



CABE is now part of the Design Council

# PUBLIC SERVICES BY DESIGN

*Transforming services through expert mentoring*

Sponsor Name: .....

Organisation: .....

Sector: .....

Region: .....

Project Manager Name: .....

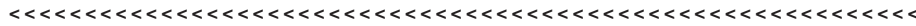
Contact Telephone: .....

Email: .....

# EVERYTHING YOU NEED TO KNOW

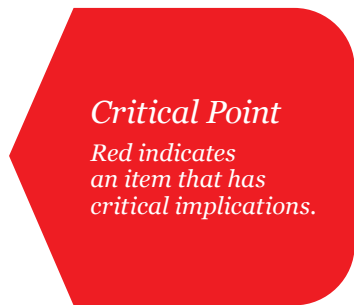


## WE'VE DESIGNED THIS APPLICATION FORM FOR YOU

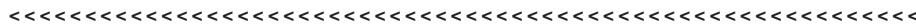


Our goal is to use plain English. We have written informative, colour-coded call-outs which help to draw your attention to what we think are important points to consider in your application.

Below is a description of what the different types of call-outs signify.



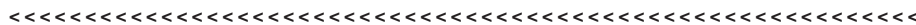
## ABOUT THE PROGRAMME



Public Services by Design is a programme that helps service leaders and their frontline teams meet service delivery challenges. Our Design Associates are strategic design advisors with experience of mentoring in both the public and private sector. They will help you identify opportunities to embed design into your organisation, leaving you with services that are more effective, efficient and meet the needs of local people.

Since 2009 we've already helped a wide range of public sector organisations tackling challenges across a range of service issues including homelessness, adult health and well-being, young offenders, children's health, and business services.

## WHAT DO I GET?



Your Design Associate will spend up to 13 days helping you tackle your service challenges and scope and implement solutions. They will support in tendering and delivering the commissioned project.

Design Associates understand the fundamental challenges facing local authorities and service providers. They have experience working with some of the most recognised brands and businesses in the world. Design Associates provide design led thinking and approaches to help organisations identify the barriers to successful delivery of public services and find solutions to overcome these.

Design Associates are objective, supportive and effective. They will always offer guidance and direction to overcome the obstacles each organisation is facing. Design Associates do not undertake the resulting design projects themselves. Their role is to support the organisation through the key stages of identifying, procuring and implementing the right design project.



# APPLICATION FORM

## SECTION 1

## KEY CONTACTS AND TIMELINES AND BUDGETS

### TO BE COMPLETED BY THE PROJECT SPONSOR

All applications must be supported by a core team of a Project Manager and Project Sponsor.

**Project Sponsor: Please provide your name, job title, department and full contact details (address, telephone number and email) in the box below:**

PROJECT SPONSOR name, job title and contact details here:

Please nominate the project manager below and attach a supporting statement of their professional background.

**Name of nominated Project Manager:**

PROJECT MANAGER name, job title and contact details here:

Please write a brief supporting statement (maximum 200 words)

Please tick this box to confirm that this time will be factored into work plans and you can support delivery of a project within the agreed timeframe.

Please tick this box to confirm you have the required £5-15k to pay for your programme fees

*Committing senior resource to project*

*It is essential that the nominated project sponsor and manager attend all required workshops and meetings during the course of the project to build and maintain momentum.*

*Accountability and commitment*

*Design mentoring takes place over a period of three to ten months. The appointed Project Manager will be expected to be able to commit to all sessions during this time. The Project Sponsor will need to commit at least three days over the same period and will be accountable for the progress of the project.*

*Why the project manager is the right person to lead this project*

*The success of your proposed project will be largely due to the calibre of your project manager. Please outline their background, track record and why they are the best person to lead this project.*

SECTION 2
WHERE YOU ARE NOW

**TO BE COMPLETED BY THE PROJECT SPONSOR AND/OR PROJECT MANAGER**

**This section is intended to help us understand the level of design and innovation awareness within your department/team and ensure that the necessary resources are available to make the project a success.**

**Q1) Please give a brief profile of your department/team:**

Maximum 150 words

*Understanding your department/team*

*We'd like to establish some basic background information on your organisation. Please tell us the size of office/function in terms of people, budget level and source of funding, number of staff.*

**Q2) Please give an overview of your organisation's / departments core service offer and what is your vision going forward?:**

Maximum 200 words

*Your customers and service offer*

*Who are your customers, how many are there and where are they located? What core service(s) do you deliver to them?*

**Q3) Why is participating in the programme strategically important to your vision? What does project success look like?**

Maximum 100 words

*All of our PSbyD projects aim to make a measurable and tangible difference. What KPIs and objectives do you have that you are aiming to impact through this project. What is the business case for participating in this programme?*

**Q4)** What do you want to get out of participating in this programme? Please rank order your priorities by numbering (1 = highest priority, 8 = lowest) in the boxes below:

- Improve service delivery
- Make cost savings?
- Improve customer experience
- Improve working practices
- Act as a best practice model for other service providers
- Launch a new service offer
- Support staff delivery of innovation
- Use design more effectively

**Q5)** What exposure have you had to design and innovation to date and what difference has it made to your organisation / department?:

Maximum 300 words

*Your exposure to design and innovation*

*We're interested to learn about your experiences, if any of using design and innovation to tackle challenges in your organisation. What has been the legacy?*

**Q6)** How much does your organisation/department normally spend annually on externally provided design services? Please give us a rough idea of spend, and the type of design services normally procured:

- Corporate Branding £.....
- Graphic design £.....
- Communications/PR £.....
- Website/digital communication design £.....
- Building design £.....
- Service design £.....
- Product design £.....
- Other

*Design and Innovation spend*

*We're really interested to learn if you currently allocate budget for design and innovation projects, and how much per year.*

Please use this box to let us know about any other design spend not defined in the above categories.

**Q7)** This is a mentoring programme for public sector organisations. A Design Associate will support the identification and scoping of design projects to support your vision and ambition but not implement the project themselves. Design projects identified as part of the programme will require the services of the design industry.

Please give an indication of potential funds for procurement allocated to this project:

- Up to £5K
- Between £5k and £15K
- Between £15k and £25K
- Between £25K and £45K
- Over £45K

*Allocation of design budget*

*Any design support needed beyond mentoring will require additional funding from the applicant. You therefore must have enough budget to fund at least one design project.*

SECTION

3

THE CHALLENGE AND PROPOSED PROJECT

Please provide details of the challenge that you would like to put forward for the programme, attaching any supporting documentation that will help explain them to the selection panel.

Q1) What is the service challenge you you would like to put forward for the Public Services by Design programme?

Maximum 300 words

Empty text box for Q1 response.

Tangible challenges

Please outline the scale of your proposed project and why it is strategically important to your organisation/department.

Q2) How would participating in the programme help to tackle your challenge(s) and improve your organisation? How do you think design mentoring can support you?

Maximum 300 words

Empty text box for Q2 response.

How can PSbyD best support you to tackle your challenges?

We want to give every bit of support we can to help you deliver a successful project that makes a real difference. Please tell us what support you need and how we can best support you.

Q3) What aspects of your service do you wish to focus on developing as part of this programme? Please indicate below, ticking all that apply:

YES NO

Understanding service users and/or delivery partners better

Re-shaping policy and strategy

Creating awareness of services and/or communicating the benefits of using them

Re-thinking the roles of people delivering services and the processes/rules used

Improving the service delivery 'touchpoints' and/or environments

**Q4) What improvements do you want to see for your customers and organisation?**

Maximum 300 words

***Celebrating success***

*Writing powerful case studies is a key component of PSbyD and therefore your ability to measure impact is core to this. What improvements do you want to see for your customers and your organisation? How will you measure the impact and success of this project? What Key Performance Indicators will you be using to evaluate this work?*

**Q5) What barriers? Use this space to tell us about any internal or external issues which may have an impact on the project and how you will mitigate them.**

Maximum 300 words

***Barriers and competing projects***

*We know from experience that often the progress of a project can be hindered by other projects taking place in an organisation and/or barriers such as funding, legislation or people. Please outline what barriers or competing projects might hinder successful delivery or this project and how you will mitigate these risks.*

**Q6) How many departments/teams would be involved in making this happen? Please describe them, including key stakeholders and locations:**

Maximum 300 words

***Project complexity***

*It is important we understand the complexity and scale of the project you are trying to deliver. Although we are looking for ambitious clients, we also want you to be realistic about what you can achieve.*



**SECTION**

**4**



**FINAL CHECKLIST**



**SUPPORTING DOCUMENTS**

In order for us to assess your application fully and ensure that you receive the right level of support if you are successful, **please enclose a minimum of two documents from the list below:**

**Essential: An organisational chart/outline of team structure of roles**

**Plus:**

- Description of your KPI framework
- Annual report
- Marketing materials
- Any recent research/evaluation reports
- Client facing materials used as part of service delivery

Signature: .....

Print name: .....

Date: .....

**Thank you for completing your application.  
You can submit your form via email or by post to:**

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London WC2E 7DL

**pauline.shakespeare@designcouncil.org.uk  
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