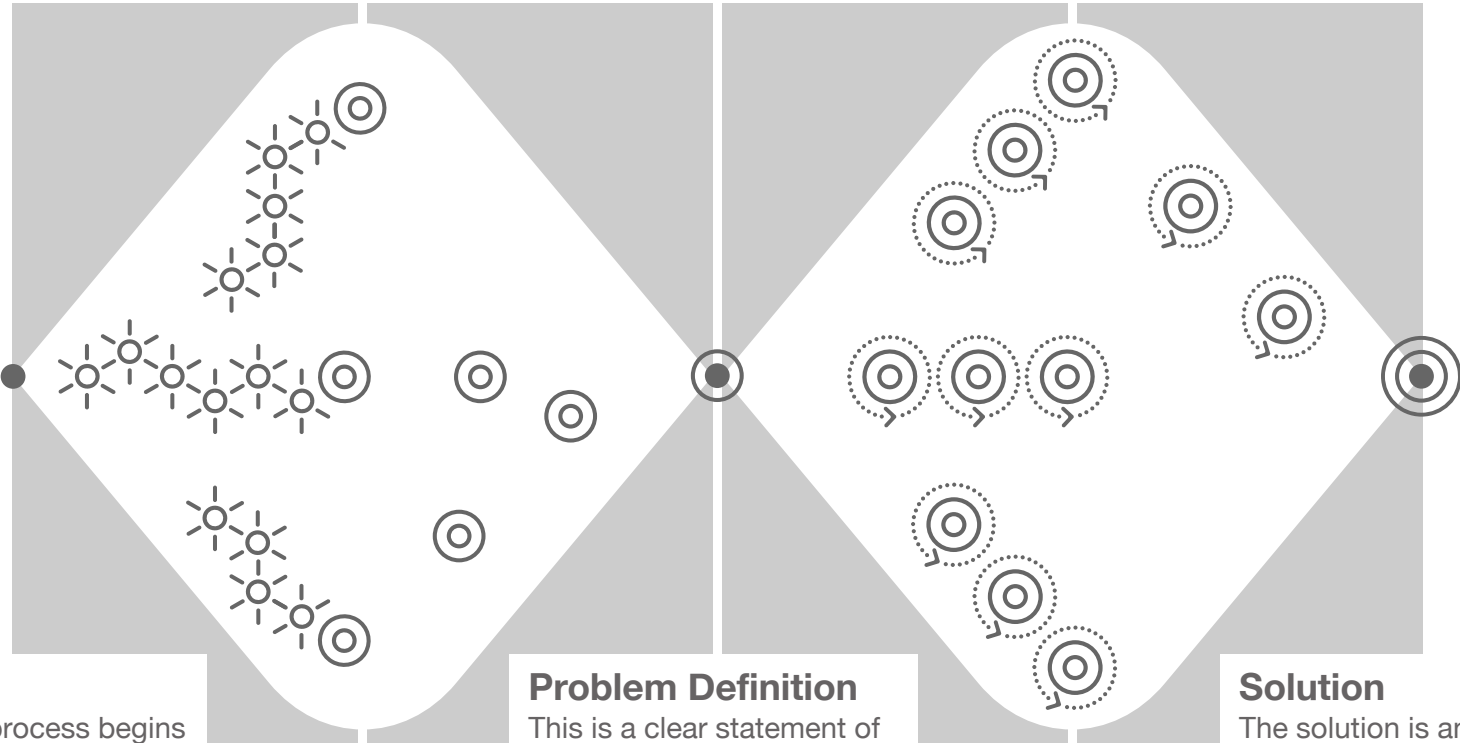
# ..before we have explored the problem

**Discover** Insight into the problem     **Define** The area to focus upon     **Develop** Potential solutions     **Deliver** Solutions which work



# Our innovation process

**Discover** Insight into the problem     **Define** The area to focus upon     **Develop** Potential solutions     **Deliver** Solutions which work



**Problem**  
The design process begins with a problem, question or hypothesis

**Problem Definition**  
This is a clear statement of the problem to be solved

**Solution**  
The solution is an output that meets the requirement of the problem definition

# Design principles

## Discover

Insight into the problem

## Define

The area to focus upon

## Develop

Potential solutions

## Deliver

Solutions which work

**Being people centered**

**Communicating visually**

**Collaborating & co-creating**

**Iterate, iterate, iterate**

# Needs

- Integration of services
- Commercialisation
- Outcomes based commissioning
- Harnessing new technology
- Sector-led improvement

# 10 years 100+ service challenges

Adult Social Care, Community cohesion, Hospital Pharmacy Services, Homelessness, Young Offenders, Children's Services; Care Home Service Provision, Youth Unemployment, Obesity, Environmental, Economic regeneration.



# Mainstreaming design-led innovation

To **build** understanding on the value of design and **enable** leaders to **embed** it as a lever for change

Edinburgh Council

Liverpool CC  
Lancashire CC  
Salford CC  
Stockport  
Tameside

Coventry City  
Shropshire  
Staffordshire CC  
Wolverhampton  
Herefordshire CC

North Somerset  
South Somerset  
Devon CC  
Mendip  
Teignbridge  
Tewkesbury



Leeds CC  
North East  
Lincolnshire CC  
North Yorkshire CC  
Sheffield C  
Wakefield Council

Ashfield  
Blaby  
Hinckley & Bosworth  
South Kesteven  
Northamptonshire CC

Cambridge City  
Braintree  
Chelmsford  
South Norfolk  
West Suffolk

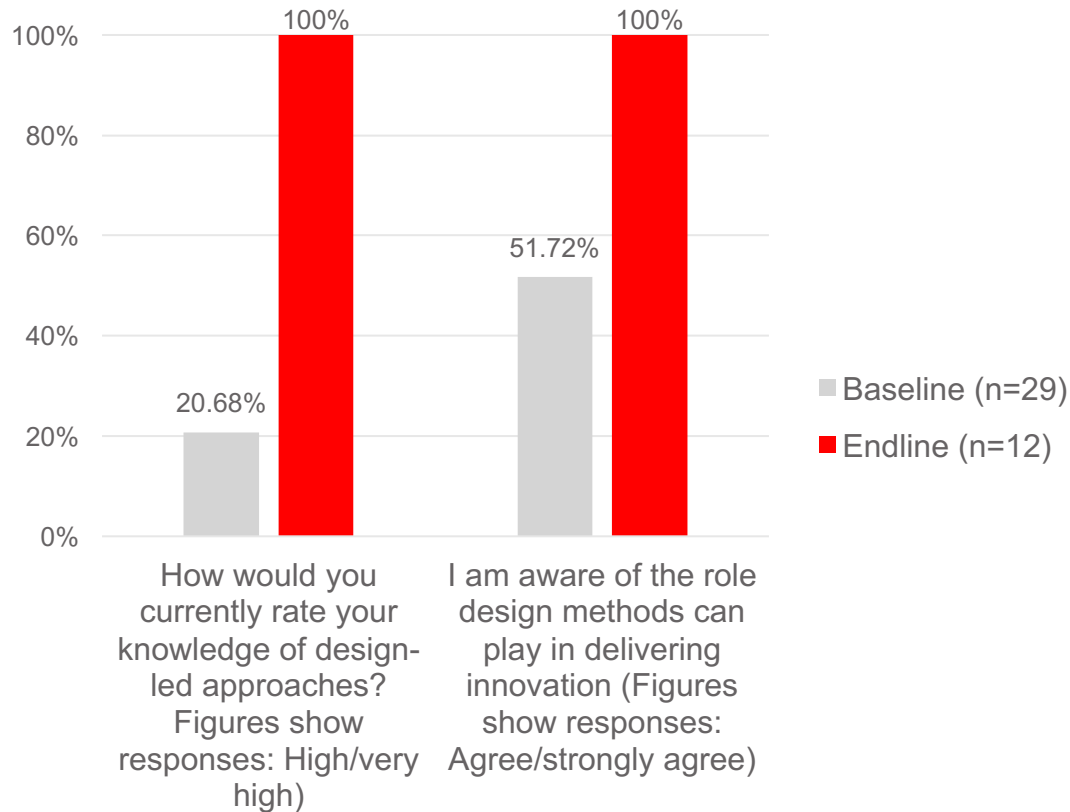
Brighton & Hove  
East Sussex CC  
Hanover Housing Association  
West Sussex CC  
Hart District Council



# 56 challenges addressed by the programme to date

Challenge area	Number
Adult Social Care	12
Communities	9
Children	10
Planning	8
Criminal Justice	5
Capability Building	4
Public Health	4
Emergency services	3
Private rental accommodation	1

# Building capacity for design-led innovation



# An adopted approach

At the end of the programme:

- 91% of respondents have shared the approaches they learn with their immediate colleagues
- 64% have shared them with other teams across their organisation

**A National Call:**

**Transforming Public Health:**

**An LGA-funded programme  
to help you use design to  
tackle public health  
challenges**

# Who is it for?

Local authorities working collaboratively with other organisations to address a public health challenge:

- Public health leaders and decision makers
- CCGs,
- NHS,
- Third sector
- Communities

Partners who want to gain an adopted, replicable approach to innovating through design.

# What is the focus?

Tackling public health challenges of importance locally and nationally

Inclusion of public health partners

Council-led

Endorsed by senior sponsor

Teams with influence to affect change

Open to identifying alternative models of support/provision (prevention)

# The Benefits

**Reframing health challenges:** applying a structured design process informed by new insight into people's needs

**Learn by doing** developing new skills and capabilities by applying design approaches to real project challenges

**Explore common challenges:** gaining new insight to inform the scope and shape of alternative models of support or provision

**Peer to peer learning:** professional development experiences with a public health focus

**Measurement and evaluation:** how to capture and transfer knowledge inside and outside the organisation.

**Transferable skills:** ability to share with others

# The Programme

Five, one-day workshops delivered by our design experts over a 16-week process

A toolkit to apply design to explore and reframe health challenges and develop prevention-oriented solutions

Coaching by our experts on a project-by-project basis

A mechanism for partners to work openly and collaboratively to shape and deliver innovation

A peer learning environment augmented by a shared digital environment

A 'learn by doing' approach to build new skills and capabilities as well as to improve health outcomes.



# Programme Sign Up Details

**Cohort One:** Call live since July – **closes 20 September!**

**Regions:** North East, North West, Yorkshire & Humber, East and West Midlands

**Delivery Location:** The Studio Leeds, Riverside West, Whitehall Road, Leeds, LS1 4AW.



**Cohort Two:** Call will go live 20 September – closing 29 November

**Regions:** South East, South West, East of England, London

**Delivery Location:** Design Council, Angel Building, 407 St John Street, London EC1V 4AB